

The Effect of Service Quality on Outpatient Satisfaction at the Internal Medicine Clinic of Darkuthni Main Clinic

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ABSTRACT

This study aims to determine the simultaneous and partial effects of the variables tangible, empathy, responsiveness, reliability, and assurance on patient satisfaction. This research uses a quantitative method. The research data were obtained from questionnaires distributed to 60 respondents, namely patients of Klinik Utama Darkuthni who had previously received treatment, using accidental sampling for data collection. The analysis technique used is multiple linear regression to perform F-tests and t-tests using IBM SPSS 25. The results of the calculations using the SPSS program show that the obtained coefficient of determination is 0.741. This means that 74.1% of patient satisfaction can be explained by service quality variables, while the remaining 25.9% of satisfaction is influenced by other variables not examined in this study

INTRODUCTION

A healthy and prosperous life is the desire of all parties (Nurlinawati & Putranto, 2020; Puspitasari et al., 2021). Not only individuals, but also families, groups, and even communities. Health is both an asset and a resource for creating economic and social stability. Quality health can increase life expectancy, reduce mortality rates, and improve productivity (Akaza, 2019; Bryła et al., 2022). Consequently, increased productivity can be leveraged to accelerate the wheels of development toward prosperity. Clinics, as one of the public health service institutions, require the presence of an accurate and reliable information system, adequately sufficient to enhance health services for patients as well as other related environments. Data management in health service institutions is one of the important components in realizing a clinic information system (Athiyah & Pane, 2022).

A clinic's main activity is providing services. The general services available at the clinic include inpatient care, outpatient care, laboratory services, general polyclinics, and maternal and child health-family planning (MCH-FP) clinics. However, these services will not be optimal if the resources owned are not managed properly and correctly. The resources available in the clinic include human resources and information resources. These resources can connect all activities within the clinic (Celler et al., 2017; Collins et al., 2023).

Quality service, of course, is not just limited to the friendly smiles of health clinic staff, but goes beyond that. According to Sugiyono (2018), there are five main dimensions relevant for explaining service quality, known as service quality, namely: tangibles (physical evidence), empathy, responsiveness, reliability, and assurance. These five dimensions of service quality are key to improving patient satisfaction (Athiyah & Pane, 2022; Fanda et al., 2024)

Tangible Services refer to the availability of physical facilities, equipment, and communication means at the Darkuthni clinic, including the appearance of physical facilities such as the building and front office rooms, availability of parking, cleanliness, tidiness, and comfort of the rooms, completeness of equipment, and the appearance of the staff. Empathy Services refer to the individual attention given by the healthcare team at the Darkuthni clinic to patients, such as ease of service, ability to communicate with patients, and efforts to understand the desires and needs of patients (Pulay et al., 2025; Shahrubudin et al., 2020).

Responsive service (Responsiveness) refers to the willingness of the healthcare team at Darkuthni Clinic to help and provide fast (responsive) and accurate services to patients, with clear communication of information. Reliable service (Reliability) refers to the ability to deliver promised services accurately and to be trusted, especially by providing services on time, in the same manner according to the schedule that has been promised without making mistakes. Assurance service (Assurance) includes the ability of the healthcare team at Darkuthni Clinic to cultivate patients' trust in the services provided. (Pandey et al., 2019; Yusran Bachtiar, Deasy Soraya A. Aminartha Putri, 2019) If these five aspects can be fulfilled by the service provider, it will create satisfaction within customers to remain loyal to using the services. Service quality is an important

factor that companies must pay attention to in order to achieve customer satisfaction (Hermanto et al., 2019; Maulida, 2022)

Satisfaction reflects the extent to which the experience of using a product or service meets the value expectations anticipated by the buyer. These expectations are the anticipations held by customers before they purchase and experience the product or service. This satisfaction is closely related to the overall customer experience; customers expect that businesses not only meet their basic needs but also strive to exceed expectations by providing added value that is not immediately visible (Fahriani & Febriyanti, 2022).

Patient satisfaction occurs when what the patient desires is achieved according to what is available in the clinic (Athiyah & Pane, 2022; Li et al., 2019). Patients will feel satisfied if the clinic's services align with the clinic's vision and mission. This is because not all clinics provide services and facilities as expected by a patient. Every patient who visits for treatment always wants to receive the best possible service to fulfill their desired goals, in addition to fostering a sense of recovery in the patient (Athiyah & Pane, 2022). Based on the background above, the research problem statement in this study is:

1. Do the service quality variables, consisting of Tangibles, Empathy, Reliability, Responsiveness, and Assurance, simultaneously have a significant effect on outpatient satisfaction in the internal medicine clinic at Darkuthni Main Clinic?
2. Does the Tangible variable have a significant effect on outpatient satisfaction in the Internal Medicine Clinic at Darkuthni Main Clinic?
3. Does the Empathy variable have a significant effect on outpatient satisfaction in the Internal Medicine Clinic at Darkuthni Main Clinic?
4. Does the Reliability variable have a significant effect on outpatient satisfaction in the Internal Medicine Clinic at Darkuthni Main Clinic?
5. Does the Assurance variable have a significant effect on outpatient satisfaction in the Internal Medicine Clinic at Darkuthni Main Clinic?
6. Does the Responsiveness variable have a significant effect on outpatient satisfaction in the Internal Medicine Clinic at Darkuthni Main Clinic?

LITERATURE REVIEW

Service Quality

Service quality is generally associated with a certain level of success or something excellent, which represents the degree of perfection of results that surpass the average level. Productivity is usually always linked to quality and profitability. (Kotler & Keller, 2012) define service quality as the overall characteristics of a product and service reflected in the company's ability to satisfy customer needs and desires (Saharuddin et al., 2016; Sambodo Rio Sasongko, 2021).

In Terms of Service Quality

According to Kotler & Keller (2019:52), the dimensions of service quality are divided into:

1. Reliability, which is providing services as promised, being reliable in handling customer service issues, performing services correctly the first

time, providing services at the promised time, maintaining error-free records, and employees having the knowledge to respond.

2. Responsiveness, which is always informing customers about when services will be performed, providing timely services to customers, willingness to help customers, and readiness to respond to customer requests.
3. Assurance, which is employees instilling confidence in customers, making customers feel secure in their transactions, and employees who are always courteous.
3. Empathy, which is providing personal attention to customers, employees interacting with customers in a caring manner, prioritizing the best interests of customers, employees understanding their customers' needs, and offering convenient business hours.
4. Direct evidence includes facilities and equipment that appear visually appealing, employees who have a neat and professional appearance, and even services that have visual attractiveness. Parasuraman et al. (1994) developed the SERVQUAL scale, which is a scale used to measure service quality. The SERVQUAL scale identifies five main dimensions.

Patient Satisfaction

Tjiptono (2016) states that patient satisfaction is the level of feeling of patients after receiving healthcare services, which is obtained from the comparison between expectations and the reality received. According to Zeithaml & Bitner (2018), patient satisfaction is the customer's evaluation of a product or service that meets or exceeds their expectations.

Conceptual Framework

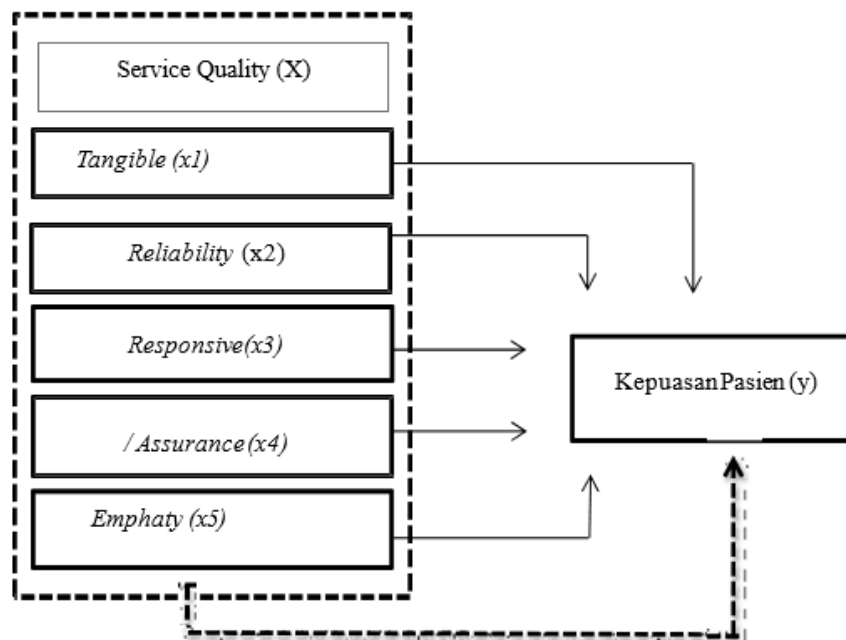


Figure 1. Conceptual Framework

Hypothesis

H₁: Service quality, consisting of Tangibles, Empathy, Reliability, Responsiveness, and Assurance, simultaneously has a significant effect on outpatient satisfaction at the Internal Medicine Clinic of Klinik Utama Darkuthni.

H₂: Tangibles have a significant effect on outpatient satisfaction at the Internal Medicine Clinic of Klinik Utama Darkuthni.

H₃: Empathy has a significant effect on outpatient satisfaction at the Internal Medicine Clinic of Klinik Utama Darkuthni.

H₄: Reliability has a significant effect on outpatient satisfaction at the Internal Medicine Clinic of Klinik Utama Darkuthni.

H₅: Assurance has a significant effect on outpatient satisfaction at the Internal Medicine Clinic of Klinik Utama Darkuthni.

H₆ : Responsiveness significantly affects outpatient satisfaction in the Internal Medicine Department at Darkuthni Main Clinic. Research Method The type of research used in this study is quantitative.

METHODOLOGY

The population of this study consists of outpatients at the Internal Medicine Department of Darkuthni Main Clinic. The sample in this study consists of patients who have previously sought treatment at Darkuthni Main Clinic to determine the sample size. Therefore, the total sample in this study is 60 respondents. Data collection techniques used questionnaires that had been tested for validity and reliability, and the analysis employed Multiple Linear Regression. Multiple linear regression analysis is used to determine the influence of independent variables on the dependent variable. The regression equation model for 6 variables is formulated as follows (Sugiyono, 2019):

$$Y = a + b_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_4X_4 + e$$

Where:

Y = Service quality

X₁ = Physical evidence (Tangible)

X₂ = Empathy

X₃ = Reliability

X₄ = Responsiveness

X₅ = Assurance

a = Constant

b₁-b₂ = Regression coefficients

RESULTS

Classical Assumption Test

Normality Test

The results of the normality test obtained from each statement item can be seen in Figure 1 below:

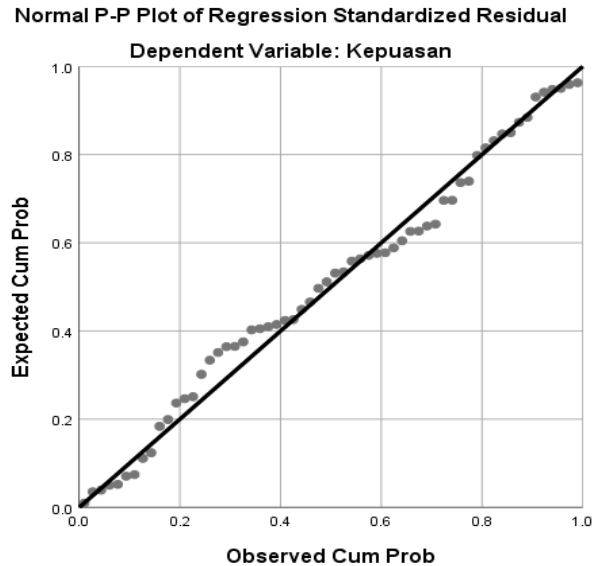


Figure 2. Normality Test

Based on Figure 1 above, it can be seen that the points in the figure always follow and approach the diagonal line. Therefore, based on the decision-making criteria in the normality test, it can be concluded that the residual values are normally distributed. Hence, the normality assumption in this study is fulfilled. Multicollinearity Test The results of the multicollinearity test in this study can be seen in Table 1 below:

Table 1. Multicollinearity Test Results

No	Variables	Tolerance	VIF
1	<i>Tangible (X1)</i>	0,868	1,152
2	<i>Emphaty (X2)</i>	0,933	1,072
3	<i>Responsiveness (X3)</i>	0,885	1,130
4	<i>Realibility (X4)</i>	0,911	1,097
5	<i>Assurance (X5)</i>	0,920	1,087

Source: Processed Data, Year 2025

Based on Table 1 above, it can be seen that the obtained Tolerance values are greater than 0.10 and the VIF values are less than 10.00. Therefore, referring to the decision-making basis in the multicollinearity test, it can be concluded that there are no multicollinearity symptoms in the regression model, so the analysis

can proceed. Heteroscedasticity Test. The heteroscedasticity test results obtained from each statement item can be seen in Figure 2 below:

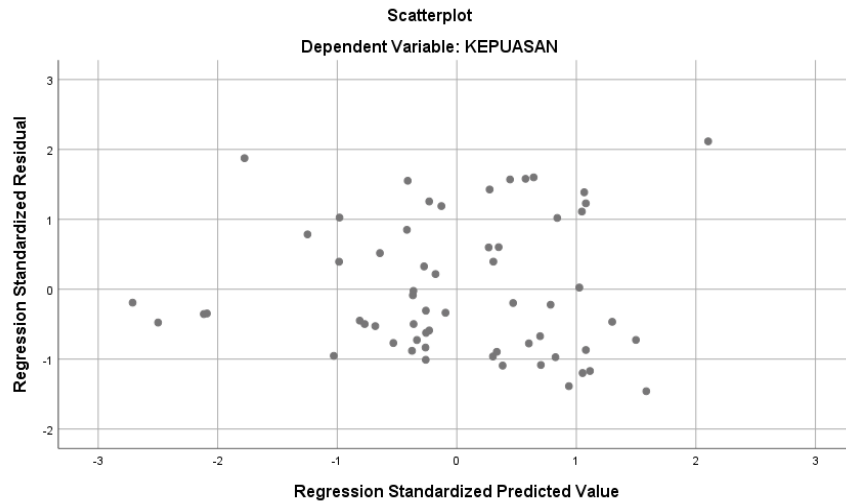


Figure 2. The Heteroscedasticity Test Results
 Source : Data Processed in 2025

From Figure 2 above, it can be seen that the data distribution points produced in this study do not have a specific pattern, such as clustering in the middle, narrowing and then widening, or conversely, widening and then narrowing. It can be concluded that in this study, no heteroskedasticity symptoms occurred.

Table 2. Summary of Multiple Linear Regression Analysis Test Results

Variabel <i>Dependent</i> Y = Keputusan Pembelian					
Variabel <i>Independent</i>	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	40,037	1,778		22,524	,000
Tangible (X1)	,181	,073	,208	2,481	,016
Emphaty (X2)	,205	,075	,239	2,730	,009
Responsiveness (X3)	,183	,071	,243	2,586	,012
Realibility(X4)	,283	,071	,328	3,988	,000
Assurance (X5)	,175	,070	,199	2,506	,015
R = 0,861 Sig.F = 0,000 R Square = 0,741 α = > 0,05 Adjusted R Square = 0,717					

Source: Processed data, 2025

From these results, if written in the form of a regression equation, it is as follows:

$$Y = 40,037 + 0,181X_1 + 0,205X_2 + 0,183X_3 + 0,283X_4 + 0,175X_5$$

The multiple linear regression equation model above can be explained as follows:

- 1) The constant value of Y (Satisfaction) is 40.037. This means that before considering the variables physical evidence (X1), empathy (X2), responsiveness (X3), reliability (X4), and assurance (X5), the dependent variable patient satisfaction (Y) is already at 40.037.
- 2) The regression coefficient for physical evidence (X1) is 0.181. This means that if there is an increase in physical evidence (X1) by 0.181, the satisfaction variable will increase by one unit.
- 3) The regression coefficient for empathy (X2) is 0.205. This means that if there is a change in empathy (X2) by 0.205, the satisfaction variable will increase by one unit.
- 4) The regression coefficient for responsiveness (X3) is 0.183. This means that if there is an increase in responsiveness (X3) by 0.183, the satisfaction variable will increase by one unit.
- 5) The regression coefficient for reliability (X4) is 0.283. This means that if there is an increase in reliability (X4) by 0.283, the satisfaction variable will increase by one unit.
- 6) The regression coefficient for collateral (X5) is 0.175. This means that if there is an increase in collateral (X5) by 0.175, the satisfaction variable will increase by one unit.

Hypothesis Testing Results

a. First Hypothesis Test

The first hypothesis of this study is that service quality partially has a positive and significant effect on the satisfaction of outpatient internal medicine patients at Darkuthni Main Clinic.

Based on the research results, the sig-F value is (0.000). This indicates that simultaneously, the independent variables have a significant effect on the dependent variable, thus the first hypothesis is proven.

b. Second Hypothesis Test

The second hypothesis of this study is that physical evidence (tangible) partially has a significant effect on the satisfaction of outpatient internal medicine patients at Darkuthni Main Clinic. Based on the calculation results, the F-significance value is $0.16 < 0.05$. This indicates that the physical evidence variable (X1) has a positive and significant effect on patient satisfaction (Y) of outpatient internal medicine at Darkuthni Main Clinic.

c. The third hypothesis

this study is that empathy partially has a significant effect on the satisfaction of outpatient internal medicine patients at Darkuthni Main Clinic. Based on the calculation results, the F-significance value is $0.009 < 0.05$. This indicates that the empathy variable (X2) has a positive and significant effect on patient satisfaction (Y) of outpatient internal medicine at Darkuthni Main Clinic.

d. The Fourth hypothesis

The fourth hypothesis of this study is that responsiveness has a partially significant effect on outpatient satisfaction in the internal medicine polyclinic at Darkuthni Main Clinic. Based on the calculation result of the sig-F value of $0.12 < 0.05$, it indicates that the responsiveness variable (X3) has a positive and significant effect on patient satisfaction (Y) in the internal medicine outpatient polyclinic at Darkuthni Main Clinic.

e. The fifth hypothesis

this study is that reliability has a partially significant effect on outpatient satisfaction in the internal medicine polyclinic at Darkuthni Main Clinic. Based on the calculation result of the sig-F value of $0.000 < 0.05$, it indicates that the reliability variable (X4) has a positive and significant effect on patient satisfaction (Y) in the internal medicine outpatient polyclinic at Darkuthni Main Clinic.

f. Sixth Hypothesis

The second hypothesis of this study is that assurance (assurance) partially has a significant effect on the satisfaction of outpatient internal medicine patients at Darkuthni Main Clinic. Based on the calculation results, the sig-F value is $0.15 < 0.05$. This indicates that the assurance variable (X5) has a positive and significant effect on patient satisfaction (Y) in the internal medicine outpatient clinic at Darkuthni Main Clinic.

DISCUSSION

A. The Effect of Service Quality Consisting of Tangibles, Empathy, Reliability, Responsiveness, and Assurance on the Satisfaction of Outpatients at the Internal Medicine Clinic at Darkuthni Main Clinic

The study results show that service quality, which includes physical evidence (tangible), empathy (emphaty), responsiveness (responsiveness), reliability (reliability), and assurance (assurance), has a significant effect on the satisfaction of internal medicine outpatients at Darkuthni Main Clinic. Health service quality is multidimensional.. The research results indicate that reliability, which includes: disease diagnosis, thorough patient examination, accurate prescriptions, and fast service, is the dimension that has the greatest influence on outpatient satisfaction in the Internal Medicine Clinic at Darkuthni Main Clinic. This result is not contradictory to the theory proposed by Rowland et al. (in Sabarguna, 2004), which explains that satisfaction means a person's desires and needs are fulfilled, making this the most prominent aspect in improving the quality of healthcare services.

B. The Influence of Physical Evidence (Tangible) on outpatient satisfaction at the Internal Medicine Clinic at Darkuthni Main Clinic

The results show that physical (tangible) evidence has a significant effect on patient satisfaction. Physical (tangible) evidence is a company's ability to demonstrate its existence to internal parties. The appearance and capability of the company's physical facilities and infrastructure, which can be relied upon, are concrete proof of the services provided by the service provider. In this study, the indicator of a clean and well-maintained building is the most influential indicator on the satisfaction of outpatient patients at the Internal Medicine Polyclinic of

Darkuthni Main Clinic. This means that the non-medical staff at Darkuthni Main Clinic always pay attention to the cleanliness of the building so that patients feel comfortable. Darkuthni Main Clinic always strives to maintain the cleanliness of all service rooms. This is indicated by the presence of three cleaning staff who have a schedule to monitor and clean. This policy is implemented so that patients feel comfortable in the service areas. In addition, medical personnel are also required to maintain a clean and neat appearance.

C. The Influence of Empathy on Outpatient Satisfaction in the Internal Medicine Clinic at Darkuthni Main Clinic.

The results of the study indicate that empathy has a significant effect on patient satisfaction. Empathy is providing sincere and individualized attention to customers by trying to understand their needs (Campos et al., 2022; Gordon R. et al., 2021). In this study, the indicators of listening to patient complaints and apologizing when mistakes occur were the indicators with the greatest influence on outpatient satisfaction in the Internal Medicine Clinic at Darkuthni Main Clinic. This means that non-medical staff at Darkuthni Main Clinic always pay attention to patient complaints and apologize when mistakes happen.

Medical and non-medical staff at Darkuthni Main Clinic are required to be able to understand the needs and feelings of patients. This is demonstrated by the requirement for every doctor to be able to respond to patients properly. In this regard, communication skills in special situations are very necessary. This also applies to every nurse and administrative staff who are required to be able to respond well to the patients' desires through perfectly established communication.

D. The Effect of Responsiveness on Outpatient Satisfaction in the Internal Medicine Department at Darkuthni Main Clinic

Research results indicate that Responsiveness has a significant influence on patient satisfaction. Responsiveness always informs customers about when services will be provided, delivers services on time, is willing to help customers, and provides clear information. In this study, the indicator that doctors listen to patient complaints was the most influential indicator on outpatient satisfaction in the Internal Medicine Clinic at Darkuthni Main Clinic. This explains that doctors at Darkuthni Main Clinic are already very good. Both medical and non-medical staff at Darkuthni Main Clinic are required to provide prompt and responsive service to patients, to help patients, and to deliver services efficiently without discriminating against any patients.

E. The Influence of Reliability on outpatient satisfaction in the Internal Medicine Clinic at Darkuthni Main Clinic

The research results show that Reliability has a significant impact on patient satisfaction. Reliability refers to the company's ability to provide services as promised accurately and dependably. In this study, the indicator of giving the correct prescription to patients is the most influential factor affecting the satisfaction of outpatients at the Darkuthni Main Clinic. This means that the medical and non-medical staff at Darkuthni Main Clinic are undoubtedly reliable in serving patients. The Darkuthni Main Clinic always strives to genuinely pay attention to its patients. The duties of medical and non-medical personnel at the Darkuthni Main Clinic include: recording patient data according to the service

flow, that is, receiving patients who are visiting for treatment or consultation, and then providing the patients with the necessary health service information. The doctors at Darkuthni Main Clinic have the main task of conducting examinations and treating patients and providing health services at the Clinic collaboratively according to the patients' conditions.

f. The Effect of Assurance on Outpatient Satisfaction at the Internal Medicine Department of Darkuthni Main Clinic

The research results indicate that assurance has a significant effect on patient satisfaction. Assurance means that the service provided is capable of guaranteeing safety. In this study, there are two indicators: showing a smile to incoming patients and providing explanations about the illness suffered, which became the indicators with the greatest influence on outpatient satisfaction at the internal medicine department of Darkuthni Main Clinic. This explains that the medical and non-medical staff at Darkuthni Main Clinic are undoubtedly reliable in serving patients.

CONCLUSIONS

- 1) The quality of service, consisting of physical evidence (tangible), empathy, responsiveness, reliability, and assurance, simultaneously has a positive and significant effect on the satisfaction of outpatient patients in the internal medicine polyclinic at Darkuthni Main Clinic.
- 2) Empathy has a positive and significant effect on the satisfaction of outpatient patients in the internal medicine polyclinic at Darkuthni Main Clinic.
- 3) Responsiveness has a positive and significant effect on the satisfaction of outpatient patients in the internal medicine polyclinic at Darkuthni Main Clinic.
- 4) Reliability has a positive and significant effect on the satisfaction of outpatient patients in the internal medicine polyclinic at Darkuthni Main Clinic.
- 5) Assurance has a positive and significant effect on the satisfaction of outpatient patients in the internal medicine polyclinic at Darkuthni Main Clinic

RECOMMENDATIONS

Based on the research results, discussion, and conclusions obtained, the suggestions that can be given are as follows:

- a. Have an adequate waiting room to accommodate incoming patients considering the increase in patients arriving.
- b. Do not discriminate in the services provided to patients, whether BPJS patients or general patients.

FURTHER STUDY

This study still has limitations so that further research is needed on the topic of The Effect of Service Quality on Outpatient Satisfaction at the Internal Medicine Clinic of Darkuthni Main Clinic in order to perfect this study and increase insight for readers and authors.

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