

Analysis of Patient Satisfaction with Nursing Services at Eka Hospital Cibubur Outpatient Unit: A SERVQUAL Method

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ABSTRACT

Patient satisfaction is one of the key indicators for assessing the quality of hospital services and influences its competitiveness. This study aims to analyze the gap between patient expectations and reality regarding nursing services at the Eka Hospital Cibubur Polyclinic. This study is quantitative and uses the SERVQUAL (service quality) method to measure patient satisfaction based on five dimensions: Tangible, Responsiveness, Reliability, Assurance, and Empathy. The study sample used an accidental sampling technique obtained by 89 respondents participating by completing an online questionnaire. The results showed that the average patient expectation value was 4.52, while the average reality value was 4.39, resulting in a SERVQUAL gap of (-0.13). Based on the results, improvements are still needed related to services to increase patient satisfaction. However, the level of conformity between expectations and reality reached 97%, which indicates that overall, the service is in accordance with patient expectations.

Keywords: Patient satisfaction, SERVQUAL, Service quality, Eka Hospital Cibubur

ABSTRAK

Kepuasan pasien adalah salah satu indikator kunci untuk menilai mutu layanan rumah sakit dan memengaruhi daya saingnya. Penelitian ini bertujuan untuk menganalisis kesenjangan antara harapan dan kenyataan pasien terkait pelayanan keperawatan di Poliklinik Eka Hospital Cibubur. Penelitian ini merupakan penelitian kuantitatif dan menggunakan metode SERVQUAL (*service quality*) untuk mengukur kepuasan pasien berdasarkan lima dimensi: *Tangible*, *Responsiveness*, *Reliability*, *Assurance*, dan *Empathy*. Sampel penelitian ini menggunakan teknik *accidental sampling* didapatkan 89 responden berpartisipasi dengan mengisi kuesioner daring. Hasil penelitian menunjukkan bahwa nilai harapan rata-rata pasien adalah 4,52, sedangkan nilai kenyataan rata-rata adalah 4,39, menghasilkan gap *servqual* sebesar (-0,13). Berdasarkan hasil masih diperlukannya sebuah perbaikan terkait dengan layanan untuk meningkatkan kepuasan pasien. Meskipun demikian, tingkat kesesuaian antara harapan dan kenyataan mencapai 97%, yang menunjukkan bahwa secara keseluruhan, pelayanan sudah sesuai dengan harapan pasien.

Kata Kunci: Kepuasan pasien, SERVQUAL, Kualitas pelayanan, Eka Hospital Cibubur

INTRODUCTION

A hospital is a healthcare institution that provides inpatient, outpatient, and emergency services (Ministry of Health Decree, 2020). Hospital services are an integral part of a social and healthcare organization, functioning to deliver comprehensive care that includes both curative (disease treatment) and preventive (disease prevention) services for the community (WHO, 2010). High-quality services not only support patients' recovery but also play a vital role in shaping the hospital's positive image and increasing patient loyalty (Nidya Oktavia & Prayoga, 2023).

Patient satisfaction with the services provided is a key indicator for evaluating the quality of care in hospitals, which ultimately influences their competitiveness in the healthcare sector. Patient satisfaction is defined as the degree of positive or negative feelings experienced by patients based on the care they receive during their hospital stay (Karunia et al., 2022). This satisfaction reflects the overall perception shaped by patient interactions and the services provided within healthcare facilities. Therefore, understanding and meeting patient expectations is crucial to enhancing loyalty and reinforcing the hospital's positive reputation.

METHODS

This study employed a quantitative approach using the SERVQUAL design to analyze the gap between patients' expectations and their actual experiences. The study population consisted of outpatients at the Eka Hospital Cibubur Polyclinic. Sampling was conducted through a non-probability sampling method with an accidental sampling technique, resulting in 89 respondents who met the inclusion and exclusion criteria. The instrument used was a patient satisfaction questionnaire consisting of 22 items, measuring both patient expectations and perceptions across the five SERVQUAL dimensions using a 5-point Likert scale.

RESULTS

a. Univariate Analysis

This analysis was conducted to obtain an overview of the frequency distribution of respondent characteristics, as presented in the table and description below:

Characteristic		(n)	(%)
Age	Non Productive Age	16	18
	Productive Age	73	82
Gender	Male	28	31.5
	Female	61	68.5
Education	Elementary School	0	0
	Junior High School	0	0
	Sebior High School	4	4.5
	Diploma	35	39.3
	Bachelor	46	51.7
Number of Visits	Master	4	4.5
	1 Time	13	14.6
	2 Times	76	85.4
Total		89	100

Table 1 Characteristics of Respondents (n=89)

Based on Table 1, the majority of respondents were in the productive age category, totaling 73 respondents (82%). Most respondents were female, with 61 individuals (68.5%). In terms of educational background, the majority held a Bachelor's degree (S1), totaling 46 respondents (51.7%). Regarding the number of medical visits, most respondents had already visited twice, totaling 76 individuals (85.4%). Furthermore, all respondents reported being satisfied with the healthcare services received, with 89 respondents (100%).

b. Bivariate Analysis

This analysis was conducted to examine the relationship between patients' expectations across the five SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy—by calculating the GAP value between expectations and the actual experience perceived by patients during their visits to the outpatient

clinic at Eka Hospital Cibubur. The following table presents the GAP values for each statement:

Dimension	Perception	Expectation	Gap
Tangible	4.46	4.55	-0.09
Responsiveness	4.46	4.53	-0.07
Reliability	4.33	4.48	-0.15
Assurance	4.37	4.51	-0.14
Empathy	4.36	4.56	-0.20
Rata-rata			-0.13

Table 2 GAP Dimensions

After calculating the five dimensions, it was found that the overall mean GAP value was negative (-0.13). The dimension of Responsiveness ranked first with the smallest GAP (-0.07), followed by Tangibles (-0.09), Assurance (-0.14), Reliability (-0.15), and Empathy (-0.20). These findings indicate that improvements are still particularly needed in the dimension of Empathy, which showed the largest negative GAP.

The following section presents the Importance-Performance Analysis (IPA) diagram to illustrate the priority areas for service quality improvement.

$$\bar{X} = \frac{\sum_{i=1}^n X}{k} = \frac{96,74}{22} = 4,39$$

$$\bar{Y} = \frac{\sum_{i=1}^n Y}{k} = \frac{99,64}{22} = 4,52$$

Table 3 Mean Scores of Perception and Expectation

After calculating the mean scores between the level of perception (reality) and the level of expectation, further analysis was conducted to determine the intersection point of the perception axis (X) and the expectation axis (Y). The results of this intersection for each variable are presented using the Importance-Performance Analysis (IPA) diagram.

Based on the distribution in the IPA diagram, the identified gaps are divided into four quadrants as follows: Quadrant I (Main Priority), Quadrant II

(Maintain), Quadrant III (Low Priority), and Quadrant IV (Overemphasis).

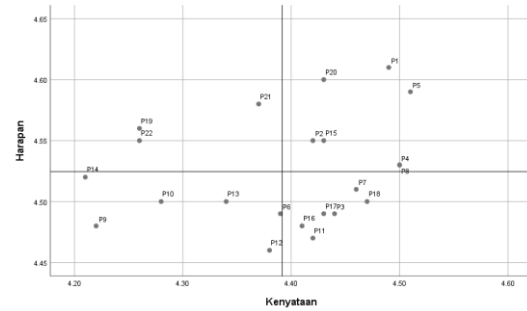


Diagram 1: Diagram IPA

DISCUSSION

a. Age

The results of this study show that the majority of respondents were within the productive age category, with 73 respondents (82%). This finding suggests that age influences the level of patient satisfaction, as respondents of productive age tend to be more demanding, have higher expectations regarding pharmaceutical services, and are generally more critical of the services received (Muhammad et al., 2020). This result is consistent with findings from other studies (Kurniati & Mustikawati, 2023), which reported a significant relationship between age and patient satisfaction levels..

b. Education

The majority of respondents held a bachelor's degree (S1), with 46 respondents (51.7%). This is in line with the study by Pramanta (2017), which found that individuals with higher educational levels tend to choose private hospitals. However, aside from education, the choice of healthcare services is also influenced by economic conditions and individual needs. A person's educational background affects their ability to respond more rationally to information and to consider the potential benefits of healthcare services (Swastika et al., 2021). Patients with higher education levels typically have greater knowledge and are therefore more critical in evaluating the healthcare services they receive, which in turn influences their satisfaction perceptions (Kurniati & Mustikawati, 2023).

c. Patient Satisfaction

Patient satisfaction is a key determinant in fostering repeat visits. Higher patient satisfaction provides multiple benefits for hospitals, including increased patient loyalty, reduced patient migration, diminished sensitivity to price changes, reduced marketing and operational costs, enhanced advertising effectiveness, and improved institutional reputation (Griffin, 2010). In this study, the majority of respondents had visited the hospital twice, with 76 respondents (85.4%). This finding is consistent with previous research (Hafizurrachman, 2009; Shilvira et al., 2022),

which indicates a strong correlation between outpatient satisfaction and the frequency of visits.

Repeat visits reflect behavioral intentions to engage again with the service, signifying a stage of consumer loyalty or patient satisfaction (Samad et al., 2025). In this study, all respondents (100%) expressed satisfaction. Consequently, Eka Hospital must maintain consistency in delivering positive service experiences and facilities to preserve satisfaction and increase patient visits. According to Samad et al. (2025), dissatisfaction often arises from inadequate attention and response from healthcare providers, insufficient infrastructure, lack of comfort, and poor hygiene, which may lead patients to seek services elsewhere.

Based on the IPA diagram analysis, gaps were distributed across four quadrants as follows:

(1) Quadrant 1 (High Priority)

Statements in Quadrant 1 strongly influence patient satisfaction but were perceived as underperformed. Thus, they require urgent improvement by Eka Hospital Cibubur. Statements 19, 21, and 22 fall into this quadrant, covering timely health services, nurses' sincerity in service delivery, and attentiveness to patients' needs. This aligns with Sesrianty et al. (2019), who emphasize that nurses, as primary providers of care, are required to continuously enhance the quality of service.

(2) Quadrant 2 (Maintain):

Statements in Quadrant 2 indicate aspects of patient satisfaction that should be maintained, as expectations have already been met. Statements 1, 2, 4, 5, 8, 15, and 20 are included, covering modern equipment, comfortable hospital environments, clinic availability, effective communication, nurses' accommodation of patients' needs, and provision of maximum attention. This finding supports Handayani (2016), who argued that healthcare satisfaction occurs when the perceived quality of service exceeds expectations. Similarly, Ryandini & Hakim (2019) emphasized that satisfaction is shaped by the fulfillment of patients' needs, desires, and expectations.

(3) Quadrant 3 (Low Priority):

Statements in Quadrant 3 are perceived as less critical by patients. These include statements 6, 9, 10, 12, 13, and 14, related to medical staff responsiveness, service provision, problem-solving, provision of accurate information, and trust. Respondents perceived these statements as moderately important, requiring gradual improvement. This finding is consistent with

Yuniarty Syiska et al. (2023), who identified a significant relationship between assurance and patient satisfaction, as patients seek timely guarantees of service, cost transparency, and legal certainty in healthcare delivery.

(4) Quadrant 4 (Excessive):

Statements in Quadrant 4 reflect areas perceived as overly emphasized by Eka Hospital Cibubur. While patients evaluated these aspects positively, they were not seen as crucial to satisfaction. Statements 3, 7, 11, 16, 17, and 18 are included, covering nurses' availability, comprehensive service from admission to discharge, neatness, politeness, courtesy, and extensive knowledge of the medical team. These findings highlight that patients perceive services as high-quality when care is consistently delivered from entry to discharge, accompanied by professionalism and competence (Santosa Adi et al., 2023).

Overall, the findings suggest that Eka Hospital Cibubur has provided high-quality services that should be sustained, particularly in terms of professionalism, comprehensive care, and medical competence.

CONCLUSION

From the IPA diagram interpretation, the highest-rated statement was Statement 5, referring to effective communication between patients and medical teams, commonly occurring during assessments before physician consultation. The lowest-rated was Statement 14, concerning patients' trust in medical teams, which requires further improvement.

Overall, the conformity level analysis revealed that respondents perceived the healthcare services at Eka Hospital Cibubur as highly aligned with their expectations, with a satisfaction rate of 97%. This indicates that the hospital's services across all five SERVQUAL dimensions have successfully met patients' expectations.

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