

The Relationship Between Service Quality and Facilities and Patient Satisfaction at Fitri Candra Wonogiri Hospital

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ABSTRACT

The development of hospitals is very fast and causes competition between hospitals to be sharp. Therefore, it is very important for the role of medical and non-medical personnel in health institutions to increase patient satisfaction because it becomes a benchmark for the quality of services available at the hospital in order to evaluate and improve the quality of services provided to patients. We can find out by looking at the level of patient satisfaction and there are several factors that affect patient satisfaction, namely service quality and facilities. The purpose of this study was to determine the relationship between service quality and facilities with patient satisfaction at Fitri Candra Wonogiri Hospital. This study is a type of analytical research with a collerational design through a cross sectional approach. The population in this study were patients at RSU Fitri Candra Wonogiri. The number of samples in this study were 86 respondents. The sampling technique used consecutive sampling. Analysis using chi square test and multiple logistic regression test. The results showed that service quality was related to patient satisfaction ($p = 0.026$) as well as facilities related to patient satisfaction ($p = 0.038$). In multivariate the relationship between service quality and satisfaction is more dominant with the value of service quality (Exp (B) value: 2.798 (positive), CI 95%: 1.133-6.912, and facilities (Exp (B) value: 2.600 (positive), CI 95%: 1,043 - 6,483. There is a relationship between service quality and facilities with patient satisfaction, where the more dominant relationship to patient satisfaction is service quality.

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1. INTRODUCTION

The development of the health sector in Indonesia shows significant dynamics, one of which is marked by the rapid growth of hospitals both managed by the government and the private sector. This competition between health service institutions requires each hospital to continue to improve the quality of service to meet the expectations of the community. Hospitals are not only seen as medical service providers, but also as organizations that carry out social functions in improving the quality of life of the community. In this context, service quality is one of the main benchmarks that determine the success of hospitals in providing satisfactory health services for patients. Quality can be interpreted as the conformity between expectations and reality received by service users, where the smaller the gap between the two, the higher the level of satisfaction felt (Rosyidi et al., 2020).

Patient satisfaction is a very important aspect because it reflects the perception of the quality of service received. If the patient's experience while receiving health services is better than their expectations, then the patient is likely to feel satisfied. On the other hand, if the services received are not in accordance with expectations, dissatisfaction arises, which in turn can affect the image and reputation of the hospital (Puspitasari et al., 2022). This satisfaction is influenced by various factors such as service quality, price, facilities, location, comfort, atmosphere, and visual design (Rosyidi et al., 2020). Therefore, hospital management must be able to understand patient behavior in evaluating health services, as part of a sustainable quality improvement strategy (Dahlan, 2023).

Previous research has shown a significant relationship between service quality and patient satisfaction. For example, Utari and Firmansyah (2021) found that service quality significantly affects patient satisfaction, as evidenced by the F test with an F value of 104,561 which is greater than the F value of the table. Similar results were also obtained by Ronaldi et al. (2022) who showed that hospital facilities had a significant effect on patient satisfaction levels, with an F value of 56,292. Both studies emphasized the importance of service and facility aspects as the main determinants in shaping positive patient experiences. However, the findings from Setianingsih and Susanti (2021) show different results, namely that not all indicators in the service quality dimension such as assurance and tangible have a significant effect on patient satisfaction. These differences in results show that there is a research gap that needs to be explored further, especially by considering local context variables and characteristics of health service institutions.

Furthermore, Trisnawati et al. (2023) stated that public demands for improving service quality continue to increase along with the development of awareness of the right to decent health services. This condition encourages every health institution, including private hospitals, to continue to innovate and improve services. Government hospitals, despite having advantages in terms of costs and health insurance programs such as BPJS, still have to compete with private hospitals in terms of convenience, efficiency, and service friendliness.

One of the private hospitals that is developing in Wonogiri Regency is the Fitri Candra General Hospital (RSU). This hospital strives to reach the public through various social media such as WhatsApp Story, Instagram, YouTube, and TikTok to build a professional and familiar service image. Based on reviews from the hospital's official website, many patients give positive ratings of the services provided, such as the friendliness of medical personnel, the completeness of facilities, and the comfort of the location. However, not a few complaints have also arisen, including related to the length of service time, inaccuracy of doctors' schedules, and lack of certain facilities. The satisfaction score obtained from customers is 4.6, indicating that although the service is generally considered good, there is still room for improvement.

Based on this background and considering the gap in findings from previous studies, it is necessary to conduct a more in-depth study to find out the extent to which the quality of services and facilities affects patient satisfaction. This study aims to analyze the relationship between service quality and facilities to patient satisfaction at Fitri Candra Wonogiri Hospital, in order to contribute to the development of a more effective and patient satisfaction-oriented hospital service strategy.

2. METHODS

This study uses a quantitative approach with a correlational analytical design and cross sectional method to analyze the influence of service and facility quality on patient satisfaction. The population in this study is all inpatients in the Rama Ward of Fitri Candra Hospital during October 2024, with a total of 86 respondents who met the inclusion and exclusion criteria. The sampling technique was carried out by consecutive sampling, namely all patients treated during this period. The research instrument is in the form of a questionnaire consisting of three parts, namely a questionnaire on service quality, facilities, and patient satisfaction adapted from Sudaryanto's (2021) research, each of which has been tested for validity and reliability. The measurement scale uses a Likert scale of 1–4.

Data collection was carried out by distributing questionnaires to respondents who had met the criteria, after obtaining permission from the relevant parties. The collected data is then analyzed through several stages, namely editing, coding, and data entry using the IBM SPSS Statistics 25 program. The statistical analysis used includes univariate analysis to describe the frequency distribution, bivariate analysis using chi square test to determine the relationship between variables, and multivariate analysis with logistic regression to determine the variables that have the most influence on patient satisfaction. The results of the analysis aim to test the hypothesis that there is an influence between the quality of services and facilities on the level of patient satisfaction.

3. FINDINGS AND DISCUSSION

Result

Respondent Frequency Distribution Table

From the results of the questionnaire distribution, the results of the frequency distribution of respondents can be obtained as follows:

Table 4. 1
Frequency Distribution of Respondents (n=86)

Respondent Characteristics	f	%
Age		
≤ 40 years old	40	46,5 %
> 40 years old	46	53,5 %
Gender		
Man	36	41,9 %
Woman	50	58,1 %

Based on table 4.1, the results were obtained from 86 respondents, the majority of whom were aged > 40 years, namely 46 respondents (53.5%), and based on the gender of the majority female respondents, which was 50 respondents (58.1%).

Univariate Analysis

Based on the results of the study with univariate analysis described in the following table:

- a. Frequency distribution of service quality

Table 4. 2
Frequency Distribution of Service Quality

Category Quality of Service	f	%
Good	51	59,3%
Not Good	35	40,7%
Total	86	100%

Based on table 4.2, it can be seen that at Fitri Candra Wonogiri Hospital, the most respondents stated that the quality of service was good, namely 51 respondents with a percentage of 59.3%, and those who stated that the quality of service was not good, namely 35 respondents with a percentage of 40.7%.

b. Facility frequency distribution

Table 4. 3
Facility Frequency Distribution

Facility Level Categories	f	%
Complete	55	64%
Incomplete	31	36%
Total	86	100%

Based on table 4.3, the results were obtained that the most respondents' responses regarding the facilities of the Fitri Candra Wonogiri Hospital stated that they were complete, namely 55 respondents with a percentage of 64%, and those who stated that they were incomplete, namely 31 respondents with a percentage of 36%.

c. Frequency distribution of patient satisfaction

Table 4. 4
Frequency Distribution of Patient Satisfaction

Patient Satisfaction Level Category	f	%
Puas	54	62,8%
Dissatisfied	32	37,2%
Total	86	100%

Based on table 4.4, the results were obtained that the satisfaction of patients at Fitri Candra Wonogiri Hospital expressed the most satisfaction, namely 54 respondents with a percentage of 62.8%, and those who stated dissatisfaction were 32 respondents with a percentage of 37.2%.

Bivariate Analysis

a. Cross-tabulation of the effect of service quality on patient satisfaction

Table 4. 5
Cross-tabulation of the effect of service quality on patient satisfaction (n=86)

Quality of Service	Patient Satisfaction Rate		OR	CI 95%		p value
	Puas	Dissatisfied		Lower	Upper	
Good	37	14	2,798	1,133	6,912	0,024
Not Good	17	18				

Based on table 4.5, the results of the *Chi Square test* analysis showed a significant relationship between service quality and patient satisfaction, obtained from the p value of (p = 0.024) (< 0.05). The OR value in the service quality variable was 2.798 (positive) with a CI score of 95% of 1.133-6.912 which means that the service quality variable has a positive relationship with the patient satisfaction variable. When the service quality variable increases, the chance of achieving patient satisfaction increases 2,798 times. The data shows that of the 51 respondents who stated that the quality of service was good, 37 of them filled in satisfaction with the satisfied category. Meanwhile, of the 35 respondents who stated that the service was not good, only 17 expressed satisfaction in the satisfied category.

b. Cross-tabulation of the effect of facilities on patient satisfaction

Table 4. 6

Cross-tabulation of the effect of facilities on patient satisfaction (n=86)

Facilities	Patient Satisfaction		OR	CI 95%		p value
	Rate			Lower	Upper	
	Puas	Dissatisfied				
Complete	39	16	2,600	1,043	6,483	0,038
Incomplete	15	16				

Based on table 4.5, there is a significant influence between facilities and patient satisfaction, as stated from the results of the analysis with the *Chi Square test*, a p value (p=0.038) (< 0.05) was obtained. The OR value of the facility variable is 2,600 (positive) with a CI score of 95% of 1,043 – 6,483 So with an OR value of 2,600, it can be interpreted that the facility variable has a positive relationship with the patient satisfaction variable. When the facility variable increases, the chance of achieving patient satisfaction increases 2,600 times. Of the 55 respondents who stated complete facilities, 39 showed a level of satisfaction in the satisfied category. Meanwhile, of the 31 respondents who stated that the facilities were incomplete, only 15 reached the satisfaction level of the satisfied category.

Multivariate Analysis

Based on data processing with multiple logistics regression analysis that has been carried out using the *SPSS For Windows 25* series program, the following results were obtained:

a. Multiple logistic regression test

Table 4. 7

Results of Multivariate Analysis

Independent	XP (B)	CI (95%)		P Value
		Lower	Upper	
Quality of Service	2,798	1,133	6,912	0,026
Facilities	2,600	1,043	6,483	0,038

Based on the results of the multivariate analysis test above, it is stated that:

Quality of service; The Exp (B) value in the service quality variable was 2.798 (positive) with a CI score of 95% of 1.133-6.912 and a p value of 0.026 (< 0.05). Judging from the p value of 0.026 (< 0.05), the quality of service has a significant and positive relationship with patient satisfaction, and with an Exp (B) value of 2.798.

Facilities; The Exp value (B) in the facility variable was 2,600 (positive) with a CI score of 95% of 1,043 – 6,483 and a p value of 0.038 (< 0.05). Judging from the p value of 0.038 (< 0.05), the facility has a significant and positive relationship with patient satisfaction, and with an Exp (B) value of 2.600.

Discussion

The relationship between service quality and patient satisfaction

Based on the results of the study, it is known that of the 86 respondents in this study, the most respondents stated the quality of good service, namely 51 respondents with a percentage of 59.3% who stated that the quality of service was good, 72.5% of whom filled satisfaction with the satisfied category. Meanwhile, of the 35 respondents with a percentage of 40.7% who stated that the service was not good, only 48.6% expressed satisfaction in the satisfied category.

Based on the *tangible* indicators from the questionnaire of service quality, respondents stated that the officers were neat-looking, the number of registration counters that had been accommodated, and also the hospital had complete equipment for registration. In the reliability indicator, many respondents answered that the officer provided information clearly according to the patient's needs. Indicators

(*assurance*) are also a factor that affects the quality of patients, it is said that the officer has knowledge in carrying out his duties so that he is able to serve patients well. Then the empathy indicator (*emphaty*) said that the officer serves the patient politely and friendly. However, there are respondents who stated that the hospital service is not good, this is seen from the responsiveness indicator where the respondents stated that officers need to improve responsiveness in serving the needs of patients.

According to Satrianegara (2018), the dimensions of health service quality and examples of indicators in assessing the quality of health services in hospitals are as follows: *Reliable* (reliability), *Assurance* (guarantee), *Tangibles* (physical appearance), *Emphaty* (empathy), *Responsiveness* (responsiveness). According to Sa'adah and Munir (2020), good service quality can be a competitive advantage for service companies, service quality is also the key to achieving success. Whether the quality of service of goods or services depends on the ability of producers to meet consumer expectations consistently. It is said to be satisfactory if the perceived service is the same or exceeds the expected quality of service.

The hospitality of hospital staff and the speed of hospital services are considered good if in providing services pay more attention to the needs of patients and other people who visit the hospital. Satisfaction will arise from the first impression of the patient entering the service provided (Handayany, 2020). Based on this study, the services provided are in accordance with the patient's desired expectations, so the response that will be given by the patient can be in the form of a statement of good assessment of the services provided. If the service provided is not in accordance with the expectations of the recipient of the service service, the service is considered lacking.

Based on the results of the *Chi Square* test, a p value of $p = 0.024 (< 0.05)$ was obtained, which shows a significant influence between service quality and patient satisfaction, in line with research conducted by Kelvianto and Napitupulu (2022), a p value of $0.000 < \alpha 0.05$ was obtained, which means that service quality has a significant effect on patient satisfaction. The results of the research by Muggaran and Siregar (2023) show that there is an influence between service quality and patient satisfaction, as evidenced by a p value of $0.000 < 0.1$ The results of this study are in line with the results of the previous research.

Improving the quality of services in hospitals can increase patient satisfaction. On the other hand, if there is a decrease in the quality of service, it will be a factor that causes a decrease in patient satisfaction.

In general, patients judge according to what they receive in the services that have been provided. Patient satisfaction is a measure that shows how satisfied the patient is with the health services he receives. Satisfaction is also an important factor in determining the quality of health services, and has a direct effect on the results of treatment/treatment and the patient's loyalty to return to visit/treatment.

Facility relationship to patient satisfaction

Based on this study, the results were obtained that of 64% of respondents stated that hospital facilities were complete, 70.9% showed a level of satisfaction in the satisfied category. Meanwhile, of the 36% of respondents who stated that hospital facilities were incomplete, only 29.1% reached the satisfaction level of the satisfied category.

Based on indicators on hospital facilities, respondents stated that hospital facilities are complete, including comfortable waiting rooms, hospitals that have clear signs, and clean toilets.

According to Anshari (2023), the government provides health service facilities that function to maintain and also maintain the health of the community's environment. And it turns out that these health facilities can also be carried out by the private sector which certainly aims to serve people who need these health facilities. According to Handayany (2020), the completeness of hospital facilities also determines the assessment of patient satisfaction, for example, health facilities, both facilities and infrastructure, parking lots, and comfortable waiting rooms. Although this is not vital in determining patient satisfaction assessments, hospitals need to pay attention to hospital facilities in developing strategies to attract consumers.

The availability of service facilities is said to be of high quality if the health services are available in the community. In addition to facilities, of course, security and comfort are needed in using these facilities. If the patient has received hospital services with sophisticated and modern facilities, they will consider that the service is less if the facilities are lacking. For patients who do not know much about health facilities and equipment that continue to develop, they will consider that there are enough facilities available at the time of receiving services. This will show the findings that respondents say that the availability of facilities is still lacking. The results of the statistical test using *the Chi Square* test obtained a p value ($p=0.038$) (< 0.05) which means that there is a significant relationship between the facility and patient satisfaction.

In line with research conducted by Kelvianto and Napitupulu (2022), a sig value of $(0.000) < \alpha$ (0.05) was obtained, so it was concluded that facilities have a significant effect on patient satisfaction. And also the research conducted by Anggi and Tanjung (2024) has a significant value of 0.000 ($0.000 < 0.05$), so it can be concluded that facilities affect customer satisfaction at PT. Global Logistics International Belawan.

Thus, improving existing service facilities in hospitals can increase patient satisfaction. On the other hand, if there is a decrease in service facilities, it will be a factor that causes a decrease in patient satisfaction. The results of this study are in line with the results of previous research related to facilities with patient satisfaction. Facilities can be measured through benefits or from what has been provided by the hospital or perceived alternatives, if the facilities provided by the hospital are adequate and can meet the wishes of the patients, it will also have a good impact on a hospital

The relationship between service quality and facilities and patient satisfaction

Based on the processing of multiple logistics regression analysis data that has been carried out using *the SPSS For Windows* series 25 program, the result of Exp (B) on the service quality variable is 2,798 (positive) with a CI score of 95% of 1,133-6,912 which means that the service quality variable has a positive relationship with the patient satisfaction variable. When the service quality variable increases, the chances of achieving patient satisfaction increase by 2,798 times.

In line with Anfal's (2020) research from the analysis obtained and the RP (*Prevalence Ratio*) value = 2.43 with CI = 1.41-4.18, meaning that poor service quality is 2.43 times more likely to increase patient satisfaction compared to poor service quality. The same results as the research conducted by Fatimah (2024) were obtained from the analysis of the t-test value of $2.165 > t$ table 1.984, the quality of service has an effect on patient satisfaction. So that the service quality variable has a significant partial effect on patient satisfaction.

From the multiple logistics regression analysis that has been carried out, the results of the Exp (B) value on the facility variable of 2,600 (positive) with a CI score of 95% are 1,043 – 6,483 and a p value of $0.0038 < 0.05$. So with an Exp (B) value of 2,600, it can be interpreted that the facility variable has a positive relationship with the patient satisfaction variable. When the facility variable increases, the chance of achieving patient satisfaction increases 2,600 times.

In line with the research conducted by Fatimah (2024), the facility variable from the t-test obtained a value of $4,441 > t$ table 1,984, digital competence has an effect on patient satisfaction variables, so that service facilities have a partial significant effect on patient satisfaction variables.

Based on the results of the logistical regression analysis from this study, it is concluded that the quality of services and facilities is positively related to patient satisfaction. Based on the data of logistic regression analysis, it can be observed that the most dominant relationship between the two variables on patient satisfaction is the quality of service.

In line with the research conducted by Pratiwi and Ristanti (2022), the results were obtained that the quality of service and facilities together had an influence on patient satisfaction in choosing Abadi Jaya Clinic by 0.884 or 88.4% and the remaining 11.6 were influenced by other factors.

4. CONCLUSION

Based on the results of the study on the effect of service quality and facilities on inpatient satisfaction at Fitri Candra Wonogiri Hospital, it can be concluded that there is a statistically significant relationship between service quality and patient satisfaction ($p=0.024$) and between facilities and patient satisfaction ($p=0.038$). The results of the logistic regression analysis showed that the quality of service and facilities had a positive relationship with patient satisfaction, where the Exp(B) value for service quality was 2,798 which means that good service was 2,798 times more likely to increase patient satisfaction, while the Exp(B) value for facilities was 2,600 which indicated that good facilities were 2,600 times greater chance of improving patient satisfaction.

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