

The Influence of Internal Hospital Factors on Patient Satisfaction: A Study at Wonogiri Private General Hospitals

Erna Sintya Putri¹, Esti Dwi Rahmawati², Indra Hastuti³

1 Duta Bangsa University, Surakarta, Indonesia

2 Duta Bangsa University, Surakarta, Indonesia

3 Duta Bangsa University, Indonesia, Indonesia

E-mail: 210414009@mhs.udb.ac.id.

ABSTRACT

The study aims to analyze internal factors of hospitals that can improve patient satisfaction in receiving treatment at Wonogiri Private General Hospital. Internal factors in study include the quality of health care and availability of facilities. In this study, the population consisted of individuals treated at Wonogiri Private Hospital. The sample was obtained through probability sampling of approximately 100 participants who had previously been treated as outpatients and inpatients. Data were obtained from a questionnaire distributed via Google Forms. The data were analyzed in SEM-PLS using SmartPLS 3.0. The variables included infrastructure readiness, service quality, and patient satisfaction. The results showed that service quality contributed significantly to patient satisfaction, and infrastructure readiness significantly contributed to patient satisfaction.

KEYWORDS: service quality; facility availability; patient satisfaction.

INTRODUCTION

The health industry in Indonesia continues to grow along with increasing public awareness, so hospitals are required to provide quality services like a service business that prioritizes service quality (Rosita, 2023). Hospitals as health service provider institutions are required to provide services that are not only professional, but also able to meet patient expectations and comfort. Along with that, patients are now increasingly selective in choosing a hospital, both from the quality of service and the availability of facilities (Jannah et al., 2024).

Patient satisfaction is the result of an evaluation between the patient's expectations before receiving the service and his or her view after the service is provided (Merybella & Oktamianti, 2022). A person's satisfaction also arises when there is a match between the perception or impression of the performance of a product and the perception or impression of the performance of a product and the expectations he has, giving rise to a sense of pleasure (Kotler, 2014). Patient satisfaction can be influenced by many things, one of which is the service provided. This service includes the ability of health workers, the availability of medical facilities and equipment, waiting time, and the attitude of medical personnel when serving patients (Langi et al., 2023). In the health sector, service quality is an important component that directly affects patient satisfaction and the success of the services provided (Oktaretha Veleneka Binendra & Diansanto Prayoga, 2022). This is in line with the SERVQUAL model which suggests that service quality can be measured through five main aspects, namely physical evidence, reliability, responsiveness, assurance and empathy. (Sugiarto & Octaviana, 2021). High service quality in public hospitals can lead to improved patient satisfaction. When patients receive prompt, effective, and compassionate care, it enhances their overall experience (Aladwan et al., 2024). Hospital facilities include a variety of supporting needs that are needed for health services to run well (Azzahrah & Yamini, 2023) Not only limited to buildings, medical equipment, and comfortable treatment rooms, but also include other aspects such as a clean environment, a well-maintained security system, and additional services such as providing food for patients and a proper parking area (Ramli et al., 2024).

The private General Hospital is a type D hospital in the wonogiri area. Despite being in the small hospital category, the private hospital has seen a significant increase in patient visits, especially since working with BPJS in the last 6 months of 2022 (Setiawan, 2024). In the last six months of

2024, 5,813 patient visits were recorded, an increase from previous years. This achievement was supported by the results of an internal survey that showed patient satisfaction levels above the national standard of 83% and 86% by mid-2023, exceeding the minimum target of 80% (Dinkes Wonogiri, 2023).

Patient satisfaction is an important indicator in assessing the quality of hospital services (Riset et al., 2023). Several factors that affect patient satisfaction, one of which is the quality of medical services and the the existence of complete and proper facilities, are also reinforced by the findings of previous studies which state that service quality and facilities affect patient satisfaction (Ramli et al., 2024). Previous studies show that the quality of health services and the availability of facilities have a significant influence on patient satisfaction (Amar et al., 2022). However, the research gap identified is the lack of research conducted in type D hospitals, especially in private hospitals in wonogiri. This study aims to examine the contribution of each established variable by testing it at Wonogiri Private Hospital to share strategic contributions to improve the quality of medical services.

METHODOLOGY

The study used a quantitative technique. The population was then sampled from each patient receiving medical services at Fitri Candra Hospital in Wonogiri. Approximately 100 patients were selected through simple random sampling, randomly and equally likely to be selected from the population. Data was obtained online or by scanning the questionnaire barcode via Google Forms. The questionnaire used contained a number of indicators representing three main variables, namely service quality, facility availability, and patient satisfaction. The data was analyzed using SEM-PLS using SmartPLS version 3.0. Discriminant validity, convergent validity, and composite reliability tests were used to ensure the validity and reliability of the instrument. An inner model review was conducted using R-squared and hypotheses to understand the robustness of the relationships between variables.

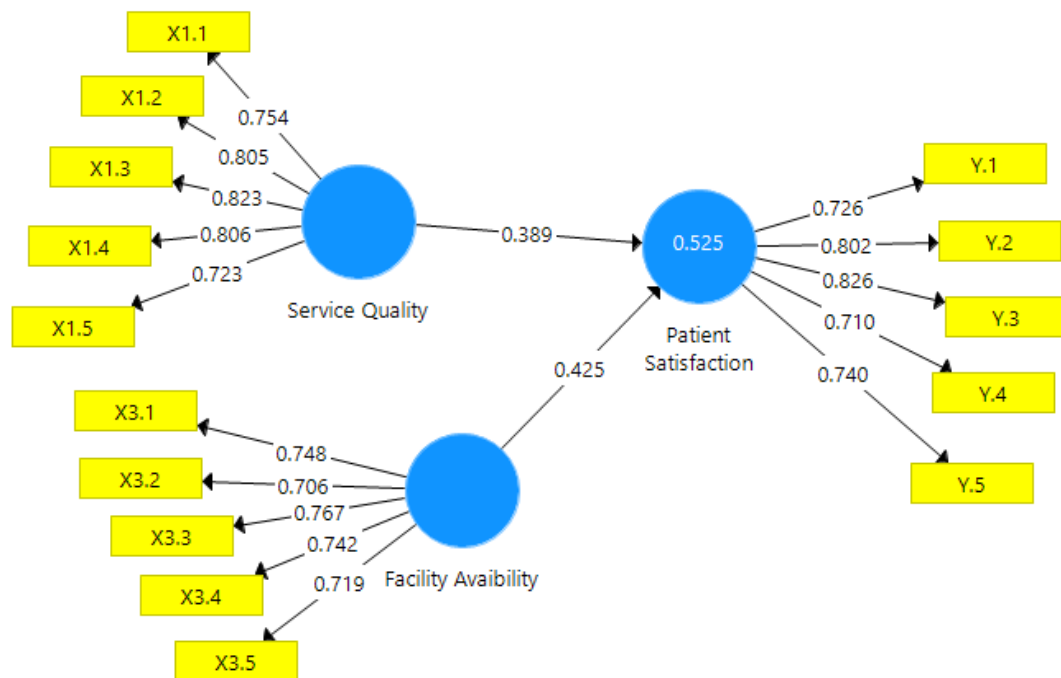
RESULTS AND DISCUSSION

Result

Measurement Model (Outer Model)

In the external model review, reliability and construct validity tests will be conducted. The validity test is projected from the convergent values listed in the loading results and the discriminant values listed in the cross-loading results. Then, the reliability test is projected from the composite reliability and Crobach's alpha. The outcomes of the outer model evaluation are presented below:

Figure 1
outer model test result



Data sources: processed primary data PLS 3.0,2025

Referring to the test results above, the factor loading or outer loading value of all variables X1, X2, and Y is greater than 0,7 so it is said to be valid (Ghozali, 2021). Figure 1 yields a discriminant validity test using cross-loading projections, which found that the correlation between each construct and its instrument was stronger than the others. Therefore, the unexamined constructs directly yielded sufficient discriminant validity. The construct block instrument had the highest quality compared to the other blocks. The study tool is assumed to be discriminatory and valid. The composite reliability test for each construct yielded values exceeding 0.7, and the AVE per variable exceeding 0.5. It is assumed that the constructs produced optimal reliability relevant to the minimum standard.

Structural Model (Inner Model)

Inner model analysis is carried out to identify the relationship between independent or dependent variables, by conducting this test, it will be able to answer the problem formulation in this study. Inner model evaluation can be seen from testing the coefficient of determination (R²) and hypothesis testing.

Table 2
R Square test result

	R Square	R Square Adjust
Patient Satisfaction	0,525	0,516

Data sources: processed primary data PLS 3.0,2025

From Table 2, the model produces an R Square of 0.525, or 52.5% of the variation in patient satisfaction can be explained by the independent variables, and 47.5% is explained by factors outside the study. The R Square result is classified as moderate.

Discussion

Table 3

Bootstrapping path coefficient test result

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T Statistic (O/STDEV)</i>	<i>P-Values</i>
Service Quality → Patient Satisfaction	0,425	0,440	0,100	4,237	0,000
Facility Availability → Patient Satisfaction	0,389	0,388	0,095	4,088	0,000

Data sources: processed primary data PLS 3.0,2025

- 1) Hypothesis testing 1 (Service Quality has a positive and significant effect on Patient Satisfaction)
The original sample yielded 0.425 (positive) from the T Statistic of 4.237, exceeding 1.98 and a P-Value of 0.000 or <0.5 . Characterizing service quality contributes to patient satisfaction. It is assumed that optimal service quality can develop patient satisfaction. This means that H_0 is rejected and H_a is accepted.
- 2) Hypothesis testing 2 (Facility Availability has a positive and significant effect on Patient Satisfaction)
The original sample yielded 0.389 (positive) and T Statistics 4.088, exceeding 1.98 and P-Value 0.000 or <0.5 . Characterizing infrastructure contributes to patient satisfaction. Resulting in complete infrastructure can increase patient satisfaction. This means that H_0 is rejected and H_a is accepted.

CONCLUSION

From the analysis that has been conducted, it is assumed that service quality contributes to satisfaction at Wonogiri Private Hospital. This finding shows that aspects of service such as friendly attitude of officers, accuracy in waiting time, and clarity of medical information conveyed are able to increase A patient's level of satisfaction will encourage them to use the hospital's services again. Adequate infrastructure also contributes significantly to patient satisfaction. This means that supporting facilities such as proper treatment rooms, adequate medical equipment, and cleanliness of the hospital environment contribute to the comfort and satisfaction felt by patients. Overall, these results confirm that internal hospital factors have a strategic role in maintaining service quality and shaping positive experiences for patients.

Acknowledgments

Researchers expressed their gratitude for the support of Duta Bangsa University and Wonogiri Private General Hospital in facilitating this research.

REFERENCES

- Aladwan, M. A., Anuar, M. M., Aladwan, R. M., & Salleh, H. S. (2024). The Effect of Service Quality, Patient Trust and Hospital Reputation on Patient Satisfaction in Jordanian Public Hospital. *WSEAS Transactions on Business and Economics*, 21, 410–426. <https://doi.org/10.37394/23207.2024.21.36>
- Amar, I., Gunawan, & Yusuf, M. (2022). Analisis Kualitas Pelayanan dan Kepuasan Pasien Pada Badan Layanan Umum Daerah Rumah Sakit Kabupaten Konawe. *Jurnal Administrasi Pembangunan Dan Kebijakan Publik*, 13(2), 168–176.
- Azzahrah, S. F., & Yamini, E. A. (2023). *Pengaruh Kualitas Pelayanan Dan Fasilitas Rumah Sakit Terhadap Kepuasan Pasien (Studi Pada Pasien RSUD Labuang Baji , Kota Makassar , Sulawesi Selatan)*. 1(2).
- Dinkes Wonogiri. (2023). *Profil Kesehatan Kabupaten Wonogiri Tahun 2022*. 90.
- Ghozali. (2021). Konsep, Teknik dan Aplikasi Menggunakan Progra SmartPLS 3.2.9. *Partial Least Squares, untuk penelitian empiris (3 ed.)*, universitas diponegoro semarang.
- Jannah, E. F., Haryono, B., & Gunardi, W. D. (2024). *YUME: Journal of Management Pengaruh Kualitas Pelayanan Dan Fasilitas Rumah Sakit Terhadap Citra Rumah Sakit Yang Di Mediasi Oleh Kepuasan Pasien*. 7(1), 330–336.
- Kotler. (2014). No Title. *Principles of Marketing: Global Edition (15th Ed)*. https://books.google.com/books/about/Principles_of_Marketing.html?id=EKAAnl%0AwEA CAJ
- Langi, S., Winarti, E., Kadiri, U., & Timur, J. (2023). Pengaruh Kualitas Pelayanan terhadap Kepuasan Pasien (The Effect of Service Quality on Patient Satisfaction). *Jurnal Ilmu Medis Indonesia (JIMI)*, 3(1), 31–39. <https://doi.org/10.35912/jimi.v3i1.2870>
- Merybella, C., & Oktamianti, P. (2022). Analisis hubungan kualitas pelayanan rumah sakit dengan tingkat kepuasan pasien. *Jurnal Ilmiah Indonesia*, 7(7), 11. <https://www.jurnal.syntaxliterate.co.id/index.php/syntax-literate/article/view/12179>
- Oktaretha Veleneka Binendra, & Diansanto Prayoga. (2022). Pengaruh Citra dan Kualitas Pelayanan terhadap Loyalitas Pasien Rawat Inap pada Rumah Sakit : Literature Review. *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)*, 5(10), 1199–1205. <https://doi.org/10.56338/mppki.v5i10.2690>
- Ramli, W., Zhohara, V. T., & Khairana, F. R. (2024). Terhadap Kepuasan Pasien Di Rumah Sakit : Pendekatan Kuantitatif. *PREPOTIF : Jurnal Kesehatan Masyarakat*, 8(April), 1310–1318.
- Riset, A., Alza, A., Latuconsina, A., Syahril, E., Juhamran, R. P., Latief, S., Tenri, A., & Arifuddin, S. (2023). *FAKUMI MEDICAL JOURNAL Faktor Kepuasan Pasien terhadap Pelayanan di Instalasi Radiologi Rumah Sakit Ibnu Sina Makassar*. 3(9), 654–659.
- Rosita, N. P. I. (2023). Strategi Manajemen Rumah Sakit Dalam Meningkatkan Kualitas Pelayanan Pasien. *Jurnal Abdi Mahosada*, 1(2), 28–35. <https://doi.org/10.54107/abdimahosada.v1i2.191>
- Setiawan, H. (2016). *Hubungan Response Time Perawat Dengan Kepuasan Pasien Di Igd Rumah Sakit Umum Fitri Candra Kabupaten Wonogiri*. 0, 1–23.
- Sugiarto, S., & Octaviana, V. (2021). *Service Quality (SERVQUAL) Dimensions on Customer Satisfaction : Empirical Evidence from Bank Study*. 1, 93–106.