

Relationship Between Service Quality And Patient Satisfaction In The Inpatient Room Of Adventist Hospital Manado

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Abstract.

This study investigates the relationship between service quality and patient satisfaction in inpatient wards at Adventist Hospital Manado, a leading private healthcare institution in North Sulawesi, Indonesia. Using the SERVQUAL model—which evaluates five dimensions of service quality: Tangibles, Reliability, Responsiveness, Assurance, and Empathy—the research aims to identify which dimensions most significantly influence patient satisfaction. A quantitative correlational design was employed, involving 95 respondents selected through purposive sampling from the Seiruni and Asteir inpatient wards, covering all hospitalization classes (Class 1–3, VIP, Silver, and Gold). Data were collected through structured questionnaires and analyzed using multiple linear regression via SPSS 25.0. Descriptive results indicated that Responsiveness received the highest average score, followed by Empathy and Assurance. The regression analysis revealed that Tangibles and Reliability had a statistically significant positive effect on patient satisfaction, while Responsiveness, Assurance, and Empathy, although positively correlated, did not reach significance. The model accounted for 74.3% of the variance in patient satisfaction ($R^2 = 0.743$), indicating strong explanatory power. These findings suggest that physical infrastructure, cleanliness, medical equipment, and consistency in care delivery are critical determinants of patient satisfaction. Although interpersonal aspects such as empathy and courtesy remain essential, patients prioritize visible service reliability and facility quality. The study underscores the importance of strategic improvements in operational consistency and hospital environment to enhance overall patient experience.

Keywords: SERVQUAL; service quality; patient satisfaction; hospital management; Adventist Hospital Manado and multiple linear regression.

I. INTRODUCTION

In an era marked by technological advancement and heightened public awareness, the quality of healthcare services has become an essential benchmark for hospital performance. Modern patients are no longer passive recipients of care—they now expect not only medical competence but also professional service quality that emphasizes responsiveness, empathy, and trustworthiness. This transformation reflects a global shift in health service delivery, where **patient satisfaction** is not merely a desired outcome, but a critical metric in evaluating health system effectiveness. A hospital, as defined by the Indonesian Ministry of Health, is a healthcare facility providing complete personal health services—including inpatient, outpatient, and emergency services. Of these, **inpatient care** represents a core service that directly reflects the hospital's ability to deliver consistent, high-quality medical attention. Patient perceptions of inpatient care are shaped by multiple interactions throughout their stay, including admission processes, communication with medical staff, treatment experiences, hospital cleanliness, and the physical comfort of rooms. One of the leading private hospitals in North Sulawesi is **Adventist Hospital Manado**, a Christian-based institution established in 2002.

As a referral hospital, it serves a diverse population across the province. Over the years, Adventist Hospital has invested in service improvements to meet the increasing expectations of patients. Nevertheless, recent feedback indicates that gaps remain between the quality of service provided and patient expectations. According to data from the **Medical Records Department (2023)**, the average inpatient satisfaction rate at Adventist Hospital was **80%**, below the hospital's internal target of **90%**. Specific complaints received from patients include long wait times for nurse response, insufficient communication from doctors, unavailability of certain medications, and inadequate room cleanliness. These recurring issues highlight a significant

challenge for hospital administrators—to align service delivery more closely with patient expectations, and thereby improve overall satisfaction.

To address these challenges, service quality must be systematically evaluated. One of the most widely accepted tools for such assessment is the **SERVQUAL model**, developed by Parasuraman, Zeithaml, and Berry. This model defines service quality through five key dimensions:

1. **Tangibles** – physical facilities, equipment, and personnel appearance.
2. **Reliability** – ability to perform the promised service dependably and accurately.
3. **Responsiveness** – willingness to help and provide prompt service.
4. **Assurance** – knowledge and courtesy of staff, and their ability to instill confidence.
5. **Empathy** – caring, individualized attention provided to customers.

This study applies the SERVQUAL model to evaluate inpatient service quality in the **Asteir and Seiruni Wards** of Adventist Hospital Manado. These two wards were selected because they represent the complete range of hospital classes, including **Class 1, Class 2, Class 3, VIP, Silver, and Gold**, offering a comprehensive view of service quality across different socioeconomic patient groups. By analyzing the relationship between each SERVQUAL dimension and patient satisfaction, this research aims to identify which factors most significantly affect perceived service quality. Furthermore, the findings are expected to inform targeted improvements in inpatient care and contribute to evidence-based strategies for enhancing overall hospital performance.

Significance of the Study

This research holds both theoretical and practical significance. Theoretically, it contributes to the growing body of literature on service quality evaluation in healthcare institutions, particularly in the Indonesian context, where such studies are still limited. Practically, the results are expected to provide concrete recommendations to hospital administrators and stakeholders at Adventist Hospital Manado. These recommendations can guide policy formulation and staff training to optimize patient satisfaction and service outcomes.

II. METHODS

This study employed a **quantitative descriptive approach** with a **correlational design**, chosen for its effectiveness in analyzing the relationship between service quality and patient satisfaction. The research was conducted at Adventist Hospital Manado, specifically in the Seiruni and Asteir inpatient wards, which represent all classes of care offered by the hospital, including Class 1, Class 2, Class 3, VIP, Silver, and Gold. These wards were selected to ensure that the results reflect the diverse experiences and expectations of patients across socioeconomic backgrounds. The population of the study consisted of all inpatients in these two wards during the period of observation. A **purposive sampling** technique was used to determine the sample, involving specific criteria to ensure the validity of responses. Patients included in the study were those aged 17 years or older, who had been hospitalized for a minimum of three days, and who were mentally and physically able to complete the questionnaire. Using the Slovin formula with a 5% margin of error, the sample size was determined to be **95 respondents**, a number considered sufficient to draw statistically significant conclusions about the population. Data collection was conducted using a **structured questionnaire** developed based on the SERVQUAL model, which assesses service quality across five dimensions:

Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Each dimension was measured using four statements rated on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire also included items to assess overall **patient satisfaction**, using a similar scale to capture levels of satisfaction with healthcare services, staff performance, and the comfort of hospital facilities. Prior to distribution, the questionnaire underwent a pilot test with 30 respondents to ensure its validity and reliability. The results indicated that all items met the minimum threshold for validity, with correlation coefficients above 0.30. Internal consistency was confirmed using **Cronbach's Alpha**, where all variables exceeded the acceptable reliability coefficient of 0.70, indicating strong reliability of the instrument. Once the data were collected, they were analyzed using **SPSS version 25.0**. The analysis began with descriptive

statistics to summarize respondent characteristics and to calculate mean values for each SERVQUAL dimension and satisfaction indicator.

To examine the influence of service quality on patient satisfaction, the study employed **multiple linear regression analysis**. This method allowed for the simultaneous examination of the five independent variables—each representing one SERVQUAL dimension—against the dependent variable, patient satisfaction. To ensure the accuracy of the regression model, classical assumption tests were performed. A normality test using the Kolmogorov-Smirnov method confirmed that the data were normally distributed. Multicollinearity was tested using the **Variance Inflation Factor (VIF)**, with results indicating no significant multicollinearity among the independent variables. A heteroscedasticity test was also conducted using a scatterplot approach, which confirmed that the residuals were evenly distributed. The final regression model was formulated to estimate the effect of each SERVQUAL dimension on satisfaction, with a significance level set at $\alpha = 0.05$. This allowed the researcher to determine not only whether the model was statistically significant, but also which specific dimensions of service quality had the most substantial impact on patient satisfaction in the inpatient wards of Adventist Hospital Manado.

III. RESULTS AND DISCUSSION

This research investigated the relationship between service quality dimensions and inpatient satisfaction at Adventist Hospital Manado. Data were gathered from 95 respondents hospitalized in the Seiruni and Asteir wards, using the SERVQUAL-based questionnaire. Descriptive and inferential statistical analyses were conducted, and the results are discussed below.

Service Quality Dimensions

Each SERVQUAL dimension—Tangibles, Reliability, Responsiveness, Assurance, and Empathy—was measured using four indicators. The descriptive analysis revealed that **Responsiveness** had the highest mean score (4.37), followed by **Empathy** (4.34), **Assurance** (4.32), **Tangibles** (4.31), and **Reliability** (4.24). These results suggest that patients most appreciated the willingness and promptness of the staff in providing services, while reliability—particularly regarding consistent execution of promised services—was perceived as the weakest area.

The relatively lower score for Reliability may reflect delays in providing requested medications or inconsistencies in following through with medical schedules, as previously noted in the patient complaint records. Meanwhile, high scores in Responsiveness and Empathy indicate that staff attitudes and personal attention were valued by patients, aligning with findings from similar hospital satisfaction studies in Indonesia and abroad.

Patient Satisfaction

The average satisfaction level among the 95 inpatients was high, with a mean score of **4.29** on a 5-point scale. However, this figure still falls below the hospital's internal target of 4.5, suggesting room for improvement. The dimensions with the strongest correlation to satisfaction were Responsiveness and Assurance, pointing to the importance of professional conduct, prompt service, and staff knowledge in shaping positive patient experiences.

Regression Analysis

A **multiple linear regression analysis** was conducted to determine the effect of the five service quality dimensions on patient satisfaction. The resulting model was statistically significant, with a coefficient of determination (R^2) of **0.743**, indicating that approximately 74.3% of the variation in patient satisfaction could be explained by the SERVQUAL dimensions.

The regression equation is as follows:

$$Y=2.371+0.334X_1+0.244X_2+0.231X_3+0.183X_4+0.074X_5 \\ Y=2.371+0.334X_1+0.244X_2+0.231X_3+0.183X_4+0.074X_5$$

Where:

- Y = Patient Satisfaction
- X_1 = Tangibles
- X_2 = Reliability

- X3X_3X3 = Responsiveness
- X4X_4X4 = Assurance
- X5X_5X5 = Empathy

Among these, **Tangibles (p = 0.000)** and **Reliability (p = 0.001)** were the only variables with a statistically significant effect at $\alpha = 0.05$, suggesting that physical facilities and consistency in service performance were critical drivers of satisfaction. Responsiveness, Assurance, and Empathy, though positively correlated, did not show significant individual effects when other variables were controlled, likely due to overlapping contributions in perceived service experiences.

These results are consistent with the findings of Sitorus (2021), who emphasized the significance of physical infrastructure and the consistency of service execution in influencing inpatient satisfaction in Indonesian private hospitals. Similarly, international research from Parasuraman et al. has confirmed the critical role of Tangibles and Reliability in shaping customer trust and satisfaction in service industries.

Interpretation and Implications

While all five dimensions were positively associated with satisfaction, the dominance of Tangibles and Reliability suggests that patients placed high importance on the hospital's physical environment and the dependability of services. Clean and well-maintained facilities, availability of medical equipment, timely delivery of services, and adherence to promised care schedules likely contributed to higher satisfaction ratings. The fact that Responsiveness, Assurance, and Empathy did not show statistical significance in the regression model, despite high mean scores, may be attributed to ceiling effects or patient adaptation to interpersonal service norms. In other words, while these dimensions are expected and appreciated, their presence may not strongly differentiate satisfaction levels unless they fall below expectations. From a managerial perspective, these findings emphasize the need for consistent service delivery and investment in facility maintenance and upgrades. Although interpersonal qualities remain important, the hospital may need to reinforce standard operating procedures, strengthen supply chain systems, and enhance infrastructure to meet patient expectations and raise satisfaction levels to the desired target.

IV. CONCLUSION

This study has demonstrated that service quality, as measured through the SERVQUAL model, significantly influences inpatient satisfaction at Adventist Hospital Manado. The five SERVQUAL dimensions—Tangibles, Reliability, Responsiveness, Assurance, and Empathy—were analyzed using a quantitative approach and evaluated through multiple linear regression. Results show that Tangibles and Reliability have the most substantial and statistically significant impact on patient satisfaction. Tangibles, which include the condition of hospital infrastructure, cleanliness, and equipment, emerged as the strongest predictor, highlighting the critical role of physical environment in shaping patient perceptions. Reliability, referring to the consistent and accurate execution of services, was also shown to be a significant factor in determining satisfaction outcomes. Although Responsiveness, Assurance, and Empathy received high mean scores, their effects were not statistically significant when analyzed in combination with other variables.

The research affirms the effectiveness of the SERVQUAL model as a diagnostic tool in healthcare quality assessment and offers practical insights for hospital management. Emphasis should be placed on improving the physical environment and ensuring operational consistency to enhance the overall patient experience. In conclusion, this study provides healthcare administrators, quality assurance professionals, and policymakers with empirical evidence on which dimensions of service quality should be prioritized to improve inpatient satisfaction. Future research is recommended to explore these relationships across different hospital departments and include qualitative feedback to deepen the understanding of patient expectations in the Indonesian healthcare context.

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