

The Influence of Service Quality and Satisfaction on Interest in Return Visits of Inpatient Patients at Bekasi Regency Hospital

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ABSTRACT

Keywords: digital literacy; just-in-time teaching (JITT); ChatGPT in education. This success can be achieved if it provides quality services that have an impact on patient satisfaction and will further affect the interest in re-visiting. This study aims to determine the effect of service quality on patient satisfaction and the influence of both on re-visitation interest. This research was conducted using a quantitative descriptive method. The study sample was taken using a purposive sampling technique of 100 respondents. Data were collected through questionnaires, and analysis using SEM (Structural Equation Model). The results showed that good service quality has a positive and significant effect on patient satisfaction, creating a satisfying experience and building trust. Patient satisfaction, as a result of adequate service quality, also has a positive and significant impact on repeat visit intention.



Introduction

Hospitals are required to improve the quality of service in the hope that patients feel satisfied which can affect their perception to create a positive image that will benefit the hospital. Where the patient will not be able to assess the service before he or she experiences it himself (Amly, Harahap, & Lubis, 2020). Therefore, the services provided by the Hospital, it is measured from at least five dimensions of service quality, namely physical evidence (tangible), reliability, responsiveness, assurance, and empathy. (Pambudi, 2020).

Based on data on the achievement of SPM inpatient services at Bekasi Regency Hospital in 2020, the indicator of patient satisfaction has decreased from 91.67% in 2019 to 77.78% in 2020.

According to (Anjayati, 2021) said that patient satisfaction is often determined by the extent to which the quality of services provided meets the expectations and needs of the patients. This quality of service encompasses various aspects such as the speed of service, the skills, and friendliness of the staff, as well as the comfort of the facilities. When the services received align with or even exceed the patient's expectations, the level of satisfaction tends to be high. Conversely, if the services do not meet the desired standards or there are shortcomings in the service, patients may feel dissatisfied.

Therefore, understanding and meeting the needs and preferences of patients is the key to enhancing their satisfaction.

The number of inpatient visits based on the results of the realization of the Bekasi Regency Hospital in 2018-2020 has fluctuated. Where in 2018 as many as 8,920 patients visited, in 2019 there were 12,681 patients, and in 2020 there were 12,254 patients who visited.

Previous research has said that patient satisfaction with dental clinic services does not always guarantee their loyalty or willingness to return for future care. Although patients may feel satisfied with their current experience, various other factors can influence their decision to continue treatment at the clinic. These factors include the cost of care, the location of the clinic, the availability of flexible scheduling, and the likelihood of recommendations from friends or family. In addition, a good experience during one visit does not always reflect the consistency of service in the future. Therefore, it is important for dental clinics to not only focus on immediate satisfaction but also on building long-term relationships with patients to encourage loyalty and return visits (Tanudjaya, 2020).

This research offers novelty by exploring the relationship between service quality and patient satisfaction in the context of revisiting interest at the Bekasi District General Hospital, which has not been extensively studied in this hospital environment. The purpose of this research is to identify the extent of the impact of service quality on patient satisfaction, as well as how patient satisfaction influences their interest in returning to hospital services. By understanding the interaction between these two factors, this study aims to provide insights that can be used to enhance service strategies in hospitals, improve patient satisfaction, and, ultimately, encourage higher rates of return visits.

Research Methods

This research is a quantitative descriptive study aimed at evaluating the impact of service quality and patient satisfaction on the interest in return visits. Data was collected directly and prospectively at the Bekasi District Hospital over one month. The information was obtained through a questionnaire filled out by inpatients, which included questions about their experiences regarding service quality, satisfaction levels, and their interest in returning. The research population consists of all inpatients at Bekasi District Hospital. The sample was taken using a purposive sampling technique, selecting 100 patients aged over 16 who had undergone treatment for at least two days. The tools used in this research include a questionnaire, SPSS 26, and AMOS version 26 statistical software.

Statistical data analysis using Statistical Package for Social Science (SPSS) software version 26. and AMOS version 26. In the data analysis using Structural Equation Modeling (SEM), the process begins with the development of a model based on theory, which in this study consists of two exogenous variables (service quality and patient satisfaction) and one endogenous variable (revisit interest). The next step involves drafting a path diagram that visually represents relationships between variables. The

model is then converted into a structural equation model for measurement, where service quality and patient satisfaction are linked to various indicators. Confirmatory Factor Analysis (CFA) is conducted to test the validity of the model, ensuring that all items meet the required critical ratios, loading factors, and construct reliability criteria. Normality tests confirm that the data are normally distributed, and outlier tests confirm the absence of outliers. Once the model is estimated, the goodness-of-fit indices (e.g., Chi-Square, RMSEA, GFI) are used to assess the model's fitness. If any marginal fit is detected, modifications may be necessary, although, in this study, the model is considered fit with acceptable goodness-of-fit values.

Results

Structural Equation Modeling (SEM) Analysis

1. Development of Models Based on Theory

In general, this research model consists of 2 exogenous variables and 1 endogenous variable. Exogenous variables consist of service quality and patient satisfaction. Endogenous variables consist of revisit interest.

2. Drafting a Path Diagram

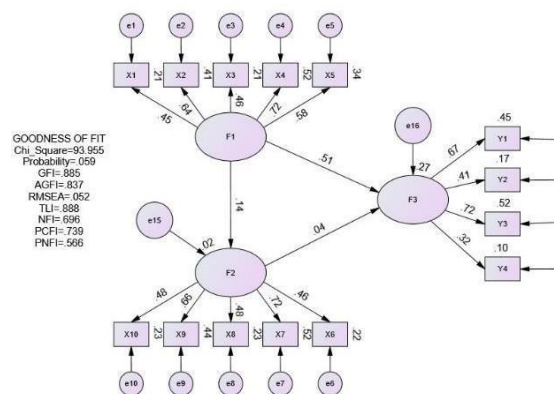


Figure 1. Path Diagram

Service quality includes the employees' ability to serve, response speed, understanding of consumers, trust built, as well as the available facilities and physical equipment. Patient satisfaction is assessed through two main aspects: the speed and accuracy of services. Service speed encompasses how quickly patients receive attention and treatment from the hospital, while service accuracy relates to the precision and quality of the care or information provided. Both of these factors greatly influence patients' perceptions of the overall quality of their experience. High satisfaction, reflected in fast and accurate service, tends to encourage patients to feel more satisfied and comfortable. As a result, this satisfaction has the potential to increase patients' intention to return to the same healthcare facility in the future, as they feel confident that they will receive adequate and effective services.

3. Constructing the structural equation Measurement Model

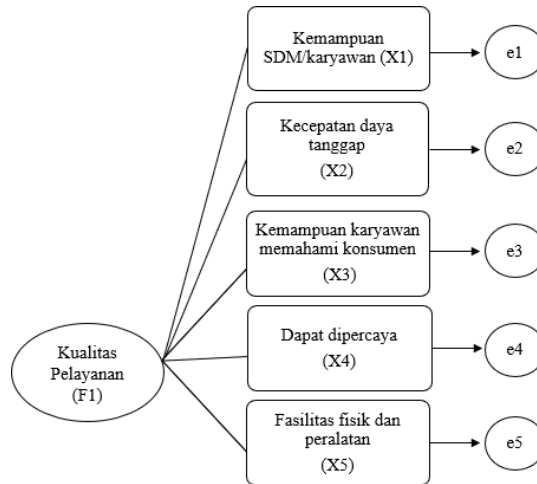


Figure 2. Service quality measurement model

$$\text{HR Capability/Employee} = \lambda_1 \text{ Service quality} + e_1;$$

$$\text{Responsiveness speed} = \lambda_2 \text{ Service quality} + e_2;$$

$$\text{Employee abilities} = \lambda_3 \text{ Service quality} + e_3;$$

$$\text{Trustworthy} = \lambda_4 \text{ Service quality} + e_4; \text{ Physical facilities and equipment} = \lambda_5 \text{ Service quality} + e_5;$$

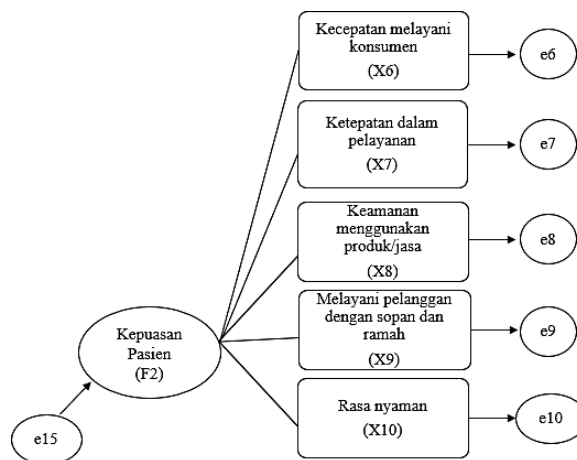


Figure 3. Patient satisfaction measurement model

$$\text{Speed of serving consumers} = \lambda_6 \text{ Patient satisfaction} + e_6;$$

$$\text{Precision in service} = \lambda_7 \text{ Patient satisfaction} + e_7;$$

$$\text{Product/service safety} = \lambda_8 \text{ Patient satisfaction} + e_8;$$

$$\text{Serve politely and kindly} = \lambda_9 \text{ Patient satisfaction} + e_9;$$

$$\text{Comfort} = \lambda_{10} \text{ Patient satisfaction} + e_{10};$$



Figure 3. Repeat interest measurement model

$$\text{Willingness to visit again} = \beta_{11} \text{ Interest in returning visit} + e_{11};$$

$$\text{Willingness to tell others} = \beta_{12} \text{ Interest in revisiting} + e_{12};$$

$$\text{Willingness to make a priority} = \beta_{13} \text{ Revisit interest} + e_{13};$$

$$\text{Willingness to continue buying products/services} = \beta_{14} \text{ Interest in revisiting} + e_{14};$$

Structural Model

a. $Y1 = f(X) + e15$

b. $Y1 = f(X1) + e15$

c. $Y1 = f(X2) + e16$

4. Choosing the Input Type of Matrix and Estimation Techniques Over the Built Model

a. Confirmatory Factor Analysis (CFA) Validity Test

The calculation results show that each item in the study has a ratio value exceeding the threshold of 0.05. The ratio value is used as an indicator to assess the validity of the item. If the ratio value of an item is higher than the specified threshold (0.05 in this case), the item is considered valid and reliable for measuring the intended variable. In other words, the items meet the criteria necessary to be considered valid measurement tools in this research.

b. Convergent Validity

The purpose of convergent validity is to ensure that a measurement tool truly measures the intended construct or concept by comparing it with another measurement tool that is supposed to measure the same construct. It is known that each item has an estimated loading factor value of more than 0.5 so it is declared to be met. Therefore, each estimated indicator is eligible to measure the variables of the concept being tested.

c. Reliability Test

It is known that the results of construct reliability (construct reliability) of all variables have shown ≥ 0.7 . As for the variance extracted in this study, each variable also has a \geq value of 0.5. So it can be concluded that the questionnaire used for this study is declared reliable.

d. Normality Test

Based on the output of the normality test obtained, the CR value is less than 2.580, which in this case is 1.226, indicating that the corresponding estimated coefficient is not significant at commonly used significance levels, such as 0.01 (1%). In other words, a CR value smaller than 2.580 suggests that the coefficient is more likely to fall within a normal distribution and is not strong enough to demonstrate a statistically significant difference at a stringent significance level.

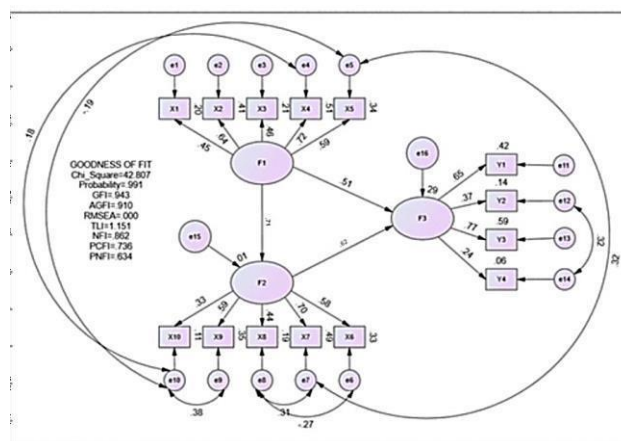
e. Outliers

The highest measured Mahalanobis d-Square value is 28.617. This value is compared to the Chi-Square value of 36.123, which is typically used as a threshold to determine whether a data point is considered an outlier or not. If the Mahalanobis d-Square value is lower than the Chi-Square value, as in this case where 28.617 does not exceed 36.123, then the data point is not considered an outlier. In other words, the Mahalanobis d-Square value indicates that the data point falls within the range of distribution that is considered normal and does not show a sufficiently large distance from the expected distribution to be classified as an outlier.

5. Assess the likelihood of its emergence

The results of this study during data processing with the AMOS 26 program, did not find any messages on the computer monitor that indicated identification problems.

6. Assess the Goodness of Fit criteria



Gambar 4. Confirmatory analysis

Table 1
Hasil Uji Goodness of Fit Analisis Confirmatory

Goodness of Fit	Criterion	Cut-off value	Information
Chi-Square	Small	42,807	Good
Probability	>0,5	0,991	Good
GFI	0,90	0,943	Good
AGFI	>0,90	0,910	Good
RMSEA	< 0,05	0,000	Good
TAG	≥0,90	1,151	Good
NFI	≥0,90	0,862	Marginal fit
PGFI	0-10	0,736	Good
PNFI	0,06	0,634	Good

The resulting criteria have a good value, where the Goddess of Fit meets all the criteria even though there is 1 criterion that is still marginal fit, but the marginal fit value can still be tolerated so that the model in this study can be said to be Fit (37).

Interpretation and modification

Table 2
Hasil Uji Regression Weight Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Information
F2 <---	F1	0,153	0,245	2,627	0,041	Signifikan
F3 <---	F2	0,127	0,142	2,896	0,037	Signifikan
F3 <---	F1	0,180	0,358	2,458	0,014	Signifikan

The results of the analysis in Table 2 show that:

- Service quality (F1) has a positive and significant effect on patient satisfaction (F2). As evidenced by a positive estimate value, the t-statistic value is above 1.96 and the P-value value is below 0.05.
- Patient satisfaction (F2) had a positive and significant effect on the interest of repeat visits (F3). As evidenced by a positive estimate value, the t-statistic value is above 1.96 and the P-value value is below 0.05.
- Service quality (F1) has a positive and significant effect on revisit interest (F3). As evidenced by a positive estimate value, the t-statistic value is above 1.96 and the P-value value is below 0.05.

Service Quality Has a Positive and Significant Effect on Patient Satisfaction

Based on the results of the study, it is found that service quality has a positive influence on patient satisfaction. These results are supported by Anjayanti (2021), which states that good service quality at the Puskesmas tends to increase patient satisfaction because friendly, responsive, and professional services meet patients' expectations of the

care they receive. When patients feel valued, prioritized, and get the right treatment, they are more satisfied and have a positive perception of puskesmas services. Conversely, poor service quality, such as unfriendliness, long waiting times, or inefficient handling, will decrease patient satisfaction, as they feel they are not getting adequate or valued care, which can result in dissatisfaction and decreased trust in the health facility.

Hospitals as healthcare institutions must provide quality services, by the needs and desires of patients, while adhering to the professional code of ethics. This is important because quality services include not only medical technical aspects but also an approach that respects the dignity, privacy, and rights of patients. By prioritizing integrity, transparency, and professional ethics in providing care, hospitals can build trust and ensure that every patient receives appropriate, safe, and adequate services by applicable health standards. (Setianingsih & Susanti, 2021).

The quality of hospital services to patients is one of the main indicators of patient satisfaction with the services provided. When the quality of service is considered good, patients tend to assess the hospital as an institution that is professional in providing care. This includes timely medical services, friendly attitudes from health personnel, and adequate facilities. Good quality reflects the hospital's ability to meet patient expectations, increase trust, and create a positive experience so that patients feel satisfied and are more likely to recommend hospital services to others. (Ronaldi & Hadya, 2022).

Thus, service quality has a positive and significant effect on patient satisfaction at the Bekasi Regency Hospital, meaning that the better the quality of service provided by the hospital, the higher the level of patient satisfaction. Quality service includes aspects such as speed, accuracy, friendliness, and competence of medical personnel and support staff at health facilities. When patients feel well-served and professional, they tend to feel satisfied with their experience, which in turn increases loyalty and the likelihood of returning to health services in the future. Research shows that this relationship between service quality and patient satisfaction is real and relevant in a variety of healthcare contexts.

Patient satisfaction and service quality have a positive and significant impact on the interest in return visits.

The research findings indicate that patient satisfaction and service quality significantly influence the interest in revisiting. The results of this study are supported by (Sangkot, Latifah, Suryandari, & Wijaya, 2022), which states that outpatient patient satisfaction has a significant impact on the intention to revisit Hospital X in Madiun City. With 99% of outpatient patients feeling satisfied with the services provided, and 97% of them expressing interest in returning for a follow-up visit, it can be concluded that a high level of satisfaction directly increases the likelihood of patients returning to that hospital. High patient satisfaction reflects adequate service quality, such as prompt, effective, and friendly care, which encourages patients to continue trusting and choosing Hospital X as their healthcare provider in the future.

This is also supported by the research of (Fitriani, Syaparuddin, & Edy, 2021), which explains that service quality affects the intention to revisit because elements such

as service speed, staff friendliness, facility comfort, and overall patient satisfaction interact to create a satisfying experience. When all aspects of service function well and meet patients' expectations, it enhances their satisfaction and motivates them to return to use the same services in the future. On the other hand, if there are shortcomings in any aspect of the service, this can lower overall satisfaction and reduce the likelihood of patients returning, indicating that good overall service quality is crucial for maintaining interest in repeat visits.

In contrast to the research findings of (Dita & Zaini, 2022), which states that service quality does not significantly affect patients' interest in returning visits. This indicates that although aspects of service quality such as human resource capability, response speed, and physical facilities are evaluated, these variables do not directly influence the decision to return for a visit.

Service quality can be assessed through five main factors: tangible (physical aspects such as facilities and staff appearance), empathy (the ability to understand and care for customer needs), responsiveness (the speed and readiness to respond to customer requests or issues), reliability (consistency and accuracy in delivering services as promised), and assurance. (kompetensi dan sikap profesional staf yang memberikan rasa aman dan percaya diri). These five factors are interconnected and contribute to the overall customer perception of service quality, with each factor playing an important role in determining customer satisfaction and loyalty. (Ruiz et al., 2017).

Measuring customer satisfaction can be done through three main items: overall satisfaction, confirmation of expectation, and comparison of ideals. Overall satisfaction reflects how satisfied customers are in general with their experience of the services or products provided. Confirmation of expectation measures the extent to which a service or product meets the expectations set by the customer before using or experiencing it. Comparison of ideals evaluates the differences between customers' actual experiences and the ideal standards they expect. These three items provide a comprehensive overview of customer satisfaction, with overall satisfaction reflecting the overall outcome, confirmation of expectation identifying the extent to which expectations are met, and comparison of ideal assessing the gap between reality and the desired ideal. (Maharani, Dewi, & Martini, 2023).

The better the quality of service, the higher the interest in repeat visits, as customers who are satisfied with their experiences tend to feel more confident about using the service again in the future. Good service quality, which includes factors such as response speed, empathy, reliability, assurance, and adequate physical elements, creates a positive experience that builds trust and customer satisfaction. When customers feel valued and well taken care of, they are more likely to return and recommend the service to others, thereby increasing the likelihood of repeat visits. (Yassir, Purwadhi, & Andriani, 2023).

Satisfaction is often used as a basis to connect the characteristics of service quality with the interest in revisiting the services received, as satisfaction is a direct reflection of how well the service meets or exceeds customer expectations. When the quality of service meets or even exceeds expectations, customers feel satisfied, which encourages them to

continue using the service in the future. Conversely, if the quality of service does not meet expectations, satisfaction decreases, and the interest in making a return visit diminishes. Thus, customer satisfaction serves as an important indicator in assessing the relationship between the quality of service provided and the customer's decision to return or recommend the service to others (Jalias & Idris, 2020).

With the improvement in service quality, it is hoped that patients will feel more loyal and motivated to increase their interest in returning visits to the hospital. Good service, which includes careful attention, adequate facilities, and effective communication, can enhance patient satisfaction. This satisfaction, in turn, builds trust and loyalty, making patients feel confident to return to the hospital's services in the future. High patient loyalty can also enhance the hospital's reputation and attract more new patients through positive recommendations from satisfied patients. (Amy et al., 2020).

Thus, patient satisfaction and service quality simultaneously influence the interest in repeat visits to the Bekasi District Hospital in a mutually supportive manner. Good service quality includes factors such as response speed, empathy, reliability, and assurance, which directly enhance patient satisfaction, create a positive experience, and meet their expectations. High patient satisfaction, as a result of adequate services, further strengthens their desire to return to the Bekasi District Hospital if needed. Thus, the quality of service and patient satisfaction work together to enhance the interest in return visits, indicating that improvements in both aspects can significantly influence patients' decisions to use hospital services in the future.

Conclusion

Based on the results of the study, it was found that service quality has a positive and significant effect on patient satisfaction because elements such as response speed, empathy, reliability, and assurance play a key role in creating a satisfying experience. When the services provided meet or exceed patients' expectations, they feel more valued and satisfied with their experience. This satisfaction, in turn, has a positive and significant impact on repeat visit interest, as satisfied patients tend to feel more confident about returning to use the same service. In this context, service quality not only directly affects patient satisfaction, but also indirectly affects repeat visit interest through high levels of satisfaction. In other words, good service quality results in higher patient satisfaction, which then increases the likelihood of patients returning to the service in the future. Therefore, both service quality and patient satisfaction are interconnected and contribute to increased interest in repeat visits.

Improvements that need to be considered for the hospital include improving and paying more attention to the ability of human resources/employees. The health services provided must continue to be improved by health standards and include the principle of patient safety, thus patients feel safe doing health checks so that by themselves patient satisfaction will increase and will attract patients to visit the hospital again. As well as related to the comfort provided by hospitals, it must be considered and improved.

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