
The Effect Of Service Quality On Inpatient Satisfaction At Syekh Yusuf Regional General Hospital, Gowa Regency

Rini Wijayaningsih¹⁾, Syamsuriati²⁾, Muamar Asykur³⁾
^{1,2,3)} Master of Hospital Administration, Universitas Megarezky

*Corresponding Author

Email : riniwijayaningsih@med.unismuh.ac.id

Abstract

Globally and nationally, patient satisfaction levels still fall short of SPM standards, especially in government hospitals. The decline in visits and patient satisfaction indicates a gap in healthcare service quality that needs to be addressed. This study aims to analyze the effect of service quality on inpatient satisfaction at Syekh Yusuf Regional Hospital, Gowa Regency. This study used a quantitative method with an observational analytical approach and a cross-sectional design. A total of 135 respondents were selected using purposive sampling. Data were collected through questionnaires and analyzed using chi-square and multiple linear regression. The results showed that all dimensions of service quality (SERVQUAL)—tangibles ($p=0.039$), reliability ($p=0.002$), responsiveness ($p=0.016$), assurance ($p=0.000$), and empathy ($p=0.000$)—had a positive and significant effect on patient satisfaction. The most dominant variable influencing patient satisfaction was assurance ($\beta=0.285$). Although the quality of inpatient services at Syekh Yusuf Regional Hospital was generally good (43%), improvements are still needed in several service aspects to optimize patient satisfaction and improve the quality of healthcare services.

Keywords: Service Quality, Patient Satisfaction, SERVQUAL, Inpatient Care.

INTRODUCTION

Health services constitute an effort to manage healthcare delivery in a way that is capable of creating a perception of satisfaction for every patient. In the healthcare context, the quality of health services will improve when the level of patient satisfaction reaches a more optimal degree (Rien Esty, 2023).

Patient satisfaction is a multidimensional concept that represents patients' subjective evaluation of all aspects of the healthcare service experience they receive (Al-Abri & Al-Balushi, 2021). Within the paradigm of patient-centered care, patient satisfaction is not merely an additional outcome, but rather a primary outcome that is reciprocally associated with treatment adherence, clinical outcomes, and loyalty to healthcare facilities.

According to a WHO survey (2021) measuring patient satisfaction in 25 countries involving more than 6 million participants, the highest levels of satisfaction were recorded in Sweden (92.37%), Finland (91.92%), and Norway (90.75%), while the lowest were found in India (34.4%) and Kenya (40.4%). In Southeast Asia, only around 35% of the population report being satisfied with healthcare services (Urip et al., 2025). These data indicate that patient satisfaction remains a global challenge. In Indonesia, the lowest recorded levels of patient satisfaction were in Central Maluku at 42.8% and West Sumatra at 44.4% (Ministry of Health of the Republic of Indonesia, 2023).

Nationally, the target for patient satisfaction based on the Minimum Service Standards (SPM) in the health sector has been set at 85% (Ministry of Health of the Republic of Indonesia, 2023). However, the national achievement has only reached 81.74%, with public hospitals recording a lower figure of 73.09% (Sari, 2022). This condition indicates a gap between the expected standards and their actual implementation in practice.

In measuring the quality of healthcare services, users' perceptions serve as a valid benchmark. The SERVQUAL model developed by Parasuraman et al. (1988) and still relevant in contemporary research (Ranjbar et al., 2021) offers a comprehensive framework consisting of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The application of this model enables

a structured and in-depth analysis of the gap between patients' expectations and their actual experiences.

Regional General Hospitals (RSUD), as the frontline of government healthcare services, bear a dual responsibility to fulfill these rights while also achieving established performance standards (Ministry of Health of the Republic of Indonesia, 2021). Syekh Yusuf Regional General Hospital serves as the main referral hospital in Gowa Regency and therefore carries a significant burden in providing healthcare services.

Based on secondary data from Syekh Yusuf Regional General Hospital, Gowa Regency, for the period January to March 2025, inpatient visits experienced a significant decline. In January, there were 1,616 inpatient visits, which decreased to 1,543 in February, and further declined to 1,345 in March (a decrease of 16.8% from January). In line with this trend, recent research indicates that inpatient satisfaction at the hospital also declined, from 85.73% in 2022 to 85.64% in 2023. Although the decline is relatively small, the achievement still does not meet the hospital's Minimum Service Standards (SPM) as stipulated in Minister of Health Regulation No. 129 of 2008, which requires a minimum inpatient satisfaction index of 90% (Nur Indriani, 2025).

Based on complaint data obtained directly from observations of patient satisfaction in the internal inpatient ward on the third floor of Syekh Yusuf Regional General Hospital, several service-related issues were identified, such as unfriendly staff attitudes toward patients and inadequate cleanliness of bathroom facilities, both of which affect patient comfort. These conditions reflect a gap in the tangibles and empathy dimensions.

Inpatient satisfaction can serve as an important predictor in identifying the significant decline in patient visits. Based on the above background, the researcher aims to conduct a study entitled "*The Effect of Service Quality on the Satisfaction of Internal Inpatients at Syekh Yusuf Regional General Hospital, Gowa Regency.*" The findings of this study are expected to provide a scientific basis for the management of Syekh Yusuf Regional General Hospital in formulating policies and improving service quality oriented toward patient satisfaction, particularly in inpatient care, thereby ultimately contributing to the improvement of public health status in Gowa Regency.

RESEARCH METHODS

This study employed a quantitative research design with an observational analytic and cross-sectional approach to examine the relationship between service quality dimensions—tangibles, reliability, responsiveness, assurance, and empathy—and patient satisfaction among internal inpatients at Syekh Yusuf Regional General Hospital, Gowa Regency. Conducted in May 2026, the study population consisted of an average of 391 inpatients from January to March 2026, from which a sample of 135 respondents was determined using the Slovin formula with a 5% margin of error. Samples were selected based on inclusion and exclusion criteria, including patients aged ≥ 18 years, hospitalized for more than 24 hours, and willing to participate. Data were collected through structured SERVQUAL-based questionnaires (primary data) and hospital documentation (secondary data). Data analysis included univariate analysis to describe variables, bivariate analysis using the Chi-square test to assess relationships, and multivariate analysis using multiple linear regression to identify the most dominant factors influencing patient satisfaction. The study adhered to research ethics by ensuring informed consent, confidentiality, voluntary participation, and proper dissemination of findings.

RESULTS AND DISCUSSION

Analysis of Research Results Respondent Characteristics

Table 1. Frequency Distribution Based on Respondent Characteristics

Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	97	71.9
Female	38	28.1
Total	135	100.0
Age		
17–25 years	15	11.1
26–45 years	20	14.8
46–65 years	73	54.1
>65 years	27	20.0
Total	135	100.0
Education		
Did not complete primary school/Primary school	24	17.8
Junior high school	17	12.6
Senior high school/equivalent	62	45.9
Higher education	32	23.7
Total	135	100.0

Source: Primary Data (2026)

The majority of respondents were male, totaling 97 respondents (71.9%), were in the 46–65 years age group with 73 respondents (54.1%), and had a senior high school/equivalent level of education, totaling 62 respondents (45.9%). This condition indicates that the respondents were predominantly older patients with a secondary level of education.

Univariate Analysis

Table 2. Frequency Distribution Based on Research Variables

Characteristic	Category	Frequency (n)	Percentage (%)
Service Quality	Poor	25	18,5
	Fair	52	38,5
	Good	58	43
Patient Satisfaction	Not Satisfied	81	60
	Satisfied	54	40
Total		135	100

Source: Primary Data (2026)

The univariate analysis was conducted to obtain a general overview of service quality and inpatient satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency.

Table 2 shows that the service quality variable was mostly categorized as good, with 58 respondents (43%), followed by the fair category with 52 respondents (38.5%), and the poor category with 25 respondents (18.5%). These results indicate that the majority of respondents perceived the quality of inpatient services at Syekh Yusuf Regional General Hospital as good.

Meanwhile, the patient satisfaction variable shows that the majority of respondents were not satisfied, totaling 81 respondents (60%), while 54 respondents (40%) reported being satisfied. These

findings indicate that although service quality is generally perceived as good, the level of patient satisfaction is still not optimal, suggesting the need for improvements in several aspects of healthcare services.

Bivariate Analysis

The Effect of Tangibles on Patient Satisfaction

Table 3. The Effect of Tangibles on Inpatient Satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency

Tangibles	Patient Satisfaction				Total	P-value
	Not Satisfied		Satisfied			
	n	%	n	%	N	
Poor	27	20	1	0,7	28	0,000
Fair	25	18,5	15	11,1	40	
Good	29	21,5	38	28,2	67	
Total	81	60	54	40	135	

Source: Primary Data (2026)

Based on the analysis in Table 3, of the 67 respondents who rated tangibles as good, 38 respondents (28.2%) were satisfied and 29 respondents (21.5%) were not satisfied. Among the 40 respondents who rated tangibles as fair, 15 respondents (11.1%) were satisfied and 25 respondents (18.5%) were not satisfied. Meanwhile, of the 28 respondents who rated tangibles as poor, 1 respondent (0.7%) was satisfied and 27 respondents (20.0%) were not satisfied.

The results of the Chi-square test show a p-value of 0.000 ($p < 0.05$), indicating that there is a significant effect of the tangibles dimension on inpatient satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency.

The Effect of Reliability on Patient Satisfaction

Table 4. The Effect of Reliability on Inpatient Satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency

Reliability	Patient Satisfaction				Total	P-Value
	Not Satisfied		Satisfied			
	n	%	n	%	N	
Poor	29	21.5	2	1.5	31	0.000
Fair	27	20	18	13.3	45	
Good	25	18.5	34	25.2	59	
Total	81	60	54	40	135	

Source: Primary Data (2026)

Based on the analysis results in Table 4.4, it is known that of the 59 respondents who rated reliability as good, 25 respondents (18.5%) were satisfied and 34 respondents (25.2%) were not satisfied. Furthermore, of the 45 respondents with fair reliability, 18 respondents (13.3%) were satisfied and 27 respondents (20.0%) were not satisfied. Meanwhile, of the 31 respondents who rated reliability as poor, 2 respondents (1.5%) were satisfied and 29 respondents (21.5%) were not satisfied.

The results of the statistical test using the Chi-square test show a p-value of 0.000 ($p < 0.05$), indicating that there is a significant effect between the reliability dimension and the satisfaction of internal inpatient patients at Syekh Yusuf Regional General Hospital, Gowa Regency.

The Effect of Responsiveness on Patient Satisfaction

Table 5. The Effect of the Responsiveness Dimension on Inpatient Satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency

Responsiveness	Patient Satisfaction				Total	p-value
	Not Satisfied		Satisfied			
	n	%	n	%	N	
Poor	24	17.8	3	2,2	27	0.001
Fair	30	22.2	19	14.1	49	
Good	27	20	32	23.7	59	
Total	81	60	54	40	135	

Source: Primary Data (2026)

Based on the analysis results in Table 5, it is known that of the 59 respondents who rated responsiveness as good, 32 respondents (23.7%) were satisfied and 27 respondents (20.0%) were not satisfied. Furthermore, of the 49 respondents with fair responsiveness, 19 respondents (14.1%) were satisfied and 30 respondents (22.2%) were not satisfied. Meanwhile, of the 27 respondents who rated responsiveness as poor, 3 respondents (2.2%) were satisfied and 24 respondents (17.8%) were not satisfied.

The results of the statistical test using the Chi-square test show a p-value of 0.001 ($p < 0.05$), indicating that there is a significant effect between the responsiveness dimension and the satisfaction of internal inpatient patients at Syekh Yusuf Regional General Hospital, Gowa Regency.

The Effect of Assurance on Patient Satisfaction

Table 6. The Effect of the Assurance Dimension on Inpatient Satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency

Assurance	Patient Satisfaction				Total	P-value
	Not Satisfied		Satisfied			
	n	%	n	%	N	
Poor	24	17.8	3	2.2	27	0.000
Fair	30	22.2	10	7.4	40	
Good	27	20	41	30.4	68	
Total	81	60	54	40	135	

Source: Primary Data (2026)

Based on the analysis results in Table 6, it is known that of the 68 respondents who rated assurance as good, 41 respondents (30.4%) were satisfied and 27 respondents (20.0%) were not satisfied. Furthermore, of the 40 respondents with fair assurance, 10 respondents (7.4%) were satisfied and 30 respondents (22.2%) were not satisfied. Meanwhile, of the 27 respondents who rated assurance as poor, 3 respondents (2.2%) were satisfied and 24 respondents (17.8%) were not satisfied.

The results of the statistical test using the Chi-square test show a p-value of 0.000 ($p < 0.05$), indicating that there is a significant effect between the assurance dimension and the satisfaction of internal inpatient patients at Syekh Yusuf Regional General Hospital, Gowa Regency.

The Effect of Empathy on Patient Satisfaction

Table 7. The Effect of the Empathy Dimension on Inpatient Satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency

Empathy	Patient Satisfaction				Total	P-value
	Not Satisfied		Satisfied			
	n	%	n	%	N	
Poor	28	10,7	1	0,7	29	0,000
Fair	22	16,3	23	17	45	
Good	31	23	30	22,3	61	
Total	81	60	54	40	135	

Source: Primary Data (2026)

Based on the analysis results in Table 7, it is known that of the 61 respondents who rated empathy as good, 30 respondents (22.3%) were satisfied and 31 respondents (23.0%) were not satisfied. Furthermore, of the 45 respondents with fair empathy, 23 respondents (17.0%) were satisfied and 22 respondents (16.3%) were not satisfied. Meanwhile, of the 29 respondents who rated empathy as poor, 1 respondent (0.7%) was satisfied and 28 respondents (10.7%) were not satisfied.

The results of the statistical test using the Chi-square test show a p-value of 0.000 ($p < 0.05$), indicating that there is a significant effect between the empathy dimension and the satisfaction of internal inpatient patients at Syekh Yusuf Regional General Hospital, Gowa Regency.

Multivariate Analysis

Table 8. Multivariate Analysis of Service Quality on Inpatient Satisfaction (Internal Ward) at Syekh Yusuf Regional General Hospital, Gowa Regency

Variable	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std Error	Beta	
(Constant)	6.179	1.625		0.000
X1 = Tangible	0.232	0.112	0.137	0.039
X2 = Realibility	0.341	0.105	0.201	0.002
X3 = Responsiveness	0.237	0.097	0.151	0.016
X4 = Assurance	0.440	0.097	0.285	0.000
X5 = Empathy	0.443	0.101	0.277	0.000

Source: Primary Data (2026)

Based on the results of the multiple linear regression analysis in Table 8 above, the regression equation can be written as follows:

$$Y = 6.179 + 0.232X1 + 0.341X2 + 0.237X3 + 0.440X4 + 0.443X5$$

The equation can be interpreted as follows: if all service quality variables consisting of tangibles, reliability, responsiveness, assurance, and empathy are equal to zero, then patient satisfaction is at a baseline value of 6.179.

The regression coefficient for the tangibles variable (X1) of 0.232 indicates that every one-unit increase in tangibles will increase patient satisfaction by 0.232 units, assuming other variables remain constant. The regression coefficient for reliability (X2) of 0.341 indicates that every one-unit increase in reliability will increase patient satisfaction by 0.341 units.

Furthermore, the regression coefficient for responsiveness (X3) of 0.237 indicates that every one-unit increase in responsiveness will increase patient satisfaction by 0.237 units. The regression coefficient for assurance (X4) of 0.440 indicates that every one-unit increase in assurance will increase patient satisfaction by 0.440 units. Meanwhile, the regression coefficient for empathy (X5) of 0.443 indicates that every one-unit increase in empathy will increase patient satisfaction by 0.443 units.

Based on the Standardized Coefficients (Beta) values, the most dominant variable influencing patient satisfaction is assurance (X4) with a Beta value of 0.285, followed by empathy (X5) with a Beta value of 0.277. This indicates that the assurance aspect of service is the most influential factor on inpatient satisfaction (internal ward) at Syekh Yusuf Regional General Hospital, Gowa Regency

Discussion

The Effect of Tangibles on Inpatient Satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency

The results of the study conducted at Syekh Yusuf Regional General Hospital, Gowa Regency, involving 135 respondents, indicate that the majority of respondents who assessed the tangibles dimension as being in the good category tended to be satisfied with internal inpatient services, totaling 38 respondents (28.2%). Conversely, respondents who assessed tangibles in the poor category were mostly dissatisfied with the services, totaling 27 respondents (20%). Meanwhile, in the moderate category, the majority of respondents also reported dissatisfaction, totaling 25 respondents (18.5%).

These findings indicate that the better the condition of physical facilities and the hospital service environment, the higher the level of patient satisfaction with internal inpatient services.

The results of linear regression analysis show that the tangibles dimension has a positive and significant effect on internal inpatient satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency, with a regression coefficient (B) of 0.232, a t-value of 2.082, a beta value of 0.137, and a significance value of 0.039 (<0.05). This indicates that every improvement in the quality of physical facilities, room cleanliness, environmental comfort, and the completeness of service infrastructure will increase patient satisfaction with internal inpatient services. Thus, the research hypothesis stating that there is an effect of the tangibles dimension on patient satisfaction is accepted.

The results of this study are consistent with the SERVQUAL theory, which explains that the tangibles dimension is one of the important indicators in assessing healthcare service quality because it is directly related to patients' perceptions of hospital service quality. Clean, comfortable, well-equipped, and well-organized facilities will enhance patients' sense of security and comfort during treatment. The study by Ranjbar et al. (2021) explains that the quality of hospital physical facilities has a significant relationship with patient satisfaction because inpatients tend to be more sensitive to the comfort of the service environment during their treatment period.

These findings are also supported by the study conducted by Purwaningrum et al. (2022), which shows that room cleanliness, bed comfort, facility completeness, and the appearance of healthcare personnel influence inpatient satisfaction levels. The study by Nugraheni et al. (2021) also explains that good hospital service quality, particularly in terms of physical facilities and environmental comfort, can improve patients' positive perceptions of healthcare service quality.

The existing research results indicate that the quality of service in the tangibles dimension at Syekh Yusuf Regional General Hospital, Gowa Regency, is generally categorized as good. This shows that healthcare facilities, infrastructure, and the treatment environment are considered adequate in supporting internal inpatient services. However, there are still several aspects that need improvement in order to enhance patient comfort during hospitalization.

According to the researcher's analysis, based on observations in the internal inpatient wards on the third and fourth floors of Syekh Yusuf Regional General Hospital, Gowa Regency, most respondents complained about room cleanliness and toilet conditions in inpatient rooms. A frequently occurring issue is water overflow from toilets spreading onto the ward floors. This condition causes patients and their families to feel uncomfortable during treatment. In addition to causing discomfort, slippery floor conditions also pose safety risks, particularly for adult and elderly patients who dominated this study. Furthermore, some respondents also assessed that the comfort of inpatient rooms and supporting patient facilities still need improvement. Therefore, the hospital needs to conduct continuous evaluation and improvement of service quality, particularly in environmental cleanliness, facility comfort, and safety of treatment rooms, in order to enhance patient satisfaction and overall healthcare service quality.

The Effect of Reliability on Inpatient Satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency

The results of the study at Syekh Yusuf Regional General Hospital, Gowa Regency, involving 135 respondents, indicate that the reliability dimension has a positive and significant effect on internal inpatient satisfaction. Based on the results of bivariate analysis, respondents who assessed service reliability as being in the good category were mostly satisfied with hospital services, totaling 34 respondents (25.2%). Conversely, respondents who assessed service reliability as being in the poor category were mostly dissatisfied, totaling 29 respondents (21.5%). Statistical test results showed a p-value of 0.000 (<0.05), indicating that there is a significant effect between service reliability and patient satisfaction.

The results of multiple linear regression analysis also show that the reliability variable has a positive and significant effect on patient satisfaction, with a regression coefficient (B) of 0.341, a t-value of 3.238, and a significance value of 0.002 (<0.05). These values indicate that every one-unit

increase in the reliability dimension will increase patient satisfaction by 0.341 units. Thus, the research hypothesis is accepted, meaning that the better the reliability of services provided by the hospital, the higher the level of patient satisfaction.

Theoretically, the reliability dimension in the SERVQUAL concept describes the hospital's ability to provide services accurately, consistently, and in accordance with service promises to patients. Service reliability reflects timeliness of service, consistency of healthcare personnel actions, and the hospital's ability to provide services according to patient needs. According to Ranjbar et al. (2021), the reliability dimension is one of the main factors influencing patient satisfaction because patients pay close attention to the accuracy and certainty of services during hospitalization.

The results of this study are in line with the study conducted by Purwaningrum et al. (2022), which shows that service accuracy, punctuality of doctor visits, and consistency of healthcare personnel services have a significant relationship with inpatient satisfaction. Another study by Nugraheni et al. (2021) also explains that service delays and inconsistency in service actions are among the main causes of low patient satisfaction in public hospitals.

Based on observations of respondents in the internal inpatient wards on the third and fourth floors of Syekh Yusuf Regional General Hospital, several patients complained about long service waiting times and delays in doctor visits. These delays have an impact on delays in treatment, medical procedures, and even delays in patient discharge after hospitalization. Patient complaints regarding service delays indicate that patients pay close attention to timeliness and consistency of services provided by the hospital.

According to the researcher's analysis, although most respondents assessed hospital services as being in the good category, there are still several obstacles in the reliability aspect that affect patient satisfaction. Inpatients tend to have high expectations for fast, accurate, and consistent services because they undergo treatment for a relatively long period. Therefore, the hospital needs to improve service scheduling accuracy, staff discipline, and coordination among healthcare personnel in order to optimize patient satisfaction and improve overall healthcare service quality.

The Effect of Responsiveness on Inpatient Satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency

The results of the study involving 135 respondents show that most respondents who assessed responsiveness as good tended to be satisfied, totaling 32 respondents (23.7%). Conversely, those who assessed responsiveness as poor were mostly dissatisfied, totaling 24 respondents (17.8%). In the moderate category, most respondents were also still dissatisfied, totaling 30 respondents (22.2%). These findings indicate that better responsiveness leads to higher patient satisfaction.

Linear regression analysis shows that responsiveness has a positive and significant effect on patient satisfaction, with a regression coefficient (B) of 0.237, a t-value of 2.438, a beta value of 0.151, and a significance value of 0.016 (<0.05). This indicates that improvements in service speed, readiness of healthcare personnel, and timeliness in providing services will increase patient satisfaction.

This finding is consistent with SERVQUAL theory, which explains that responsiveness refers to the ability of healthcare personnel to provide prompt and appropriate services in response to patient needs. Fast and responsive service enhances patient comfort and trust. According to Ranjbar et al. (2021), responsiveness has a significant relationship with patient satisfaction because patients expect prompt and clear services.

Supporting studies (Purwaningrum et al., 2022; Nugraheni et al., 2021; Hamdani et al., 2023) also confirm that delays in service response reduce patient satisfaction.

Observations revealed complaints regarding delays in responding to patient needs, such as replacing IV fluids or responding to urgent assistance requests. Such delays create anxiety and discomfort for patients. Therefore, improvements in timeliness, staff readiness, and coordination are necessary.

The Effect of Assurance on Inpatient Satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency

The results of the study conducted at Syekh Yusuf Regional General Hospital, Gowa Regency, involving 135 respondents, indicate that the assurance dimension has a positive and significant effect on the satisfaction of internal inpatient patients. Based on the results of the bivariate analysis, respondents who assessed the assurance dimension as good were mostly satisfied with the hospital services, totaling 41 respondents (30.4%). Conversely, respondents who assessed the assurance dimension as poor were predominantly dissatisfied, totaling 24 respondents (17.8%). The statistical test results show a p-value of 0.000 (<0.05), which indicates a significant effect between the assurance dimension and patient satisfaction.

The results of the multiple linear regression analysis show that the assurance dimension has a significance value of 0.000 ($p<0.05$), a t-value of 4.553, a regression coefficient (B) of 0.440, and a Beta value of 0.285. This Beta value is the highest among the SERVQUAL dimensions, indicating that the assurance dimension is the most dominant variable influencing the satisfaction of internal inpatient patients at Syekh Yusuf Regional General Hospital, Gowa Regency. This means that the better the ability of healthcare personnel to provide a sense of security, trust, and certainty in services, the higher the level of patient satisfaction.

Theoretically, the assurance dimension in the SERVQUAL concept relates to the ability of healthcare personnel to deliver professional, courteous, friendly, and trustworthy services, as well as to instill a sense of safety and confidence in patients during treatment. Patients tend to feel more satisfied when healthcare personnel are able to provide clear information, demonstrate convincing attitudes, and maintain effective communication throughout the healthcare service process.

The findings of this study are consistent with those of Rahmawati et al. (2024), which show that the assurance dimension has a significant effect on inpatient satisfaction because patients place strong emphasis on the ability of healthcare personnel to provide a sense of security and clear explanations of services. Another study by Sari et al. (2023) also explains that friendliness, communication skills, and professionalism of healthcare personnel are important factors that enhance patient trust and satisfaction with hospital services.

Based on observations with respondents in the internal inpatient wards on the third and fourth floors of Syekh Yusuf Regional General Hospital, several complaints related to the assurance dimension were identified. Some patients reported a lack of explanation from healthcare personnel regarding medical procedures and the use of medications during treatment. Several patients and their families also stated that information about the patient's condition was sometimes not clearly communicated, leading to confusion and uncertainty.

The observation results indicate that patients feel more satisfied when healthcare personnel are friendly, polite, and able to provide explanations in language that is easy to understand. Patients perceive that good attention and communication from healthcare personnel help reduce fear and anxiety during hospitalization.

According to the researcher's analysis, the strong influence of the assurance dimension on patient satisfaction indicates that inpatients assess healthcare services not only based on medical treatment but also on the ability of healthcare personnel to provide a sense of security and confidence throughout the treatment process. Patients who undergo relatively long periods of hospitalization tend to require clear communication, empathetic attitudes, and attention from healthcare personnel. Therefore, hospitals need to enhance the communication competencies of staff, provide clear service education to patients and their families, and improve friendliness and professionalism in service delivery in order to increase patient satisfaction and the overall quality of healthcare services.

The Effect of Empathy on Inpatient Satisfaction at Syekh Yusuf Regional General Hospital, Gowa Regency

The results of the study conducted at Syekh Yusuf Regional General Hospital, Gowa Regency, involving 135 respondents, indicate that the empathy dimension has a positive and significant effect

on the satisfaction of internal inpatient patients. Based on the results of the bivariate analysis, respondents who assessed the empathy dimension as good were mostly satisfied with the hospital services, totaling 30 respondents (22.3%). Conversely, respondents who assessed the empathy dimension as poor were predominantly dissatisfied, totaling 28 respondents (10.7%). The statistical test results show a p-value of 0.000 (<0.05), which means that there is a significant effect between the empathy dimension and patient satisfaction.

The results of the multiple linear regression analysis show that the empathy dimension has a significance value of 0.000 ($p<0.05$), a t-value of 4.369, a regression coefficient (B) of 0.443, and a Beta value of 0.277. These values indicate that the empathy dimension has a strong positive effect on patient satisfaction. This means that the better the attention, concern, and interpersonal communication of healthcare workers toward patients, the higher the level of satisfaction among internal inpatients at Syekh Yusuf Regional General Hospital, Gowa Regency.

Theoretically, the empathy dimension in the SERVQUAL concept describes the ability of healthcare personnel to provide individualized attention, understand patient needs, and establish good communication throughout the healthcare service process. Empathy in healthcare services is not only related to medical actions but also includes caring attitudes, friendliness, emotional attention, and the ability of healthcare workers to understand the patient's condition comprehensively.

The results of this study are consistent with the research by Putri et al. (2024), which shows that the empathy dimension significantly influences inpatient satisfaction because patients feel more comfortable when healthcare workers provide attention and good communication during the treatment process. Another study by Hidayat et al. (2023) also explains that caring attitudes, the ability to listen to patient complaints, and interpersonal communication of healthcare workers are important factors that enhance patient comfort and satisfaction in hospitals.

Based on observations with respondents in the inpatient wards on the third and fourth floors of Syekh Yusuf Regional General Hospital, several complaints related to the empathy dimension of service were identified. Some patients complained that staff communication sometimes focused only on medical actions without providing sufficient explanation to patients or their families. Several patients also felt that the communication provided by healthcare workers was still not sufficiently in-depth, so patients did not fully understand their health condition and the service process they were undergoing.

The observation results show that patients feel more comfortable and satisfied when healthcare workers are friendly, listen carefully to patient complaints, and show concern for the patient's condition. Simple actions such as greeting patients, asking about their condition, and providing explanations in a calm tone can have a positive impact on patients' psychological comfort during hospitalization.

According to the researcher's analysis, the strong influence of the empathy dimension on patient satisfaction indicates that inpatients greatly need emotional attention and effective communication during their hospital stay. Patients assess services not only based on medical treatment but also on the attitudes of healthcare workers in showing care and concern for their condition. Therefore, hospitals need to improve the interpersonal communication skills of healthcare workers, build a humanistic service culture, and enhance attention to patients' psychological needs in order to improve patient satisfaction and the overall quality of healthcare services.

CONCLUSIONS

1. Tangibles have a significant effect on the satisfaction of internal inpatient patients at Syekh Yusuf Regional General Hospital, Gowa Regency.
2. Reliability has a significant effect on the satisfaction of internal inpatient patients at Syekh Yusuf Regional General Hospital, Gowa Regency.
3. Responsiveness has a significant effect on the satisfaction of internal inpatient patients at Syekh Yusuf Regional General Hospital, Gowa Regency.
4. Assurance has a significant effect on the satisfaction of internal inpatient patients at Syekh Yusuf Regional General Hospital, Gowa Regency and is the most dominant variable influencing patient satisfaction.
5. Empathy has a significant effect on the satisfaction of internal inpatient patients at Syekh Yusuf Regional General Hospital, Gowa Regency.

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