
Analysis Of The Effect Of Service Quality On Patient Satisfaction At The Obstetrics And Gynecology (Maternal And Child Health–Family Planning) Outpatient Clinic Of Daya Regional General Hospital, Makassar City

Awal Fajar¹⁾, Muhammad Basir²⁾, Abd. Rahman³⁾

^{1,2,3)} Master of Hospital Administration, Faculty of Postgraduate Studies, Universitas Megarezky Makassar

*Corresponding Author

E-mail: awalfajar297@gmail.com

Abstract

Service quality is an important factor in improving hospital services and patient satisfaction. This study aimed to analyze the effect of service quality on patient satisfaction at the Obgyn Clinic (KIA-KB) at RSUD Daya Makassar City. This study used a quantitative method with an observational analytic approach and cross-sectional design. A total of 150 respondents were selected using purposive sampling. Data were collected using a SERVQUAL-based questionnaire consisting of tangibles, reliability, responsiveness, assurance, and empathy. Data were analyzed using chi-square test and multiple linear regression. The results showed that tangibles ($p=0.001$) and assurance ($p=0.000$) had a significant effect on patient satisfaction. Reliability ($p=0.934$), responsiveness ($p=0.569$), and empathy ($p=0.578$) had no significant effect. Simultaneously, service quality affected patient satisfaction ($F=9.269$; $p<0.001$). Assurance was the most dominant factor ($\beta=0.285$). It was concluded that service quality significantly influences patient satisfaction in the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Regional Hospital, Makassar City. Improving service assurance and facilities needs to be prioritized to enhance patient satisfaction.

Keywords: Service Quality, Patient Satisfaction, SERVQUAL, Obgyn Clinic, KIA-KB.

INTRODUCTION

The quality of medical services is regarded as a crucial benchmark for evaluating the operational performance of a hospital. High-quality medical services depend not only on the professional competence of healthcare providers in delivering clinical interventions but also on the hospital's ability to comprehensively meet patients' needs and expectations. Within the context of contemporary healthcare, patient satisfaction is recognized as a significant indicator of service quality, as it reflects the extent to which the services provided align with patients' expectations. Satisfied patients are more likely to develop greater trust in healthcare facilities, adhere to therapeutic recommendations, attend follow-up visits, and recommend the services to others. Consequently, improving service quality is an essential strategy for enhancing patient satisfaction while strengthening a hospital's competitiveness.

Improving healthcare service quality remains a global priority. According to the World Health Organization (WHO, 2023), approximately 287,000 women died from pregnancy- and childbirth-related complications in 2020, with 95% of these deaths occurring in low- and middle-income countries, highlighting the need for not only healthcare access but also high-quality, patient-centered services. Similarly, the OECD Health at a Glance 2023 report indicates that public satisfaction with healthcare services in OECD countries ranges from 67% to 78%, exceeding 90% in several developed countries, emphasizing the strong relationship between service quality and patient satisfaction.

In Indonesia, healthcare quality has continued to improve. The Public Satisfaction Survey (SKM) by the Ministry of Administrative and Bureaucratic Reform (2024) reported an increase in the Public Satisfaction Index from 82.67% in 2023 to 84.53% in 2024. However, concerns regarding waiting time, service schedules, facility comfort, and communication between healthcare providers and patients remain. Furthermore, the Indonesia Health Survey (SKI, 2023) reported a maternal mortality ratio of 189 per 100,000 live births, still above the Sustainable Development Goals (SDGs) target of 70 by 2030. Meanwhile, the Ministry of Health of Indonesia reported antenatal care coverage of 96.7% (K1) and 88.9% (K4), indicating that although service coverage is high, patient satisfaction remains an important issue.

At the regional level, the South Sulawesi Health Profile (2024) reported K1 and K4 coverage rates of 98.2% and 92.6%, respectively. However, pregnancy complications such as preeclampsia, anemia, and hemorrhage continue to require high-quality obstetric and gynecological (Obgyn) services. In Makassar, outpatient visits to public hospitals increased by approximately 8.4% in 2024 (Makassar City Health Office, 2024), placing greater demands on hospitals to improve service quality and patient satisfaction.

RSUD Daya Makassar, a public hospital providing specialized Obgyn services through its Maternal and Child Health and Family Planning (KIA-KB) Clinic, plays an important role in maternal healthcare. This study adopts the SERVQUAL model developed by Parasuraman, which includes five dimensions: tangible, reliability, responsiveness, assurance, and empathy, to assess service quality and patient satisfaction.

Previous studies consistently demonstrate that service quality positively influences patient satisfaction. Waode Rezki Ameliah (2022) reported a patient satisfaction rate of 73.5%, while Nurhayati (2023) found a satisfaction rate of 76.8%, identifying reliability, responsiveness, and empathy as the strongest determinants. Rahmawati (2024) also confirmed a significant positive relationship between service quality and outpatient satisfaction in public hospitals.

At RSUD Daya Makassar, Febriani et al. (2024) found significant relationships between all SERVQUAL dimensions and patient satisfaction ($p = 0.000$), whereas Palongko et al. (2024) reported similar findings in the hospital pharmacy unit ($p = 0.047$). Nevertheless, dissatisfaction remains evident, particularly in the tangible (34.7%) and responsiveness (50%) dimensions, indicating a gap between patient expectations and actual service quality.

Although several studies have been conducted at RSUD Daya Makassar, most focus on pharmacy, drug information, and inpatient services. Research specifically examining the effect of service quality on patient satisfaction in the Obgyn (KIA-KB) outpatient clinic remains limited, highlighting an important research gap given the unique and comprehensive nature of maternal and reproductive healthcare services.

Based on the above description, it can be seen that service quality is a significant factor influencing patient satisfaction, particularly in maternal and child health services. The high demand for Obgyn services, persistent patient complaints regarding several aspects of the service, and limited research on the Obgyn (KIA-KB) Clinic at Daya Hospital in Makassar City are important reasons for conducting this study. Therefore, the researcher is interested in conducting a study entitled “Analysis of The Effect of Service Quality on Patient Satisfaction at The Obstetrics and Gynecology (Maternal and Child Health–Family Planning) Outpatient Clinic of Daya Regional General Hospital, Makassar City.”

RESEARCH METHODS

Research Type

This study employed a quantitative descriptive-analytical approach to examine the effect of service quality on patient satisfaction at the Obgyn clinic. Quantitative methods were used to test relationships between variables using numerical data and statistical analysis (Creswell & Creswell, 2018). The descriptive approach describes the characteristics of the variables, while the analytical approach examines the influence of service quality on patient satisfaction (Sugiyono, 2019).

Research Design

A cross-sectional design was adopted, in which service quality and patient satisfaction were measured simultaneously at a single point in time among patients attending the Obgyn Clinic of RSUD Daya Makassar (Setia, 2016). This design is appropriate for assessing prevalence and relationships between variables without intervention and is considered practical and cost-effective (Wang & Cheng, 2020).

Research Location and Period

The study was conducted at the Obgyn (MCH–Family Planning) Clinic of RSUD Daya Makassar, Indonesia, from May to June 2026.

Data Types and Sources

Primary Data

Primary data were collected directly from patients using structured questionnaires. This method ensured valid and relevant information while enabling quantitative measurement of patient satisfaction and service quality (Ponto, 2015; Taherdoost, 2022). Data collection followed research ethics procedures, including informed consent.

Secondary Data

Secondary data were obtained from official hospital records, including the hospital profile and Maternal and Child Health (MCH) and Family Planning (FP) service reports. These data provided operational and contextual information to support the primary findings (Johnston, 2017; Smith et al., 2021).

Population and Sample

Population

The study population consisted of 150 patients attending the Obgyn (MCH–FP) Clinic of RSUD Daya Makassar during the study period (Creswell & Creswell, 2018).

Sample and Sampling Technique

The sample was selected using purposive sampling based on predefined inclusion and exclusion criteria, ensuring that participants were relevant to the research objectives (Taherdoost, 2022; Campbell et al., 2020; Etikan et al., 2016).

Sample Size

Sample size was determined using the Slovin formula, which is appropriate for finite populations with unknown population variance and is widely applied in descriptive, survey, and cross-sectional health research (Etikan et al., 2020; Kadam & Bhalerao, 2020; Memon et al., 2020; Setia, 2020; Creswell & Creswell, 2023).

$$N = \frac{N}{1 + N (e^2)}$$

Description:

n = number of samples

N = total number

e = margin of error

The margin of error (e) commonly used in social and health research is 5% (0.05), which is equivalent to a 95% confidence level. This value is set to maintain a balance between the accuracy of research results and the limitations of research resources (Sugiyono, 2022).

We used the largest population (N = 1,258) to ensure a sufficient sample.

The study population was estimated at 1,258 patients (based on monthly patient visits over the past 3 months). The sample size was calculated using the Slovin formula for finite populations (Setiawan & Sudaryono, 2021):

$$N = \frac{N}{1 + N (e^2)}$$

Description:

$N = 150$ (population)

$e = 0,1$ (10%)

Calculation:

$$\begin{aligned} &= \frac{1258}{1 + 1258 \times 0,01} \\ &= \frac{1258}{1 + 12,58} \\ &= \frac{1258}{13,58} \\ &= 92,63 \text{ (rounded up to 93 samples)} \end{aligned}$$

RESULTS AND DISCUSSION

Univariate Analysis

Univariate analysis was conducted to describe the distribution of each research variable, comprising service quality, based on the five dimensions of SERVQUAL: tangibles, reliability, responsiveness, assurance, empathy, and patient satisfaction. This analysis aimed to obtain a general overview of respondents' assessments of the quality of service received and the level of patient satisfaction at the Obstetrics and Gynecology (KIA-KB) Clinic of Daya Hospital, Makassar City.

Table 1. Distribution of Respondents

Overview	Category	Frequency (n)	Percentage (%)
Physical Evidence (Tangibles)	Good	8	5,3
	Very Good	142	94,7
	Total	150	100,0
Reliability	Good	1	0,7
	Very Good	149	99,3
	Total	150	100,0
Responsiveness	Good	5	3,3
	Very Good	145	96,7
	Total	150	100,0
Assurance	Good	3	2,0
	Very Good	147	98,0
	Total	150	100,0
Empathy	Good	3	2,0
	Very Good	147	98,0
	Total	150	100,0
Patient Satisfaction	Good	3	2,0
	Very Good	147	98,0
	Total	150	100,0

Source: Primary Data (2026)

Based on Tables 1, the majority of respondents rated all SERVQUAL dimensions as very good. The tangibles dimension was rated very good by 94.7% of respondents, reflecting positive perceptions of the clinic’s facilities, cleanliness, comfort, and staff appearance. Reliability received the highest rating, with 99.3% of respondents evaluating it as very good, indicating strong confidence in the professionalism, consistency, and accuracy of healthcare services. Similarly, responsiveness was rated

very good by 96.7% of respondents, demonstrating prompt assistance and timely service delivery. The assurance and empathy dimensions were each rated very good by 98.0% of respondents, indicating patients’ trust in healthcare providers’ competence, professionalism, and compassionate care. Overall, 98.0% of respondents reported very high patient satisfaction, suggesting that the Obgyn (MCH–Family Planning) Clinic at RSUD Daya Makassar has successfully met patients’ expectations across all dimensions of service quality and provided a highly positive healthcare experience.

Bivariate Analysis
Relationship between Tangibles and Patient Satisfaction

Tangibles are a dimension of service quality related to the condition of service facilities, environmental cleanliness, waiting room comfort, completeness of facilities and infrastructure, and the appearance of healthcare workers. Good physical condition can create a positive impression on patients and influence their perception of the quality of service received.

Table 2. Relationship between Tangibles and Patient Satisfaction in the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Hospital, Makassar City

Tangibles	Good Patient Satisfaction n (%)	Very Good Patient Satisfaction n (%)	Total	p-value	Interpretation
Good	0 (0.0)	8 (100.0)	8 (100.0)	0.678	Not Associated
Very Good	3 (2.1)	139 (97.9)	142 (100.0)		
Total	3 (2.0)	147 (98.0)	150 (100.0)		

Source: Primary Data (2026)

Based on Table 2, of the 8 respondents who rated tangible evidence as good, all (100.0%) reported a good level of satisfaction. Meanwhile, of the 142 respondents who rated tangible evidence as very good, 139 (97.9%) reported a very good level of satisfaction, and 3 (2.1%) reported a good level of satisfaction.

The Chi-Square test results showed a p-value of 0.678. This value is greater than α (0.05), thus concluding that there is no significant relationship between tangible evidence and patient satisfaction at the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Hospital, Makassar City. Therefore, H_0 is accepted and H_1 is rejected.

Relationship between Reliability and Patient Satisfaction

Reliability is the ability of healthcare professionals to provide services appropriately, accurately, consistently, and in accordance with patient needs. Service reliability is a crucial aspect that can influence a patient's experience while receiving healthcare.

Table 3. Relationship between Reliability and Patient Satisfaction in the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Hospital, Makassar City

Reliability	Good Patient Satisfaction n (%)	Very Good Patient Satisfaction n (%)	Total	p-value	Interpretation
Good	1 (100.0)	0 (0.0)	1 (100.0)	<0.001	Associated
Very Good	2 (1.3)	147 (98.7)	149 (100.0)		
Total	3 (2.0)	147 (98.0)	150 (100.0)		

Source: Primary Data (2026)

Based on Table 3, it is known that all respondents who rated reliability as very good (1 respondent, 100.0%) had a good level of satisfaction. Meanwhile, of the 149 respondents who rated reliability as very good, 147 respondents (98.7%) had a very good level of satisfaction, and 2 respondents (1.3%) had a good level of satisfaction.

The Chi-Square test results show a p-value <0.001. This value is smaller than α (0.05), thus concluding that there is a significant relationship between reliability and patient satisfaction at the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Hospital, Makassar City. Therefore, H_0 is rejected and H_1 is accepted.

Good service reliability indicates the ability of staff to provide appropriate, accurate, and appropriate services in accordance with patient expectations. The better the service reliability perceived by patients, the higher the level of patient satisfaction with the services provided.

The Relationship Between Responsiveness and Patient Satisfaction

Responsiveness is the ability of healthcare workers and service personnel to provide services quickly, responsively, and appropriately according to patient needs. Good responsiveness can improve patient comfort during care and create a positive service experience.

Table 4. Relationship Between Responsiveness and Patient Satisfaction in the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Hospital, Makassar City

Responsiveness	Good Patient Satisfaction n (%)	Very Good Patient Satisfaction n (%)	Total	p-value	Interpretation
Good	3 (60.0)	2 (40.0)	5 (100.0)	<0.001	Associated
Very Good	0 (0.0)	145 (100.0)	145 (100.0)		
Total	3 (2.0)	147 (98.0)	150 (100.0)		

Source: Primary Data (2026)

Based on Table 4, of the five respondents who rated responsiveness as very good, three (60.0%) had a good level of satisfaction, and two (40.0%) had a good level of satisfaction. Meanwhile, all 145 (100.0%) respondents who rated responsiveness as very good reported a very good level of satisfaction.

The Chi-Square test results showed a p-value <0.001. This value is less than α (0.05), thus concluding that there is a significant relationship between responsiveness and patient satisfaction at the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Hospital, Makassar City. Therefore, H2 is rejected and H1 is accepted.

The results of this study indicate that the better the staff's ability to provide prompt service, assist patients, and respond to patient needs, the higher the level of patient satisfaction. Responsiveness is a crucial aspect of healthcare services because it directly impacts the patient's experience during treatment.

The Relationship Between Assurance and Patient Satisfaction

Assurance is the ability of healthcare professionals to provide a sense of security, trust, courtesy, and confidence to patients throughout the care process. This dimension is crucial in healthcare services because it relates to the competence and professionalism of healthcare professionals.

Table 5. Relationship Between Assurance and Patient Satisfaction in the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Hospital, Makassar City

Assurance	Good Patient Satisfaction n (%)	Very Good Patient Satisfaction n (%)	Total	p-value	Interpretation
Good	3 (100.0)	0 (0.0)	3 (100.0)	<0.001	Associated
Very Good	0 (0.0)	147 (100.0)	147 (100.0)		
Total	3 (2.0)	147 (98.0)	150 (100.0)		

Source: Primary Data (2026)

Based on Table 5, all respondents who rated the assurance as good (3 respondents (100.0%) reported a good level of satisfaction). Meanwhile, all respondents who rated the assurance as very good (147 respondents (100.0%) reported a very good level of satisfaction.

The Chi-Square test results showed a p-value <0.001. This value is less than α (0.05), thus concluding that there is a significant relationship between assurance and patient satisfaction at the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Hospital, Makassar City. Therefore, H2 is rejected and H1 is accepted.

These results indicate that the ability of healthcare workers to provide a sense of security, confidence, and professional service is closely related to patient satisfaction. The higher the patient's level of trust in the healthcare worker's competence, the higher the patient's satisfaction with the service received.

The Relationship Between Empathy and Patient Satisfaction

Empathy is the attention healthcare professionals provide to patients individually, including the ability to understand their needs, provide attentiveness, friendliness, and good communication throughout the service process.

Table 6. The Relationship Between Empathy and Patient Satisfaction in the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Hospital, Makassar City

Empathy	Good Patient Satisfaction n (%)	Very Good Patient Satisfaction n (%)	Total	p-value	Interpretation
Good	3 (100.0)	0 (0.0)	3 (100.0)	<0.001	Associated
Very Good	0 (0.0)	147 (100.0)	147 (100.0)		
Total	3 (2.0)	147 (98.0)	150 (100.0)		

Source: Primary Data (2026)

Based on Table 6, it is known that all respondents who rated empathy as good (3 respondents (100.0%)) had a very good level of satisfaction. Meanwhile, all respondents who rated empathy as very good (147 respondents (100.0%)) had a very good level of satisfaction.

The Chi-Square test results showed a p-value <0.001. This value is less than α (0.05), thus concluding that there is a significant relationship between empathy and patient satisfaction at the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Hospital, Makassar City. Therefore, H_0 is rejected and H_1 is accepted.

These findings indicate that the attention, care, friendliness, and ability of healthcare workers to understand patient needs are closely related to patient satisfaction. The greater the empathy shown to patients, the greater the likelihood that patients will be satisfied with the services they receive at the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Hospital, Makassar City.

Multivariate Analysis

Table 7. Results of Multiple Linear Regression Test of Service Quality on Patient Satisfaction

Service Quality Variables (X)	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	Sig.
Constant	16.322	3.177	–	0.000
X1 = Tangibles	-0.242	0.073	-0.250	0.001
X2 = Reliability	-0.007	0.086	-0.007	0.934
X3 = Responsiveness	-0.049	0.086	-0.048	0.569
X4 = Assurance	0.533	0.100	0.447	0.000
X5 = Empathy	0.045	0.081	0.044	0.578

Source: Primary Data (2026)

Multiple linear regression analysis was used to determine the effect of service quality, consisting of tangibles (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4), and empathy (X_5), on patient satisfaction (Y) in the Obstetrics and Gynecology (KIA-KB) Clinic at Daya General Hospital, Makassar City. This analysis aimed to determine the direction of the relationship and the magnitude of changes in patient satisfaction if there was an increase in each dimension of service quality.

Based on the results of the multiple linear regression analysis, the following regression equation was obtained:

$$Y = 16.322 - 0.242X_1 - 0.007X_2 - 0.049X_3 + 0.533X_4 + 0.045X_5$$

This equation can be interpreted as meaning that if all service quality variables are zero, the baseline patient satisfaction score is 16.322 units. The regression coefficient for the tangibles variable is -0.242, indicating that each one-unit increase in the tangibles dimension will decrease patient satisfaction by 0.242 units, assuming other variables remain constant.

The regression coefficient for the reliability variable is -0.007, indicating that each one-unit increase in the reliability dimension will decrease patient satisfaction by 0.007 units. Furthermore, the responsiveness variable has a regression coefficient of -0.049, meaning that every one-unit increase in the responsiveness dimension will decrease patient satisfaction by 0.049 units.

The assurance variable has a regression coefficient of 0.533, indicating that every one-unit increase in the assurance dimension will increase patient satisfaction by 0.533 units, assuming other variables remain constant. Meanwhile, the empathy variable has a regression coefficient of 0.045, meaning that every one-unit increase in the empathy dimension will increase patient satisfaction by 0.045 units.

Based on the Standardized Coefficients (Beta) values, the service quality variable that most dominantly influences patient satisfaction is the assurance dimension, with a Beta value of 0.285, followed by empathy (0.277), reliability (0.201), responsiveness (0.151), and tangibles (0.137).

These results indicate that the assurance dimension is the strongest factor in increasing patient satisfaction at the Obstetrics and Gynecology (KIA-KB) Clinic at Daya Hospital, Makassar City. This suggests that patients' sense of security, trust in healthcare professionals, staff competence, and professionalism in service delivery are the most important factors in shaping patient satisfaction.

Discussion

Effect of Tangibles on Patient Satisfaction at the Obgyn (MCH–FP) Clinic, RSUD Daya Makassar

Multiple linear regression analysis showed that the tangibles dimension significantly influenced patient satisfaction ($\beta = -0.242$; $p = 0.001 < 0.05$), supporting the proposed hypothesis. Descriptive findings indicated that 94.7% (142 respondents) rated the tangible dimension as very good. According to Law No. 17 of 2023 on Health, healthcare facilities are required to provide safe, effective, high-quality, and patient-centered services. In the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988), tangibles include physical facilities, medical equipment, environmental cleanliness, and staff appearance, all of which shape patients' first impressions of service quality. The findings suggest that comfortable facilities, clean environments, adequate supporting infrastructure, and professional staff appearance positively influenced patient perceptions, particularly among pregnant women and patients of reproductive age who require a safe and comfortable healthcare environment. Although the bivariate analysis found no significant association ($p = 0.678$), the regression analysis demonstrated that tangibles significantly affected patient satisfaction when analyzed alongside other service quality dimensions. These findings support previous studies and SERVQUAL theory, indicating that well-maintained physical facilities contribute to higher patient satisfaction. Therefore, RSUD Daya Makassar should continue improving its physical environment as a strategy to enhance patient satisfaction.

Effect of Reliability on Patient Satisfaction at the Obgyn (MCH–FP) Clinic, RSUD Daya Makassar

Multiple linear regression analysis revealed that reliability did not significantly affect patient satisfaction ($\beta = -0.007$; $p = 0.934 > 0.05$), leading to the rejection of the hypothesis. However, the bivariate analysis indicated a significant relationship between reliability and patient satisfaction ($p < 0.001$). In accordance with Law No. 17 of 2023 on Health, healthcare providers must deliver accurate, consistent, safe, and patient-centered services. According to Parasuraman, Zeithaml, and Berry (1988), reliability refers to the ability to provide dependable, accurate, timely, and consistent services. Descriptive analysis showed that 99.3% (149 respondents) rated reliability as very good, reflecting strong patient confidence in healthcare professionals. Most respondents were pregnant women (58.7%) with repeated clinic visits (46.0%), enabling them to evaluate service consistency objectively. The insignificant regression result may be explained by the very limited variation in respondents' ratings, as reliability had become a basic expectation rather than a distinguishing factor influencing satisfaction. While this finding differs from the SERVQUAL framework, which identifies reliability as a key determinant of customer satisfaction, it is consistent with previous studies suggesting that when service quality is uniformly high, patients tend to place greater importance on other aspects such as safety, empathy, communication, and comfort. Consequently, although reliability was not a significant predictor in the multivariate model, maintaining accurate, consistent, and dependable services remains essential as a fundamental component of high-quality healthcare.

Effect of Responsiveness on Patient Satisfaction at the Obgyn (MCH–FP) Clinic, RSUD Daya Makassar

Multiple linear regression analysis showed that responsiveness did not significantly influence patient satisfaction ($\beta = -0.049$; $p = 0.569 > 0.05$), although the bivariate analysis indicated a significant association ($p < 0.001$). According to Law No. 17 of 2023 on Health, healthcare providers

must deliver high-quality, effective, safe, and patient-centered services. In the SERVQUAL model, Parasuraman, Zeithaml, and Berry (1988) define responsiveness as the willingness and ability of healthcare staff to provide prompt and appropriate assistance. Descriptive findings revealed that 96.7% (145 respondents) rated responsiveness as very good, indicating that patients perceived healthcare professionals as responsive, helpful, and attentive. Most respondents were pregnant women (58.7%) with repeated clinic visits (46.0%), enabling them to evaluate service responsiveness objectively. Although responsiveness was positively perceived, it was not a significant predictor of patient satisfaction in the multivariate model, likely because respondents consistently rated this dimension very highly, resulting in limited data variability. Patients at the Obgyn clinic may prioritize safety, professional competence, and quality of communication over service speed alone. These findings are consistent with previous studies reporting that responsiveness may not be a dominant determinant of satisfaction when overall service quality is already high, although they differ from the SERVQUAL theory, which considers responsiveness a key driver of customer satisfaction. Therefore, responsiveness should continue to be maintained as an essential component of high-quality healthcare services.

Effect of Assurance on Patient Satisfaction at the Obgyn (MCH–FP) Clinic, RSUD Daya Makassar

Multiple linear regression analysis demonstrated that assurance had a significant positive effect on patient satisfaction ($\beta = 0.533$; $p < 0.001$), and the Chi-square test also confirmed a significant association ($p < 0.001$). Thus, the proposed hypothesis was accepted. Law No. 17 of 2023 on Health emphasizes that all citizens are entitled to safe, high-quality, and professional healthcare services. According to Parasuraman, Zeithaml, and Berry (1988), assurance refers to healthcare providers' knowledge, competence, professionalism, courtesy, and ability to inspire trust and confidence. Descriptive analysis showed that 98.0% (147 respondents) rated assurance as very good, indicating strong patient confidence in healthcare professionals at the Obgyn (MCH–FP) Clinic. Patients felt secure because healthcare providers demonstrated professional competence, communicated clearly, and created a reassuring environment throughout examinations and consultations. As the largest positive regression coefficient among all SERVQUAL dimensions, assurance emerged as the strongest predictor of patient satisfaction. This finding aligns with the SERVQUAL theory and previous studies, which identify assurance as a major determinant of patient satisfaction. The result is particularly relevant in maternal and reproductive healthcare, where pregnant women and other reproductive health patients require not only accurate medical treatment but also psychological reassurance and trust. Consequently, strengthening professional competence, patient safety, and trust-building practices should remain a priority for improving patient satisfaction at RSUD Daya Makassar.

The Effect of Empathy on Patient Satisfaction at the Obgyn (MCH–FP) Clinic, Daya Regional General Hospital, Makassar

Multiple linear regression showed that empathy had no significant effect on patient satisfaction ($\beta = 0.045$; $p = 0.578 > 0.05$), although the bivariate analysis indicated a significant association ($p < 0.001$). Thus, the hypothesis that empathy influences patient satisfaction was rejected. According to Law No. 17 of 2023 on Health, patient-centered healthcare should address patients' emotional, psychological, and social needs. Likewise, Parasuraman, Zeithaml, and Berry (1988) define empathy as individualized attention, understanding patients' needs, and showing genuine care. Most respondents (98.0%) rated empathy as very good, indicating that healthcare personnel provided friendly, attentive, and patient-centered services. However, because empathy was consistently rated very highly, its variation was limited and did not significantly explain patient satisfaction when analyzed together with other SERVQUAL dimensions. Patients in the Obgyn clinic appeared to prioritize professional competence and a sense of safety over personalized attention. These findings are consistent with previous studies reporting that empathy is associated with, but not always a significant predictor of, patient satisfaction in multivariate analyses, although they differ from the SERVQUAL model, which identifies empathy as a key determinant of customer satisfaction. The

findings suggest that empathy should continue to be maintained as an essential component of humane, patient-centered healthcare, despite not being the strongest determinant of satisfaction.

The Effect of Service Quality on Patient Satisfaction at the Obgyn (MCH–FP) Clinic, Daya Regional General Hospital, Makassar

The simultaneous regression analysis (F-test) demonstrated that overall service quality significantly affected patient satisfaction ($F = 9.269$; $p < 0.001$), confirming the study hypothesis. In accordance with Law No. 17 of 2023 on Health, healthcare services should be safe, effective, patient-oriented, and of high quality. Based on the SERVQUAL model proposed by Parasuraman, Zeithaml, and Berry (1988), service quality consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The majority of respondents rated all dimensions as very good (Tangibles 94.7%, Reliability 99.3%, Responsiveness 96.7%, Assurance 98.0%, and Empathy 98.0%), while 98.0% reported very high satisfaction with the services received. These findings indicate that the Obgyn clinic successfully met patients' expectations through adequate facilities, competent healthcare professionals, responsive services, and patient-centered care. The coefficient of determination ($R^2 = 0.243$) indicates that service quality explained 24.3% of the variation in patient satisfaction, while the remaining 75.7% was influenced by other factors, such as waiting time, accessibility, service costs, communication, administrative systems, and patients' personal characteristics. The findings support the SERVQUAL theory and previous studies showing that improved service quality enhances patient satisfaction. Among the five dimensions, assurance emerged as the strongest determinant, indicating that patients in the Obgyn clinic placed the greatest importance on trust, professional competence, and a sense of safety during healthcare delivery. Therefore, continuous improvement across all SERVQUAL dimensions is essential to sustain patient satisfaction and improve the overall quality of hospital services.

CONCLUSION

1. Tangibles have a significant effect on patient satisfaction at the Obgyn (MCH–FP) Clinic of Daya Regional General Hospital, Makassar.
2. Reliability does not have a significant effect on patient satisfaction at the Obgyn (MCH–FP) Clinic of Daya Regional General Hospital, Makassar.
3. Responsiveness does not have a significant effect on patient satisfaction at the Obgyn (MCH–FP) Clinic of Daya Regional General Hospital, Makassar.
4. Assurance has a significant effect on patient satisfaction at the Obgyn (MCH–FP) Clinic of Daya Regional General Hospital, Makassar and is the most dominant service quality dimension influencing patient satisfaction.
5. Empathy does not have a significant effect on patient satisfaction at the Obgyn (MCH–FP) Clinic of Daya Regional General Hospital, Makassar.

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