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## **The Relationship of Responsibility and Empathy with Patient Satisfaction on Pharmaceutical Services at the Regional General Service Agency Hospital Bombana District in 2021**

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### **Abstract**

Hospital pharmacy services are needed by the community in providing a guarantee of effective, safe, available, and affordable treatment. The quality of pharmaceutical service quality is very important in hospital services because service satisfaction is a measure of the quality of service quality provided by hospital pharmacy installations. The purpose of the study was to determine the relationship between responsiveness and empathy aspects with patient satisfaction in pharmaceutical services at the local public service agency hospital, Bombana Regency. The type of research, analytic survey with a case control approach. The sample is 213 respondents. The results showed that there was a relationship between responsiveness (P-Value = 0.018) and empathy (P-Value = 0.003) with patient satisfaction. Conclusion; aspects of responsiveness and empathy have a relationship with patient satisfaction. Recommendation; This recommendation is expected by the management of the BLUD of the Bombana Regency General Hospital to further improve the quality of patient health pharmaceutical services and have a professional attitude in improving the quality of pharmaceutical services.

**Keywords:** responsiveness; empathy; pharmaceutical service.

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## **1. Introduction**

One of the health services in the hospital is the hospital pharmacy installation. According to Law number 44 of 2009 concerning hospitals, it explains that hospital pharmacy installations have an important role in managing pharmaceutical supplies, pharmaceutical services in the use of drugs and other medical devices as well as clinical pharmacy services [1]. Government Regulation number 51 of 2009 concerning pharmaceutical work, explains that pharmaceutical services are direct and responsible services to patients related to pharmaceutical preparations, with the aim of achieving maximum results in improving the quality of life of patients by strengthening that pharmaceutical work in pharmaceutical services is carried out by a pharmacist. A drug use process aims to ensure safety, effectiveness and rationality by adopting science and function in patient care. Patient demands for the quality of pharmaceutical services explain a paradigm shift in service from the old paradigm which is always oriented to drug products to a new paradigm that is patient oriented [2].

Pharmaceutical services are used as benchmarks for pharmaceutical personnel in providing pharmaceutical services. Meanwhile, pharmaceutical services are direct and responsible health services to patients in the form of pharmaceutical preparations in improving the quality of life of patients. Pharmaceutical service standards refer to guidelines for pharmaceutical personnel in providing pharmaceutical services. Pharmaceutical service standards in pharmacies include the management of pharmaceutical preparations and clinical pharmacy services [3].

Patient satisfaction is important in the provision of health services. Health care providers work and compete competitively in meeting the satisfaction of their customers. Patient satisfaction is basically to satisfy patient expectations and understand their needs [4]. Service quality indicators can be measured using five assessment dimensions including physical evidence, reliability, responsiveness, assurance, and empathy. The research was conducted by collecting data through a questionnaire survey with 5 dimensional service quality indicators [5].

The context of pharmacy services regarding patient satisfaction is a feeling of pleasure that will arise in a person after receiving services received or experienced directly. One of the models that is often used in measuring consumer satisfaction is the service quality model, namely making a comprehensive customer satisfaction survey in services in the field of goods and services that prioritizes service aspects [6]. A fast response from the ability of pharmacy staff to consumers in providing fast and appropriate service procedures and being able to meet customer expectations, for example the speed of counter staff serving patients, speed of drug service, and completeness of drug information for patients. reliability of the ability of pharmaceutical services in providing timely and accurate services in accordance with what is conveyed, for example the ease of administration procedures for pharmacy services. There is a guarantee by instilling trust or certainty in a customer or consumer, for example the availability of drugs at the pharmacy installation and all prescribed drugs. Empathy from pharmacists, a sense of concern and special attention of pharmacy officers to service users in understanding their needs and providing convenience, friendliness in service services, for example the friendliness of pharmacy staff. Physical evidence from pharmacists can be felt directly by users by providing adequate physical facilities and equipment, such as adequate seating in the waiting room, cleanliness and comfort of the waiting room [7].

Sarwono said that patient satisfaction is influenced by two aspects, namely the consumer aspect and the health service aspect. The consumer aspect is influenced by age, gender, education, and others. In health services, there are two aspects, namely the medical aspect, which includes adequate equipment, and the non-medical aspect, which includes the services of health workers, for example comfort, cleanliness of the waiting room and low cost [8]. The hospital pharmacy installation is a place to carry out all pharmaceutical work activities aimed at the needs of patients in the hospital. The hospital pharmacy installation is a pharmacy where pharmaceutical work is carried out and drug distribution to the public [9].

Hospital pharmacy services are needed by the community in providing a guarantee of effective, safe, available, and affordable treatment. then we need quality and affordable services in order to satisfy the community as customers. The quality of pharmaceutical service quality is very important to get attention from hospital management, including improving the quality of hospital pharmacies, therefore, with good service quality, patient satisfaction can be fulfilled [10].

Research [11] at the Saudi Arabian Hospital explained that according to the dimensions of physical evidence the hospital implemented an electronic system for drug dispensing but was hampered due to the limited availability of drugs, in terms of the dimension of attention that the distance between the hospital and the patient's residence was far so that taking medicine needed a queue. In terms of the dimension of assurance that the behavior of pharmacists is less friendly in explaining to patients how to take medicine so that patients feel uncomfortable, and in terms of responsiveness that sometimes health workers do not respect the privacy of patients in some cases of illness.

Research [12] on Pharmaceutical Services at Community Pharmacies in Southern Bayelsa State – Southern Nigeria explains that in terms of reliability dimensions most of the respondents are satisfied with the information provided by pharmacists. Patient satisfaction is related to the timely provision of services, pharmacist attitudes/communication skills, treatment counseling, pharmacy locations, and waiting rooms. Patient satisfaction with pharmaceutical services is subjective. It is an individual's assessment of the extent to which a product or service provides a level of fulfillment related to pleasurable consumption. This level of satisfaction is based on the patient's expectations. Therefore, satisfaction varies based on the education level of the patient. For illiterate patients such as blind people, they will need special skills from pharmacists, such as being agile and responsive to patients.

Based on the results of direct observations made to 10 patients who came to visit the Pharmacy Installation of the Bombana Regency General Hospital, they complained because of their lack of understanding of the flow of health services. This is due to the unavailability of facilities indicating the flow of health services. There are also patient complaints about the drugs needed sometimes not in the hospital pharmacy installation, complaints about unsatisfactory communication with patients, long queues waiting for drugs and uncomfortable waiting room facilities.

Hospital services are one of the important points in public services. The quality of hospital services will be an indicator for the community in choosing quality health services and satisfying customers. Likewise, patient

loyalty to a health service is largely determined by how satisfied customers feel about the health services they receive. Responding to this fact, it is necessary to research the quality of pharmaceutical services at the Bombana District General Hospital. The purpose of the study was to determine the relationship between responsiveness and empathy aspects with patient satisfaction in pharmaceutical services at the local public service agency hospital, Bombana Regency.

## 2. Materials and Methods

This type of research is a survey with a case control study approach [13]. The research sample was 213 respondents. Samples were inpatients at the Regional Public Service Agency Hospital, Bombana Regency. The sampling technique was accidental sampling [14]. Collecting data using questionnaires, observation and documentation. Data analysis used univariate and bivariate analysis [15].

## 3. Results

### Bivariate analysis

#### The relationship between responsiveness and patient satisfaction in pharmacy at the General Hospital of the Bombana Regency Regional Public Service Agency

**Table 1:** The Relationship between Responsiveness and Patient Satisfaction in Pharmaceutical Services at the Regional Public Service Agency Hospital, Bombana Regency

Responsiveness	Service Satisfaction				Amount		P <sub>Value</sub>	$\alpha$
	Satisfied		Less satisfied		n	%		
	n	%	n	%				
Well	120	84	23	16	143	100	0,018	$\alpha=0,05$
Not enough	49	70	21	30	70	100		
Total	169	79	44	21	213	100		

Source: Primary data, 2021

Based on Table 1 above, it shows that from 143 respondents (100%) of respondents who have good responses, there are 120 respondents (84%) who are satisfied with pharmaceutical services, and there are 23 respondents (16%) who are not satisfied with pharmaceutical services. Meanwhile, of the 70 respondents (100%) who had poor responsiveness, there were 49 respondents (70%) who said they were satisfied with pharmaceutical services, and there were 21 respondents (30%) who said they were not satisfied with pharmaceutical services.

The results of the Chi Square statistical test obtained that the significance value is  $p = 0.018$  ( $p < 0.05$ ) thus  $H_0$  is rejected and  $H_a$  is accepted, so that it can be concluded that there is a relationship between responsiveness aspects and pharmaceutical service satisfaction at the General Hospital of the Regional Public Service Agency, Bombana Regency.

**The relationship between aspects of empathy and patient satisfaction in pharmaceutical services at the Regional Public Service Agency of the Bombana Regency Regional General Hospital**

**Table 2:** The Relationship between Empathy Aspects and Patient Satisfaction in Pharmaceutical Services at the Bombana Regency Regional Public Service Agency Hospital

Empathy	Service Satisfaction				Amount		P-Value	$\alpha$
	Satisfied		Less satisfied					
	n	%	n	%	n	%		
Well	127	85	23	15	150	100	0,003	$\alpha = 0,05$
Not enough	42	67	21	33	63	100		
Total	169	79	44	21	213	100		

Based on Table 2 above, it shows that of 150 respondents (100%) of respondents who have good empathy, there are 127 respondents (85%) who are satisfied with pharmaceutical services, and there are 23 respondents (15%) who are not satisfied with pharmaceutical services. Meanwhile, of the 63 respondents (100%) who have less empathy, there are 42 respondents (67%) who are satisfied with pharmaceutical services, and there are 21 respondents (33%) who are dissatisfied with pharmaceutical services.

The results of the Chi Square statistical test obtained that the significance value is  $p = 0.003$  ( $p < 0.05$ ) thus  $H_0$  is rejected and  $H_a$  is accepted, so that it can be concluded that there is a relationship between empathy aspects and pharmaceutical service satisfaction at the General Hospital of the Regional Public Service Agency of Bombana Regency.

**4. Discussion**

**The relationship between responsiveness and patient satisfaction in pharmaceutical services at the Bombana District Public Service Agency Hospital**

Service quality can be known by comparing the perceptions of consumers on the services they receive with the services they actually expect on the service attributes of a company. The quality of service is perceived as good and satisfactory if the service received or perceived is as expected, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of good quality. Service quality is perceived as bad if the service received is lower than expected [16]. The quality of health services refers to the level of perfection of the appearance of health services that can satisfy every user of health services in accordance with the level of satisfaction of the average population, the procedures for its implementation are in accordance with the standards and professional code of ethics that have been set.

According to [17] states that responsiveness, namely the willingness or desire of employees to help and provide services needed by consumers. Letting consumers wait, especially for no apparent reason will create a negative impression that shouldn't happen. Unless this error is addressed quickly, it can be a memorable and enjoyable experience. Responsiveness, namely the humanity or readiness of the officers to provide the services needed by

the patient. The desire or willingness of the service provider to provide timely service. Responsiveness of employees in assisting customers and providing services and handling complaints quickly by looking at several things, namely: Willingness of officers to be responsive in resolving patient complaints, Officers provide clear, easy to understand information and quick action when patients need. According to [18] states that responsiveness includes: being accessible, not long waiting, willing to listen to patient complaints.

Findings from the results of the study showed that respondents who had good responses were more satisfied with pharmaceutical services than those who were less satisfied with pharmaceutical services, this was because patients who had received pharmaceutical services had felt the responsiveness of pharmacists in helping patients, providing services and handling complaints quickly, providing clear information, easy to understand, quick action when patients need it, timely service, speed of service access, fast waiting times, and willing to listen to patient complaints.

The results showed that in general the responsiveness of pharmaceutical staff in providing pharmaceutical services had met expectations, but there were some respondents who stated that pharmaceutical staff were still less responsive to complaints submitted by patients/patients' families, this was due to a small number of pharmaceutical officers who had not been able to show responsiveness to complaints. patients in providing appropriate and correct and reliable services. The response of officers at the pharmacy installation of the Bombana Regency Regional Public Service Agency Hospital in serving the needs of patients/patients' families is very closely related to the treatment and recovery of patients, with a fast, accurate, correct and reliable service response to patients can reduce the occurrence of complaints and reduce medication errors. to the patient, for example the speed of drug service, the completeness of the drug information given by the patient. Meanwhile, respondents who have more or less responsiveness are satisfied than those who are dissatisfied, this is because patients who have received pharmaceutical services have felt the responsiveness of pharmacists in helping patients, but there are still several dimensions that have not satisfied them, including the slow pace of action. service, waiting time is not according to patient expectations, handling complaints is not as expected, providing information is not according to patient wishes, and access to services is slow

Another finding from the results of the study is that there are still respondents who are doubtful and disagree with the response on the grounds that officers are less responsive in preparing drugs when receiving prescriptions. In this case the patient is not immediately given the drug because after receiving a prescription. Pharmacy officers will first check the feasibility of the prescription according to the Hospital SOP. To increase the patient's perception of the responsiveness of the Outpatient Pharmacy, Bombana Hospital, it is necessary to increase the number of employees. So that incoming recipes are quickly resolved.

The results of the Chi Square statistical test obtained that the significance value is  $p = 0.018$  ( $p < 0.05$ ) thus  $H_0$  is rejected and  $H_a$  is accepted, so that it can be concluded that there is a relationship between responsiveness aspects and pharmaceutical service satisfaction at the General Hospital of the Regional Public Service Agency, Bombana Regency. The results of this study are in line with the results of studies [19,20,21,22,23,24,25,26,27] which state that there is a relationship between responsiveness with service satisfaction.

One way to assess the level of patient satisfaction is to identify how much the response of the patient/patient's family regarding the service received, so that it can be seen whether the gap in satisfaction is achieved or not so that a solution can be found in order to meet the expectations of the patient/patient's family. Letting the patient/patient's family wait for no apparent reason can lead to negative perceptions of the quality of pharmaceutical services. Responsiveness in providing information regarding the suitability of drugs given to patients, responsiveness to indications of drugs given to patients, responsiveness to patients when they feel the side effects of drugs given and responsiveness to drug storage places which will have an impact on perceptions of patient satisfaction at Bombana General Hospital .

Patients will not be satisfied with the pharmaceutical services provided by officers. This can be improved by responsiveness in helping and providing services quickly and accurately as well as responsiveness to patient wishes. The responsiveness dimension was considered satisfied by the respondent because the pharmacist at the Bombana District Public Service Agency Hospital Pharmacy was responsive to patient problems and every patient complaint was handled quickly and accurately. Indicators of responsiveness where the ability of officers to provide fast service and be able to listen to and resolve complaints from patients. Fast service, responsiveness and friendliness of pharmaceutical officers in providing services. So hopefully, these things can increase patient satisfaction which in turn provides benefits for the Bombana district general hospital.

#### **The relationship between empathy aspects and patient satisfaction in pharmaceutical services at the Bombana Regency Regional Public Service Agency Hospital**

Health services are every effort carried out individually or together in an organization to maintain and improve health, prevent and cure disease, and restore the health of individuals, families, groups and communities. Service quality is all forms of activities carried out by the company in order to meet consumer expectations. Service as a service or service delivered by the service owner in the form of convenience, speed, relationship, ability and hospitality aimed at the attitude and nature of providing services for customer satisfaction [28]. According to [29] quality is a direct characteristic description of a product. Quality can be seen in terms of shape, appearance, performance of a product, and can also be seen in terms of its function and aesthetics.

Empathy is the willingness of employees to care, give special personal attention, ease in making relationships, good communication and understanding customer needs. This dimension is a combination of dimensions; access, namely the ease of using the services offered. Communication is the ability to convey information to customers or receive input from customers. Understanding customers, including the company's efforts to find out the needs and wants of customers. Pay special attention to each patient. Attention to patient and family complaints and services to all patients regardless of social status [18].

The results obtained that respondents who have good empathy are more in number who expressed satisfaction with pharmaceutical services than those who are less satisfied with pharmaceutical services, this is because patients who have received pharmaceutical services have felt the care of officers, the attention of officers, ease of service, convenience communication, understanding patient needs, paying attention to patient and family complaints and providing services regardless of social status.

The results showed that in general the empathy of pharmaceutical staff in providing pharmaceutical services mostly met patient expectations, but there were several respondents who stated that pharmaceutical staff lacked empathy for patient complaints/patient families, this was due to a small proportion of pharmaceutical officers still having a diploma in pharmacy education so that lack of empathy in serving the patient or the patient's family. Empathy attitude from officers at the pharmacy installation of the Bombana Regency Regional Public Service Agency Hospital in serving the needs of patients / patients' families is needed in healing and treating patients, by providing a good empathetic attitude, it will grow the patient's trust in the pharmacy staff. While respondents who have empathy are more or less the number of those who say they are satisfied than those who are not satisfied, this is because patients who have received pharmaceutical services have felt the empathy of officers, but there are still several dimensions that have not satisfied them, including the lack of attention to patient complaints. , still lack of concern for officers, lack of attention from officers, lack of ease of communication, and lack of understanding of patient needs.

The results of the Chi Square statistical test obtained that the significance value is  $p = 0.003$  ( $p < 0.05$ ) thus  $H_0$  is rejected and  $H_a$  is accepted, so that it can be concluded that there is a relationship between empathy aspects and pharmaceutical service satisfaction at the General Hospital of the Regional Public Service Agency of Bombana Regency. . This is in line with the results of research [20,22,23,24,25,19,26,21,27] which state that there is a relationship between the dimensions of empathy with service satisfaction.

Another finding from the results of the study was that several respondents were dissatisfied, unsatisfied and quite satisfied with the empathy attitude of outpatient pharmacy pharmacists at the Bombana Regency Regional Public Service Agency on the grounds that sometimes officers did not provide explanations about drugs unless the patient asked for it. Sometimes the drug is simply handed over to the patient/patient's family without providing information about the drug being handed over unless the patient asks first. This is because the number of patients queuing makes the officers only provide drug information for drugs that really need to be given specific information. To increase the patient's perception of the empathy of pharmacy officers in outpatient pharmacies, the Bombana Regency Regional Public Service Agency Hospital needs to open a separate drug information service section so that drug information errors are reduced. Because even though the drug looks normal, there are still many patients who are wrong in taking it based on the results of a questionnaire with several patients.

Most of the patients or their families are quite satisfied with the services of the pharmacy staff. This can be improved with a firm but attentive attitude of the pharmacist towards the patient. The dimensions of empathy in hospitals get the lowest percentage with indicators of friendliness of officers when greeting patients, according to some respondents, pharmacists are less friendly and tend to be in a hurry when conveying drug information. This often happens when a large number of patients seek treatment, so that pharmacists are more focused on prescription services, but in general, in this dimension, patients are satisfied with the services provided, such as caring for patient complaints without distinguishing social status. In contrast to pharmacies, respondents are satisfied with this dimension because the pharmacy services at the pharmacy provide information without having to wait for the respondent to ask, and the officers are also polite and friendly in providing drug information.



There are several limitations of this study, including the problem of the respondent's busyness in work so that the patient does not have enough time to provide information when collecting data/information, the language skills used by the patient when communicating when collecting data and the respondent's refusal when asked for an interview.

## **5. Conclusions and Recommendations**

Conclusion; aspects of responsiveness and empathy have a relationship with patient satisfaction. Recommendation; This recommendation is expected by the management of the Bombana Regency Regional Public Service Agency Hospital to further improve the quality of patient health pharmaceutical services and have a professional attitude in improving the quality of pharmaceutical services.

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