



## The Effect of Facility and Services Quality on Patient Satisfaction in Noeranny's Maternity Clinic

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### ABSTRACT

Satisfaction is the most meaningful element for a company engaged in services, because with appropriate satisfaction it will be able to create new customers and retain existing customers. So we need the right steps for the company in order to increase customer satisfaction through the factors that support it. This study aims to determine the effect of facilities and service quality on patient satisfaction at the Noeranny Maternity Clinic. The analytical technique used to analyze the effect of the variables in this study was multiple regression analysis, t test and F test. The population used was patients who visited the Maternity Clinic Noeranny Bandung. The sample obtained is 100 respondents. The results showed that the facilities and service quality, either partially or simultaneously, had an effect on patient satisfaction. Based on the results of the study, the Noeranny Maternity Clinic must always pay attention to the facilities provided by updating the facilities and infrastructure at the clinic, then providing maximum service quality by continuing to provide comfort and safety to patients so that they can give a positive impression on patients.

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## INTRODUCTION

Business developments that are increasing sharply and human needs continue to grow, making competition in the service sector increasingly fierce. One of the service businesses that will always grow is in the health sector, be it hospitals, health centers or clinics. Services in the health sector are experiencing an increasing trend, moreover the government has required that everyone must have membership from the Health Social Security Administering Body (BPJS), as an effort to protect health services and administration. So that many people take advantage of the facilities using the BPJS health. In addition, there are also many hospitals, health centers and clinics that have collaborated with BPJS health, making people feel safe when they are in various regions in Indonesia. Especially when they are traveling or on duty outside the city for a while, they are not worried if they get sick or want to give birth and have to be taken to a hospital, puskesmas or clinic. One of the services that are most popping up and approaching the community is a clinic. Health Clinics have an important role, namely supporting the achievement of public health

development goals, namely increasing awareness, willingness, and ability to live a healthy life for everyone who lives in the area around the Health Clinic in order to realize the highest level of health in order to realize Healthy Indonesia (Saputra, 2018).

Noeranny Maternity Clinic is a clinic located in the city of Bandung. The clinic not only serves maternal and child patients, both for childbirth, pregnancy check-ups and child immunization, but also serves general medical patients. The staff at the clinic consisted of doctors, midwives, nurses, administrative officers, cleaners and security officers. As a health service institution, clinics need to provide services in accordance with the expectations of patients. Appropriate service even exceeds the patient's expectations can lead to satisfaction in the patient. The main goal in customer satisfaction is the desired customer expectations in quality performance or results. Basically, patient satisfaction and dissatisfaction with the quality of health services affects subsequent behavior patterns. This is shown by the patient after visiting the health service. If the patient is satisfied, then the patient will show the possibility of returning to visit health services (Aulia et al., 2017). Customer satisfaction can be met if the service delivery process is in accordance with what is felt by the customer (Maryati & Husda, 2020). Service quality has a close relationship with customer satisfaction because service quality has a great influence on bringing consumers to the level of satisfaction. In addition to service quality, facilities in the clinic must also be considered because patients and their families who come to the clinic want to get comfortable, safe and pleasant facilities, so that patients, especially children, do not feel afraid if they are being examined.

However, after conducting research at the Noeranny Maternity Clinic, it turned out that there were problems that allegedly caused a decrease in patient satisfaction who visited the clinic. Namely regarding the facilities and quality of service that is suspected to affect patient satisfaction at the clinic. Consumer satisfaction is an after-purchase evaluation material for the chosen alternative that gives the same results or exceeds consumer expectations (Saputra, 2018). Efforts to satisfy customers must be carried out profitably or in a win-win situation, namely a situation where both parties feel they have won and no one is harmed (Suparwo & Syarifuddin, 2017).

Because health care facilities should pay attention to patient admission procedures that are fast and appropriate, be friendly to patients, responsive to explain patient complaints as well as quickly provide examination, treatment and care so that patients feel cared for. Therefore, clinical services must change towards market forces so that clinical orientation shifts from social organization to socio-economic direction, thus retaining customers is the main goal that must be achieved (Mohammad Nugraha et al., 2017).

Facilities are means to facilitate and facilitate the implementation of functions. Facilities are individual components of the offering that are easy to grow or reduce without changing the quality and model of the service. Facilities are everything that is intentionally provided by service providers to be used and enjoyed by consumers which aims to provide the maximum level of satisfaction (Mongkaren, 2013). The purpose of the facility is to achieve a level of consumer satisfaction and it is hoped that consumers will want to repeat buying the services provided by the company. That way the company has formed a good impression on consumers so as to encourage them to want to be in touch with the company whenever they need the services provided by the company. If service facilities are available properly and adequately, the services provided by the clinic can be optimal. Patients will also feel well served so that the availability of good facilities can lead to patient satisfaction (Saputra, 2018).

In addition to facilities, service quality is also an important variable in measuring customer satisfaction. The higher the level of public education causes people to become more aware of the importance of quality (Supriyanto & Soesanto, 2012). Service quality is the level of service excellence that can meet consumer/customer desires provided by an organization that can satisfy its consumers (Th. A. Radito, 2014). Quality of service, namely providing the perfection of services carried out by service providers in meeting the needs and desires of customers and the accuracy of

delivery to balance customer expectations. Service quality is an important thing that must be considered and maximized in order to be able to survive and remain the choice of customers (Sembiring et al., 2014).

## METHODS

This study uses a descriptive and verification approach with quantitative methods. Data were obtained by distributing questionnaires to patients at the Noeranny Maternity Clinic. The population used were patients at the Noeranny Maternity Clinic in Bandung. The sample taken is 100 respondents. The sampling technique used in this study is the probability sampling technique using a random sampling technique model. The analytical technique used to analyze the effect of the variables in this study is using multiple regression analysis, t test and F test using spss 20 software.

## RESULTS AND DISCUSSION

### Hypothesis test

#### Normality Test

Normality test is a statistical analysis to see whether the data is normally distributed or not. The indicators seen are those that compare the results of the analysis of the normality test with 0.05. If the result is greater than 0.05, it can be said that the data is normally distributed. The results of the normality test are shown in the table below:

**Table 1.** Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	3.06349372
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.071
Kolmogorov-Smirnov Z		.782
Asymp. Sig. (2-tailed)		.574

a. Test distribution is Normal.

b. Calculated from data.

Based on table 1 above, the results of the normality test are known to have a significance value of  $0.574 > 0.05$ . So it can be concluded that the residual value is normally distributed.

### Multiple Linear Regression Test

Statistical test analysis on multiple linear regression is used in order to predict whether the variable facilities and service quality have an effect on patient satisfaction. To calculate this regression analysis the author uses the SPSS 20 for windows program.

**Table 2.** Multiple Linear Regression Results

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	6.812	1.941		3.508	.001

Facilities	.273	.102	.288	2.668	.009
Service Quality	.326	.087	.404	3.748	.000

a. Dependent Variable: Patient Satisfaction

Based on table 2 above, the regression equation model is obtained, namely:

$$Y = 6.812 + 0.273 X_1 + 0.326 X_2$$

From the above equation can be interpreted as follows:

- a. The constant of (a) 6.812 states that every time there is no unit change in all independent variables (Facility efficiency and Service Quality), it will experience a change in the same direction of 6.812.
- b. Regression coefficient (b1) for Facility efficiency of 0.273 means that every time there is a unit change in the Facility where other variables are fixed, it will experience a change in the same direction of 0.273.
- c. Regression coefficient (b2) for Service Quality efficiency of 0.326 means that every time there is a unit change in Service Quality where other variables are fixed, it will experience a change in the same direction of 0.326.

**Partial Hypothesis Test (t Test)**

The t-test basically shows how far the influence of one independent variable individually in explaining the dependent variable. This test is carried out using a significant level of 0.05 ( $\alpha = 5\%$ ).

**Table 3. t test**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	6.812	1.941		
1 Facilities	.273	.102	.288	2.668	.009
Service Quality	.326	.087	.404	3.748	.000

a. Dependent Variable: Patient Satisfaction

Based on the t table numbers with the provisions = 0.05 df - 2 = 100 - 3 = 97 so that the t table value is 1.660. Based on the table above, it can be seen that the effect of the variable facilities and service quality on patient satisfaction is as follows:

- a. The facility variable (X1) has a value of t count (2.668) > t table (1.660) which means that partially the facilities have a significant effect on patient satisfaction.
- b. The service quality variable (X2) has a value of t count (3.748) > t table (1.660) which means that partially service quality has a significant effect on patient satisfaction.

**Simultaneous Hypotesis Test (F Test)**

The F (simultaneous) test is used to determine whether the facilities and service quality have a significant effect on patient satisfaction simultaneously.

**Table 4. F test**

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	634.119	2	317.059	33.101	.000 <sup>b</sup>
Residual	929.114	97	9.578		
Total	1563.233	99			

a. Dependent Variable: Patient satisfaction

b. Predictors: (Constant), Service Quality, Facilities

The calculated f test based on the table above can be seen that the calculated f value is 33.101 with a probability value (sig) = 0.000. The calculated f value is 33,101 > f table 3,090 and the sig value is smaller than the probability value of 0.000 < 0.05. Thus, it can be concluded that H0 is rejected and Ha is accepted, so that there is a significant influence between the facilities variable (x1), and service quality (x2) on patient satisfaction (y) simultaneously.

### Coefficient of Determination (R<sup>2</sup>)

To determine the percentage of the influence of the independent variables (X1 and X2) simultaneously on the dependent variable (Y), it can be seen in the table below.

**Table 5.** Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 <sup>a</sup>	.406	.393	3.09491

a. Predictors: (Constant), Service Quality, Facilities

Based on table 5 above, it can be seen that the coefficient of determination (R Square) is 0.637. This means that R square (R<sup>2</sup>) shows the contribution or contribution of the variable facilities and service quality to patient satisfaction, which is 40.6% ( $K_d = R^2 \times 100\%$  or  $0.6372 \times 100\%$ ), while the remaining 59.4% is influenced by factors others not described in this study.

## Discussion

### Effect of facilities on patient satisfaction

Based on the research results obtained, it is known that the facilities have a significant effect on patient satisfaction partially. The results of this study are reinforced by the statement from (Faiturohmi & Pramudyo, 2020) that facilities have a significant effect on patient satisfaction. In this case it can be explained that good and adequate facilities will eliminate all factors that pose a risk to all users, both patients, visitors and employees themselves. Carefully and properly designed health care facilities can reduce the risk of patient injury due to falls, nosocomial infections and medical errors (Tanaka & Darmawan, 2021). Likewise, the opinion of (Jannah, 2019) which states that clinical facilities have a significant positive effect on satisfaction at the Clinic. With complete facilities and according to needs, it is very helpful to increase service user satisfaction. Facilities or infrastructure is one of the factors supporting the achievement of the company as the service company's service objectives to service users. The term facilities and infrastructure are actually the same as facilities, which can be interpreted by everything (both physical and money) that can facilitate and expedite the implementation of a business (Th. A. Radito, 2014).

### Effect of service quality on patient satisfaction

Based on the research results obtained, it is known that the quality of service has a significant effect on patient satisfaction partially. This is in accordance with the results of the study (Jannah, 2019) that the quality of service is accepted and has a significant positive effect on satisfaction at the Clinic. If health service institutions provide quality services, it will be easy to ensure that patients feel satisfied as expected. The results of this study are also in line with research (Sembiring et al., 2014) which states that service quality has a significant effect on customer satisfaction. This is because customers always judge a service received with customer expectations. This behavior takes place when the customer feels the service provided by the company or after feeling the service. The results of the assessment will affect the level of customer satisfaction and will also affect the behavior of subsequent customers.

### Effect of facilities and service quality on patient satisfaction

Based on this research, the obtained results show that the variables of facilities and service quality on patient satisfaction have a significant effect. In connection with previous research which obtained results, namely the facilities and service quality variables on patient satisfaction, they had a positive and significant influence either partially or simultaneously (Setyawati et al., 2018). Likewise, the results of the study (Surasdiman et al., 2019) There is an influence of service quality on patient satisfaction. In line with research (Mongkaren, 2013) the results of his research show that facilities and service quality simultaneously and partially have a significant effect on customer satisfaction. In this case, it is necessary to improve clinical facilities to minimize obstacles in providing quality health services. This facility improvement is expected to anticipate various obstacles faced by patients in getting quality services (Faiturohmi & Pramudyo, 2020). Therefore, clinics are required to always maintain patient trust by improving the quality of service so that patient satisfaction increases. Clinics need to carefully determine patient needs in an effort to fulfill desires and increase satisfaction with the services provided.

## CONCLUSION

After conducting research on the effect of facilities and service quality on patient satisfaction at the Noeranny Maternity Clinic, it can be concluded that there is an influence between facilities and service quality on patient satisfaction either partially or simultaneously. This indicates that the facilities and quality of service have a major impact on patient satisfaction if they are maintained and continuously improved. As for suggestions from researchers for companies, namely that the Noeranny Maternity Clinic should always pay attention to the facilities provided by updating facilities and infrastructure at the clinic, then providing maximum service quality by continuing to provide comfort and safety to patients so that they can give a positive impression on patients. Suggestions for further researchers are also necessary to examine other variables that affect patient satisfaction and increase the number of research samples in order to obtain more representative data and research findings.

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