

Research Article

Level of Patient Satisfaction with the Quality of Health Services at the Rumah Sakit Umum Daerah (RSUD) Cut Meutia, North Aceh Regency

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Abstract. Health centers as primary health care facilities have a strategic role in improving the health of the community. Evaluation of service quality is an important indicator to measure patient satisfaction. The purpose of the study was to determine the level of patient satisfaction with the quality of health services at the Baktiya Health Center, North Aceh Regency. The research method was descriptive quantitative with 237 respondents. The sampling technique used purposive sampling, the instrument was a questionnaire based on the SERVQUAL dimension. The results of the study were that the level of patient satisfaction in the five dimensions showed quite satisfactory results for the tangibles aspect (63%), empathy (63%), assurance (63%), while satisfied with the reliability aspect (57%) and responsiveness (53%). The conclusion is that in general, patients feel quite satisfied with the health services of the Cut Meutia Regional General Hospital (RSUD) in North Aceh Regency.

Keywords: Patient satisfaction; service quality; RSUD; SERVQUAL

1. Introduction

Cut Meutia Regional General Hospital (RSUD) is the main referral hospital in North Aceh Regency which provides secondary and tertiary health services to people from various social, economic, and geographical backgrounds. As a health facility owned by the local government with the status of Regional Public Service Agency (BLUD), Cut Meutia Regional General Hospital has a great responsibility in ensuring the quality of service and patient safety in accordance with minimum service standards (SPM) and hospital accreditation. In the health service system, patient satisfaction is one of the important indicators for assessing service quality. The level of patient satisfaction reflects the extent to which patient expectations are met based on interactions with facilities, medical personnel, service procedures, and overall comfort. This satisfaction is not only related to clinical outcomes, but also the patient's experience in the care process, including the friendliness of the staff, speed of service, and transparency of medical information (Parasuraman et al., 2018).

According to the World Health Organization (WHO), Minimum Service Standards are provisions regarding the type and quality of basic services which are Mandatory Government Affairs that every Citizen has the right to obtain at a minimum. According to the Regulation of the Ministry of Health of the Republic of Indonesia in 2020 concerning Minimum Service Standards for patient satisfaction, it is above 90%. Good health service standards are very much needed by the community, both from government and private agencies. The purpose of health services is to meet the needs of individuals and the community to overcome, neutralize or normalize 2 all problems or all deviations regarding health that exist in the community (Effendie, 2019). Quality health services are health services that are needed, in this case will be determined by patients/consumers or the community and are affordable by the community's purchasing

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power (Imbalo, 2018). Patient satisfaction is one of the important indicators that need to be considered in health services. The results of the patient's assessment of health services by comparing what is expected in accordance with the reality of health services received in a health setting at the health center (Kozier, 2018).

Cut Meutia Regional General Hospital (RSUD) is a health service institution owned by the North Aceh District Government which has developed into a regional referral center for the community in the Lhokseumawe area and its surroundings. As a class B hospital with specialist services, Cut Meutia Regional General Hospital provides services that include emergency installation (IGD), outpatient, inpatient, and medical support measures such as radiology, laboratory, pharmacy, and medical rehabilitation. This hospital has undergone significant transformation in terms of quality management and service systems, especially since the implementation of the hospital accreditation system by the Hospital Accreditation Commission (KARS). In the era of decentralization and regional autonomy, regional hospitals are required not only to provide basic health services, but also to present professional, humane, and patient satisfaction-oriented services. Patient satisfaction is one of the main parameters in assessing the success of hospital services. This assessment does not only cover medical aspects, but also non-medical aspects which include interpersonal communication, service atmosphere, facilities and infrastructure, ease of access, and efficient waiting times (Effendy, 2019; Notoatmodjo, 2018).

Cut Meutia Regional Hospital continues to make efforts to improve quality through the development of facilities and infrastructure, digitization of hospital information systems, and increasing the capacity of health human resources. However, public complaints regarding long waiting times, ineffective communication, and lack of comfort of supporting facilities are still real challenges that can affect patient perceptions and levels of satisfaction. Measuring patient satisfaction regularly is very important as a material for evaluation and continuous improvement. One of the measuring tools often used in assessing satisfaction with health services is the SERVQUAL model, which consists of five main dimensions: **Tangibles** (physical evidence), **Reliability**, **Responsiveness**, **Assurance**, and **Empathy**. This approach allows researchers to find out which aspects of the service need to be improved based on patient experience (Tjiptono, 2017).

Although various innovations and quality improvement programs have been implemented, many patients still complain about delays in services, lack of information provided by health workers, and inconsistencies between expectations and reality on the ground. There are still challenges in providing services that are fast, responsive, and empathetic to the needs of individual patients. Therefore, it is important to conduct patient experience-based evaluations to determine which areas of the service system need improvement.

Based on this background, this study aims to determine the level of patient satisfaction with the quality of health services at Cut Meutia Regional Hospital, North Aceh Regency based on the five dimensions of SERVQUAL, in order to provide a comprehensive picture of the effectiveness of hospital services and as a basis for developing strategies to improve service quality in the future.

2. Method

Research design is a container to answer research questions or test the validity of the hypothesis. In nursing and nursing research, descriptive design is often used. The population is all patients who were treated at Cut Mutia Regional Hospital, North Aceh Regency in a three-month period of 585 people. The number of samples of 237 respondents was selected using purposive sampling techniques. The data collection instrument used a questionnaire with a Likert scale referring to the SERVQUAL theory. Data collection was obtained from primary and secondary data, primary data in this study was by giving questionnaires to research subjects or respondents. Secondary data in this study is data obtained from medical colleagues at Cut Mutia Regional Hospital, North Aceh Regency.

3. Results And Discussion

Respondent characteristics: the majority are aged 26–35 years (37%), female (80%), and have a high school education (40%).

Satisfaction level results:

Dimensions	Percentage	Category
Tangibles	63%	Quite Satisfied
Empathy	63%	Quite Satisfied
Reliability	57%	Satisfied
Responsiveness	53%	Satisfied
Assurance	63%	Quite Satisfied

Explaining that the level of patient satisfaction based on the Tangibles aspect of Health Services at Cut Mutia Regional Hospital, North Aceh Regency, most stated that they were quite satisfied (63%), based on the Empathy aspect, some stated that they were quite satisfied (63%), based on the assurance aspect of health services, most stated that they were satisfied (53%), based on the Reliability aspect of health services, some stated that they were satisfied (57%), 43 based on the Responsive aspect of health services, some stated that they were satisfied (63%). Explaining that the general level of patient satisfaction with health services was that 91 patients stated that they were quite satisfied.

Discussion

1. Level of Satisfaction Based on Tangibles Aspects

The results of the study showed that most patients stated that **they were quite satisfied (63%)** with the tangible aspects. This dimension includes assessments of room cleanliness, neatness of staff, and comfort of facilities. The indicator with the highest score was the clarity of information provided by nurses. According to Wijono (2016), the quality of information received by patients is an important factor in forming perceptions of service. Currently, patients demand openness of information regarding health conditions and medical procedures carried out. Therefore, providing clear and understandable information is key to building patient satisfaction at Cut Meutia Regional Hospital.

2. Level of Satisfaction Based on Empathy Aspect

As many as **63% of patients** also stated that they were quite satisfied with the empathy aspect of the officers. However, the indicator with the lowest score was in the communication attitude and the nurse's attention which was less personal. Patient perception of the service is greatly influenced by the initial interaction with health workers. Nurses who do not show empathy or do not approach them personally can reduce patient satisfaction. Therefore, medical personnel are expected to have a professional attitude accompanied by sincere and friendly attention, such as greeting patients and asking how they are, which contributes to psychological healing.

3. Level of Satisfaction Based on Reliability Aspect

The reliability dimension, namely the ability to provide consistent, accurate, and reliable services, received a **satisfactory rating from 57% of patients**. Patients felt that medical personnel, especially nurses, were able to handle problems professionally. This shows that there is fulfillment of hospital service standards. The waiting time is not too long, the admission procedure is clear, and the consistency of service shows that RSUD Cut Meutia has strived for timely and accurate services.

4. Level of Satisfaction Based on Responsiveness Aspect

As many as **53% of patients** expressed satisfaction with the responsiveness aspect, which includes the alertness of health workers in serving and responding to patient needs. The indicator with the highest rating is the nurse's quick response to patient complaints. A quick and responsive response indicates effective communication between health workers and patients. According to Budi Anna Keliat (2020), good communication and an open attitude from nurses can reduce patient anxiety, increase comfort, and strengthen trust in the services provided.

5. Level of Satisfaction Based on Assurance Aspect

The assurance dimension obtained the highest level of satisfaction, which was **63% satisfied**, especially on the indicator of medical personnel who were agile and respected patients. This shows that patients feel safe and trust the competence and integrity of health workers at Cut Meutia Regional Hospital. Professional attitudes, use of polite language, and respect for patient rights contribute to positive perceptions of service quality.

6. General Satisfaction Level

Overall, patients stated that **they were quite satisfied** with the health services at Cut Meutia Regional Hospital, North Aceh Regency. Although not all dimensions scored very satisfied, these results indicate that the services provided have met the basic expectations of patients. However, the hospital needs to conduct periodic evaluations and quality improvements, especially in terms of interpersonal communication and response speed, to drive the level of satisfaction towards the very satisfied category.

4. Conclusion

Based on the results of the study on the level of patient satisfaction with the quality of health services at Cut Meutia Regional Hospital, North Aceh Regency, it can be concluded that in general **patients feel quite satisfied** with the services provided. The results of the analysis based on the five dimensions of SERVQUAL show : **Tangibles** : Patients are quite satisfied with the physical facilities of the hospital, including the comfort of the waiting room, the cleanliness of the environment, and the neatness of the medical staff. **Empathy** : Satisfaction is in the fairly satisfied category. However, there are still shortcomings in the personal approach and attention of officers to the emotional needs of patients. **Reliability** : The majority of patients are satisfied with the ability of medical personnel to provide reliable, fast, and procedural services. **Responsiveness** : The responsiveness of nurses to patient complaints is classified as good, although the response time can still be improved. **Assurance** : This dimension gets the highest score. Patients feel safe and trust the professionalism and friendliness of medical personnel. Overall, the results of this study indicate that the quality of service at Cut Meutia Regional Hospital has met most of the patient's expectations. However, to achieve an optimal level of satisfaction, improvements are still needed in several aspects, especially interpersonal communication and speed of service.

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