

## THE INFLUENCE OF SERVICE QUALITY AND SATISFACTION OF OUTPATIENTS OF HOSPITAL.X WITH THE INTENTION TO REVISIT

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### ABSTRACT

*This study aims to identify the effect of service quality on outpatient satisfaction and the intensity of repeat visits at the K.R.M.T. Regional Hospital. Wongsonegoro Semarang (RSWN). Using quantitative methods and descriptive analysis, this study involved 107 outpatients selected based on inclusion and exclusion criteria. Data were collected through observation, interviews, questionnaires, and literature studies, and analyzed using validity, reliability, classical assumption tests, and T and F hypothesis tests. The results showed that service quality had a significant effect on patient satisfaction ( $p < 0.05$ ), with aspects of diagnostic accuracy, staff skills, and effective communication having a positive impact. Service quality also affects the intensity of repeat visits, with an increase in service quality positively associated with the frequency of return visits. Regression test results showed 8.4% of the variation in patient satisfaction was explained by service quality. The conclusion of this study is that improving service quality can increase satisfaction and encourage repeat visits. Hospitals are advised to improve service quality through staff training, improved facilities, and better communication systems.*

### KEYWORDS

service quality, patient satisfaction, visit intensity, hospital



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### INTRODUCTION

Service quality and patient satisfaction are critical to a hospital's success in retaining patients and building long-term relationships. For outpatients, their first experience influences their decision to return. Quality of care, such as accuracy of diagnosis, skill of medical staff, and affordability, largely determines patient satisfaction. Satisfied patients tend to return to the same hospital in the future. (Aqil, 2020).

The quality of communication between patients and medical personnel, ease of information, and friendly and empathetic service are key factors that influence outpatient satisfaction. Patients who feel listened to and treated with empathy will

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be more confident and satisfied with the care received, which in turn increases the reputation and public trust in the health institution. (Alim et al., 2019)

Continuity of care, such as patient appointment factors, coordination between specialists, and post-treatment follow-up, is important to improve medical team coordination and provide an integrated long-term care system. Indicators such as patient satisfaction, waiting time, communication quality, patient safety, responsiveness, accessibility, and continuity of care should be monitored to improve service quality and patient satisfaction in hospitals.

Ambulatory care hospitals provide healthcare services without requiring hospitalization. Good service quality in these facilities is key to meeting the needs and improving patient satisfaction. Accessibility, including strategic location, transportation, and operating hours, are key factors in determining service quality. Outpatient hospitals must ensure patients can reach the facility easily without any obstacles. (Roswati et al., 2022). In addition, the availability and quality of medical services are also important. Trained medical staff and up-to-date medical facilities and equipment must be available to provide appropriate care. Patients should also get a clear explanation of their condition and the actions taken.

Effective communication between patients and medical personnel is a major aspect in improving patient satisfaction. However, there is often a lack of good communication between patients and medical personnel, both in providing information about diagnosis and treatment, as well as in explaining procedures and actions to be performed. This can lead to patients feeling uninvolved in decision-making about their care. To overcome this obstacle, hospitals need to provide communication training to medical personnel, adopt information systems that allow patients to access their own information, and raise awareness of the importance of effective communication in outpatient services. Waiting time is another aspect of patient satisfaction, as patients often have to wait for hours before getting the medical services they need. This can lead to patient disappointment and dissatisfaction. Factors such as insufficient medical personnel, inefficient queuing systems, and lack of facilities can be the cause of long waiting times. To overcome these obstacles, hospitals need to improve the efficiency of the queuing system, optimize resource allocation, and expand outpatient service facilities.

As a healthcare provider, hospitals play an important role in improving service quality. Effective communication between medical staff, patients, and patients' families must be ensured to be smooth and clear. This can include communication training for medical staff, facilitating communication between departments, and providing clear information to patients about their conditions, treatment plans, and procedures to be performed. In addition, outpatient hospitals also play a role in providing routine check-ups and disease prevention programs, as well as providing health education to patients to encourage healthy living practices and prevent disease. (Wildani et al., 2020)

The intensity of patient visits to hospitals and outpatient care varies depending on several factors. The type of illness greatly affects the frequency of visits, where patients with chronic illnesses such as diabetes or hypertension may require regular visits to control their condition. In contrast, patients with mild or acute illnesses may only need treatment for a short period of time. The severity of

the illness also determines the frequency of visits, with patients who require intensive monitoring or treatment will visit more frequently than those with stable conditions. The doctor's treatment plan, such as regular physical therapy or rehabilitation, also affects how often patients need to visit the hospital. (Ritonga & Wannara, 2020)

Previous research by Rina (2021) shows that excellent service in hospitals greatly affects patient satisfaction, with communication playing a key role in this service. This research can help hospitals improve the quality of service provided to outpatients. By understanding the effect of service quality on patient satisfaction, hospitals can identify areas for improvement and implement strategies to improve service quality. Patient satisfaction is an important factor in the success of health services. Therefore, this study can help hospitals take steps to meet patient expectations, improve communication, provide more personalized care, and create a comfortable environment for patients. (Rina, 2021).

This study can assist hospitals in improving the quality of services provided to outpatients. By understanding the effect of service quality on patient satisfaction, hospitals can identify areas that need improvement and implement strategies to improve service quality. Patient satisfaction is an important factor in the success of health services. This study can help hospitals understand the factors that influence outpatient satisfaction. Thus, hospitals can take steps to meet patient expectations, improve communication, provide more personalized care, and create a comfortable environment for patients.

## RESEARCH METHOD

This research is a quantitative study with descriptive analytical research type, which uses descriptive analysis to describe and summarize data numerically or graphically. The purpose of this study is to identify the effect of service quality on outpatient satisfaction at the Regional Hospital K.R.M.T. Wongsonegoro Semarang (RSWN) and the intensity of patient revisits. (Notoatmodjo, 2010). The study population included all outpatients at RSWN during the period 2024, with a sample of 107 patients selected based on inclusion and exclusion criteria. Data collection techniques involved observation, interviews, questionnaires, and literature studies through journals and the internet. Data analysis included univariate analysis, validity test, reliability test, classical assumption test, and T and F hypothesis tests.

## RESULT AND DISCUSSION

### Characteristics Of Respondents

#### 1. Gender

Table 1. Characteristics of Respondents Based on Gender

Item	Frequency (n)	Percentage (%)
Male	29	27.1
Female	78	72.9

<b>Total</b>	<b>107</b>	<b>100.0</b>
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In the characteristics of respondents based on female gender as many as 78 with a percentage of 72.9%, in the characteristics of respondents with male gender as many as 29 with a percentage value of 27.1

## 2. Age

Table 1. Characteristics of Respondents Based on Age

<b>Item</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
18-49 Years	99	92.5
50 Years and Above	8	7.5
<b>Total</b>	<b>107</b>	<b>100</b>

The results of the study with the characteristics of 18-49 years of age were 99, with a percentage of 92.5%, in the characteristics of respondents aged 50 years and over as many as 8 with a percentage value of 7.5%.

## 3. Education

Table 2. Characteristics of Respondents Based on Education

<b>Item</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
COLLEGE	25	23.4
HIGH SCHOOL	82	76.6
<b>Total</b>	<b>107</b>	<b>100</b>

The results showed the characteristics of respondents based on education, college level as many as 25 with a percentage value of 23.4%, in the results with a high school education level as many as 82, with a percentage value of 76.6%.

## Instrument Test Results

### 1. Validity Test

Table 3. X1 Validity Test Results

<b>Item</b>	<b>r-Count</b>	<b>r-Table</b>	<b>Description</b>
X1.1	0,735	0.1900	Valid
X1.2	0,709		Valid
X1.3	0,704		Valid
X1.4	0,753		Valid
X1.5	0,609		Valid
X1.6	0,677		Valid
X1.7	0,664		Valid
X1.8	0,675		Valid
X1.9	0,633		Valid
X1.10	0,635		Valid

X1.11	0,619	Valid
X1.12	0,664	Valid
X1.13	0,603	Valid
X1.14	0,627	Valid
X1.15	0,583	Valid
X1.16	0,671	Valid
X1.17	0,615	Valid
X1.18	0,631	Valid
X1.19	0,680	Valid
X1.20	0,667	Valid

In the validity test results of 20 statement items with 107 respondents. The validity test results show that the correlation value of each item (r-count) ranges from 0.583 to 0.735, this value is greater than the r-table of 0.1900, so each statement item can be said to be valid.

Table 4. X2 Validity Test Results

Item	r-Count	r-Table	Description
X2.1	0,859	0.1900	Valid
X2.2	0,880		Valid
X2.3	0,791		Valid
X2.4	0,902		Valid
X2.5	0,879		Valid
X2.6	0,804		Valid
X2.7	0,795		Valid
X2.8	0,588		Valid

The results of the validity test instrument test on 8 statement items with a total of 107 respondents. The validity test results show that the correlation value of each item (r-count) ranges from 0.588 to 0.902, this value is greater than the r-table of 0.1900, so each statement item can be said to be valid.

Table 5. Y Validity Test Results

Item	r-Count	r-Table	Description
Y1	0,790	0.1900	Valid
Y2	0,749		Valid
Y3	0,845		Valid
Y4	0,839		Valid
Y5	0,736		Valid
Y6	0,901		Valid
Y7	0,882		Valid
Y8	0,862		Valid
Y9	0,842		Valid
Y10	0,841		Valid

The results of the validity test on 10 statement items with 107 respondents show that the instrument used has good validity. From the validity test, the correlation value (r-count) for each statement item ranges from 0.736 to 0.901. These values are greater than the r-table value of 0.1900, so the statement items can be said to be valid.

## 2. Reliability Results

Table 6. Reliability Test Results

Item	Cronbach's Alpha	N of Items	Description
X1	0.930	20	reliable
X2	0.927	8	reliable
Y	0.949	10	reliable

Based on the results of the reliability test using the Cronbach's Alpha value, the results show that the instrument used has a very good level of reliability. Specifically, the overall Cronbach's Alpha value (X1) is 0.930. In statement number X2, the Cronbach's Alpha value was 0.927, while in statement item Y, the Cronbach's Alpha value reached 0.949. All of these values are much greater than the commonly accepted minimum limit of 0.60, which indicates that the statement items in this instrument have high internal consistency. In other words, each statement item can be considered reliable, which means that the instrument can produce consistent and reliable results when used to measure the variables in the study.

## Classical Assumption Test

### 1. Normality Test

Table 7. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		107
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	6.43949817
Most Extreme Differences	Absolute	0.081
	Positive	0.054
	Negative	-0.081
Test Statistic		0.081
Asymp. Sig. (2-tailed)		0.080 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on table 4.8, the Asymp. Sig. (2-tailed) value obtained is 0.080. Because this value is greater than  $\alpha = 0.05$ , the Kolmogorov-Smirnov test states that the data is normally distributed.

2. Multicollinearity Test

Table 8. Multicollinearity

Coefficients <sup>a</sup>								
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	38.160	3.669			10.401	0.000		
X2	0.272	0.102	0.260		2.656	0.009	0.922	1.085
X1	-0.085	0.038	-0.221		-2.258	0.026	0.922	1.085

a. Dependent Variable: Y

Based on the results of the data obtained, it can be concluded that there are no symptoms of multicollinearity in the regression model. This is indicated by the tolerance value and Variance Inflation Factor (VIF) for variables X1 and X2. For variable X1, the tolerance value is 0.922, which is greater than the minimum limit of 0.10. Likewise, for variable X2, the tolerance value is 0.922, which is greater than 0.10, and the VIF value is also 1.085, which is smaller than 10. These values indicate that each of the X1 and X2 variables does not have a high correlation with the other independent variables in the regression model. In other words, the variables do not show symptoms of multicollinearity, so the regression model used is reliable.

3. Heterocedacity Test

Table 9. Heterocedacity Test

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	2.190	2.493		0.878	0.382
X2	-0.001	0.070	-0.001	-0.013	0.989
X1	0.036	0.026	0.144	1.426	0.157

a. Dependent Variable: ABS\_RES

Based on the data obtained from table X, the Glejser test results show that the significance value for variable X1 is 0.989 and for variable X2 is 0.157. Both of these significance values are greater than  $\alpha = 0.05$ . With a significance value of 0.989 for variable X1 and 0.157 for variable X2, both of which are greater than 0.05, we can conclude that there is no heteroscedasticity in the regression model.

### Hypothesis Test

#### 1. Coefficient of Determination

Table 10. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	0.290 <sup>a</sup>	0.084	0.066	6.50112

a. Predictors: (Constant), X2, X1

Based on the table above, the R Square value is 0.084 or 8.4%. This value indicates that variables X1 and X2 simultaneously affect variable Y by 8.4%. In other words, 8.4% of the variation in variable Y can be explained by variables X1 and X2 in the regression model. That is 91.6%, the variation in variable Y is influenced by other variables not included in this model. This means that there are other factors outside of variables X1 and X2 that contribute to changes in variable Y, and these factors account for 91.6% of the variation.

#### 2. Multiple Linear Regression Test

Table 11. Multiple Linear Regression

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	38.160	3.669		10.401	0.000
X1	-0.085	0.038	-0.221	-2.258	0.026
X2	0.272	0.102	0.260	2.656	0.009

a. Dependent Variable: Y

The constant value (a) of 38,160 with a positive sign indicates a unidirectional influence between the independent variables (X1 and X2) and the dependent variable (Y). That is, when X1 and X2 are 0, the value of Y is 38,160, which represents the basic value of Y without the influence of X1 and X2. The regression coefficient for X1 is -0.085, indicating that a 1% decrease in X1 will decrease Y by 0.085, indicating an inverse relationship between X1 and Y. Meanwhile, the regression coefficient for X2 is 0.272, indicating that a 1% increase in X2 will increase Y by 0.272, indicating a unidirectional relationship between X2 and Y.

#### 3. Hypothesis Test T

The t-test is used to evaluate the significance of the effect of each independent variable on the dependent variable in the regression model. The significance value (p-value) of the t-test indicates whether the regression coefficient of the independent variable is significantly different from zero. If the p-value is smaller than 0.05 ( $\alpha = 0.05$ ), the null hypothesis (H0) is rejected, and the alternative



hypothesis is accepted, which means that the independent variable has a significant effect on the dependent variable. Conversely, if the p-value is greater than 0.05, the null hypothesis fails to be rejected, indicating that the independent variable has no significant effect. The t test results show how significant the independent variable is in explaining the variation in the dependent variable, with the t table calculated as  $t(0.025; 103) = 1.98326$  (Al Ghozali, 2017).

Table 12. T Hypothesis Test of the Effect of X 1 on X2

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	43.744	8.508		5.142	0.000
X2	0.760	0.255	0.279	2.979	0.004

a. Dependent Variable: X1

The sig value of X2 obtained is 0.004 <0.05 and the calculated t value > t table value 2.979 > 1.98326, so partially the X2 indicator has an effect on X1.

Table 13. T Hypothesis Test of the Effect of X1, X2 on Y

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	38.160	3.669		10.401	0.000
X1	-0.085	0.038	-0.221	-2.258	0.026
X2	0.272	0.102	0.260	2.656	0.009

a. Dependent Variable: Y

The sig value of X1 obtained is 0.026 <0.05 and the calculated t value > t table value 2.258 > 1.98326, indicating that partially the X1 indicator has an effect on Y. In addition, the sig value of X2 is 0.009 <0.05 and the calculated t value > t table value 2.656 > 1.97635, also indicating that partially the X2 indicator has an effect on Y.

#### 4. F Hypothesis Test

Table 14. F Hypothesis Test

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	403.642	2	201.821	4.775	0.010 <sup>b</sup>
Residuals	4395.516	104	42.265		
Total	4799.159	106			

a. Dependent Variable: Y  
 b. Predictors: (Constant), X2, X1

Based on the calculation results, the F table is 3.08 ( $f(2;105)$ ). From table 4.15, the sig value is  $0.010 < 0.05$  and the calculated F value is  $4.775 > F$  table 3.08, so it can be concluded that the hypothesis is accepted, which means that there is an influence of variables X1 and X2 on variable Y.

## Discussion

### *The Effect of Service Quality on Outpatient Satisfaction at K.R.M.T. Hospital. Wongsonegoro Semarang*

Based on the T test, the significance value (sig) for variable X2 (Patient Satisfaction) is 0.004, smaller than 0.05, and the calculated t value of 2.979 is greater than t table 1.98326. This indicates a significant effect of variable X2 on X1 (Service Quality). In other words, patient satisfaction significantly influences service quality at K.R.M.T. Hospital. Wongsonegoro Semarang. Increased patient satisfaction contributes to improved perceived service quality, mainly due to direct interaction with medical and administrative staff and efficiency in handling medical and administrative needs.

The quality of facilities, cleanliness and comfort of the hospital environment greatly influence patient perception and satisfaction. A clean and comfortable environment and adequate facilities significantly increase patient satisfaction. The competence of medical staff, clear communication, and emotional support from medical personnel also play an important role in building positive relationships with patients and increasing their satisfaction. The hospital's commitment to improving service quality through patient feedback and regular evaluations shows its seriousness in providing the best service. (Ansyori, 2019).

At RSD K.R.M.T. Wongsonegoro Semarang, service quality strongly influences outpatient satisfaction, including aspects of reliability, responsiveness, assurance, empathy, and physical evidence. The registration experience, waiting time, interactions with medical personnel, and treatment outcomes are all influenced by the quality of service received. Hospital management plays an important role in improving service quality through staff training, use of technology, and regular evaluation for continuous improvement.

In research Fatkhiya & Rahmawati (2023) some strategies to improve patient satisfaction in hospitals include improving the efficiency of the registration process with better queuing systems and online registration options, ensuring optimal doctor-patient interaction with sufficient consultation time allocation, and managing patient complaints through easy and responsive mechanisms. In addition, maintaining the comfort and cleanliness of outpatient facilities, as well as educating patients about their health conditions, is also an important part of efforts to improve patient satisfaction.

This is in line with research Khatimah et al. (2024) which shows a positive relationship between service quality and patient satisfaction at YPK Mandiri Hospital, Central Jakarta. Improving service quality not only impacts patient satisfaction but also provides important information for management to make improvements through identifying areas that need improvement, planning, and staff training. Good service quality can also affect clinical outcomes, reduce the risk of

malpractice claims, and strengthen the hospital's reputation in compiling service quality evaluations.

***The Effect of Service Quality on the Intensity of Outpatient Visits at K.R.M.T. Hospital. Wongsonegoro Semarang***

The results of the T test analysis show that the significance value (sig) for variable X1 (Service Quality) is 0.026, which is smaller than 0.05, and the calculated t value of 2.258 is greater than the t table value of 1.98326. This indicates that partially, the X1 indicator has a significant effect on Y (Visit Intensity). Improved service quality contributes to an increase in the intensity of outpatient visits at K.R.M.T. Hospital. Wongsonegoro Semarang. Good service quality, including friendliness, empathy, professionalism of staff, as well as the comfort and cleanliness of facilities, increases patient satisfaction and encourages them to make repeat visits. Satisfied patients tend to return and recommend the hospital to others, increasing the frequency of new and repeat visits. (Mulyani & Rukminingsih, 2020)

According to Evandinnartha & Hidayat (2023) Regular evaluation through patient satisfaction surveys and internal audits is important to identify areas of improvement and maintain service standards. Hospital facilities and infrastructure should be in good condition, and clear communication between doctors, nurses, and patients is essential. Patient complaint management should be taken seriously, providing an easy mechanism to convey and follow up on feedback.

Feraldho et al. (2021) added that patient management should be done effectively and efficiently, including a good queuing system and online registration to reduce waiting time. Personalized and empathetic interactions from medical staff and clear communication about care are also important. Management should focus on staff training, use of information technology, and regular monitoring to improve service quality. Facilities should always be optimized, and complaints management and patient education also play an important role.

Gusmawan et al. (2020) showed that service quality has a positive influence on outpatient revisits, with patient satisfaction strengthening the relationship between service quality and revisit interest.

***The Effect of Patient Satisfaction on the Intensity of Outpatient Visits at K.R.M.T. Hospital. Wongsonegoro Semarang***

The results of the T test analysis show that the significance value (sig) for variable X2 (Patient Satisfaction) is 0.009, which is smaller than 0.05, and the calculated t value of 2.656 is greater than the t table value of 1.97635. This shows that partially the X2 indicator has a significant effect on Y (Visit Intensity). Patient satisfaction contributes significantly to increasing the intensity of outpatient visits at K.R.M.T. Hospital. Wongsonegoro Semarang.

According to Maria et al. (2021), customer satisfaction is influenced by factors such as service quality that is responsive, reliable, empathetic, and provides assurance. Effective communication, prompt problem solving, and personalization of services also contribute to customer satisfaction. Customer involvement in the service process is important to ensure a satisfying experience. Patient satisfaction

impacts their interest in making repeat visits, with positive experiences encouraging them to return and recommend the healthcare facility to others.

Feraldho et al. (2021) emphasized the importance of effective patient management, including efficient queuing systems and online registration to reduce waiting times. Personalized interactions from medical staff and clear communication increase patient satisfaction and loyalty. Improving service quality can be achieved through staff training, use of information technology, and regular monitoring. Facilities should always be optimized, and complaint management and patient education are also important.

Rahmawati (2020) added that staff training and development, the use of advanced technology, and regular evaluation are key to improving service quality. The management of patient complaints and suggestions should be taken seriously, and patient education programs are important to improve their understanding.

Indrawan (2020) suggests special attention to managing patient complaints and providing easy channels for feedback. Patient education programs also play an important role.

Giusman & Nurwahyuni (2021) showed that a deep understanding of patient needs and preferences and improved service quality can increase patient satisfaction and visit intensity. Azzahra et al. (2023) also found that patient satisfaction has a positive influence on the intensity of outpatient visits, which encourages patient loyalty and repeat visits.

#### ***The Effect of Service Quality, Patient Satisfaction on Visit Intensity of K.R.M.T. RSD. Wongsonegoro Semarang***

Based on the results of the F test analysis, it is found that the significance value (sig) is 0.010, which is smaller than 0.05, and the calculated f value is 4.775, which is greater than the f table value of 2.70. Thus, the hypothesis is accepted, which indicates that there is a significant influence of the variables of Service Quality (X1) and Patient Satisfaction (X2) on the variable of Visit Intensity (Y) at K.R.M.T. Hospital. Wongsonegoro Semarang.

The effect of service quality and patient satisfaction on visit intensity is very important in the context of health services. Good service quality and high patient satisfaction tend to increase the frequency of patient visits to the hospital. Factors such as staff friendliness, adequate medical facilities, and overall patient experience play a role in a patient's decision to return to the same healthcare service.

At RSD K.R.M.T. Wongsonegoro Semarang, it is important to maintain and improve service quality and patient satisfaction. A focus on medical staff interaction, efficient service, and a comfortable environment will increase patient satisfaction and visit intensity. This contributes to the effectiveness and reputation of the hospital in providing quality healthcare to the community. (Syafe'i, 2023)

The role of hospital management is very important in addressing the influence of service quality and patient satisfaction on visit intensity, especially for outpatients. Management must ensure that all aspects of service meet patient expectations, by conducting regular staff training and improving empathy and responsiveness to patient needs. (Tarigan & Handiyani, 2019)

According to Azzahra et al. (2023) management should regularly monitor and evaluate service quality through patient satisfaction surveys and internal audits to identify areas of improvement. Maintaining hospital facilities and infrastructure in optimal condition and taking patient complaints seriously will increase satisfaction and the likelihood of repeat visits.

A comprehensive approach that focuses on improving service quality can strengthen patient loyalty and improve hospital reputation. (Olvin et al., 2023).. The better the service quality, the higher the patient satisfaction, which encourages repeat visits and strengthens the hospital's position as the first choice for healthcare.

### CONCLUSION

This study shows that patient satisfaction significantly affects the quality of service received by outpatients at K.R.M.T. Hospital. Wongsonegoro Semarang, with good service quality increasing patient satisfaction and encouraging repeat visits. In addition, patient satisfaction also contributes significantly to visit intensity. Factors such as staff friendliness, adequate medical facilities, and effective communication play a role in increasing visit frequency. F-test analysis confirmed that service quality and patient satisfaction significantly influence visit intensity.

RSD K.R.M.T. Wongsonegoro Semarang is advised to improve service quality through regular training for staff, as well as updating medical facilities and equipment to ensure efficient and convenient service. In addition, administrative processes such as registration and payment need to be simplified and expedited to reduce patient waiting time.

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