

THE EFFECT OF HEALTHCARE SERVICE QUALITY ON PATIENTS' INTENTION TO REVISIT SITI HAJAR ISLAMIC HOSPITAL, MATARAM

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Abstract

Patient satisfaction is an important indicator of healthcare service quality and hospital performance. This study aimed to determine the relationship between the quality of inpatient staff services and patient satisfaction at Siti Hajar Islamic Hospital, Mataram. An analytic observational study with a cross-sectional design was conducted from February to May 2026. The study involved 50 inpatient respondents selected using the Lemeshow sample size formula. Data were collected through structured questionnaires and direct observation. Univariate analysis was used to describe the distribution of service quality and patient satisfaction, while bivariate analysis was performed using Kendall's Tau correlation test with a significance level of 0.05. The results showed that 100% of respondents assessed the quality of inpatient staff services as very good, while 100% of respondents reported being very satisfied with the services received. Kendall's Tau analysis demonstrated a statistically significant positive relationship between service quality and patient satisfaction, with a correlation coefficient of 0.381 and a significance value of 0.016 ($p < 0.05$). These findings indicate that better perceived inpatient service quality is associated with higher patient satisfaction. Therefore, maintaining and continuously improving service quality, particularly in terms of reliability, responsiveness, assurance, empathy, and tangibles, is important for sustaining high levels of patient satisfaction at Siti Hajar Islamic Hospital, Mataram.

Keywords: *Healthcare Service Quality; Patient Satisfaction; Inpatient Services; Hospital*

INTRODUCTION

Hospitals are among the principal healthcare institutions responsible for providing comprehensive health services to the community. As healthcare providers, hospitals are expected to maintain and continuously improve the quality of services delivered to patients, as service quality is closely associated with patient satisfaction and their subsequent behavioral intentions (Rizkiawan, 2019). In Indonesia, the right to health is recognized as an essential component of individual well-being. Law No. 36 of 2009 concerning Health defines health as a state of physical, mental, spiritual, and social well-being that enables individuals to live productive lives socially and economically. Furthermore, Article 28H of the 1945 Constitution of the Republic of Indonesia establishes the right of every individual to obtain health services. These provisions emphasize the responsibility of healthcare institutions to provide accessible, safe, and quality healthcare services to the population.

Hospital services constitute an essential component of the healthcare system because they are designed to address the health needs of the community through comprehensive and integrated services. These services include health promotion, disease prevention, diagnosis, treatment, and rehabilitation, with the ultimate objective of improving community health status through accessible and quality-oriented care (Habibi et al., 2020). In the increasingly competitive healthcare environment, hospitals are required not only to provide clinically appropriate treatment but also to ensure that patients receive satisfactory service throughout their healthcare experience. Consequently, service quality has become an important consideration in hospital management because patients' experiences with healthcare services may influence their perceptions, satisfaction, and future utilization of healthcare facilities.

Inpatient services represent an important component of hospital care because patients remain within the healthcare facility for a certain period and interact with healthcare professionals, facilities, administrative systems, and other service components throughout their treatment. The quality of inpatient services therefore involves multiple dimensions, including the reliability of healthcare providers, responsiveness to patient needs, assurance of safety and competence, empathy toward patients, and the availability and quality of physical facilities. These dimensions are consistent with the service quality framework proposed by Parasuraman et al. (1988), which identifies reliability, responsiveness, assurance, empathy, and tangibles as the five principal dimensions of perceived service quality. Effective management of these dimensions may contribute to positive patient experiences and strengthen patients' perceptions of the quality of hospital services.

Service quality is also closely related to patients' behavioral intentions, including their intention to revisit or reuse healthcare services. Solomon (1985, as

cited in Karyati, 2006) proposed that consumer behavior can be used to explain the relationship between perceived service quality and consumers' behavioral intentions. Patients who perceive that the services they receive meet or exceed their expectations are more likely to develop positive evaluations of the healthcare provider and may subsequently consider returning to the same facility. After receiving healthcare services, patients tend to compare their actual experiences with their prior expectations. When perceived service performance meets or exceeds expectations, the service may be evaluated positively, potentially strengthening patients' intention to use the same healthcare provider again (Deshpande, 2013). Thus, understanding the relationship between service quality and revisit intention is important for hospitals seeking to maintain patient trust and continuity of service utilization.

Based on this background, the present study focuses on the relationship between healthcare service quality and patients' intention to revisit Siti Hajar Islamic Hospital, Mataram. The research question addressed in this study is whether healthcare service quality influences the intention of inpatients to revisit the hospital for future healthcare needs. Accordingly, the general objective of this study is to determine the influence of healthcare service quality on the intention to revisit among inpatients at Siti Hajar Islamic Hospital, Mataram. The findings are expected to provide empirical information that may contribute to the evaluation and improvement of hospital service quality and support the development of patient-centered healthcare services.

METHOD

This study employed an analytic observational research design using a cross-sectional approach to examine the relationship between healthcare service quality and patients' intention to revisit Siti Hajar Islamic Hospital, Mataram. The cross-sectional design involved collecting data at a single point or within the same study period, allowing the variables under investigation to be assessed simultaneously (Azwar & Prihartono, 2014). The study was conducted at Siti Hajar Islamic Hospital, Mataram, over a three-month period from February to May 2026. The target population comprised all inpatients receiving healthcare services at the hospital during the study period. Because the exact size of the inpatient population was not known with certainty, the required sample size was determined using the Lemeshow formula, with a 95% confidence level ($Z\alpha = 1.96$), an expected outcome prevalence of 50% ($p = 0.50$), $q = 1 - p$, and a margin of error of 14%. Based on the calculation, the minimum sample size was rounded to 50 respondents.

Data were collected using a structured questionnaire as the primary research instrument. The questionnaire consisted of written questions or statements designed to obtain information from respondents regarding their perceptions of healthcare service quality and their intention to revisit the hospital. In addition to

questionnaire-based data collection, direct observation was conducted to obtain contextual information concerning the healthcare service processes under investigation. Observation involved systematically recording relevant conditions and activities encountered during the research period. The combination of questionnaire responses and direct observation was intended to provide empirical information regarding patients' experiences of healthcare services and their behavioral intention to seek healthcare services again at the same hospital.

Data analysis consisted of univariate and bivariate analyses. Univariate analysis was performed to describe the characteristics and distribution of each research variable and was presented using frequency distributions, measures of central tendency, and/or graphical representations (Saryono, 2011; Notoatmodjo, 2012). Bivariate analysis was conducted to examine the relationship between healthcare service quality and patients' intention to revisit Siti Hajar Islamic Hospital, Mataram. The Kendall's tau correlation test was used as the statistical test to assess the association between the two variables, with statistical analysis performed using SPSS for Windows. The use of Kendall's tau was intended to determine the direction and strength of the relationship between the study variables based on the characteristics of the collected data.

RESULTS AND DISCUSSION

The findings indicate that the quality of inpatient services at Siti Hajar Islamic Hospital, Mataram, was rated as very good by all respondents, with 100% of respondents providing a positive assessment. This finding suggests that the services provided by inpatient staff were perceived to meet or exceed patients' expectations during hospitalization. Healthcare service quality refers to the extent to which individual or community healthcare needs are fulfilled in accordance with professional standards, efficient and effective use of resources, patient safety, and appropriate ethical principles (Simbolon & Sipayung, 2022). Service quality is an important indicator of hospital performance because it encompasses not only clinical aspects but also staff attitudes, responsiveness, accuracy, communication, and patient comfort. In this study, the high assessment of service quality indicates that inpatient staff were perceived to perform their duties professionally and in accordance with established service standards. Based on the five SERVQUAL dimensions, namely reliability, responsiveness, assurance, empathy, and tangibles, the very good assessment reflects patients' positive perceptions of the consistency and accuracy of services, staff responsiveness, professionalism and ability to provide a sense of security, individualized attention, as well as the availability and condition of supporting facilities.

Patient satisfaction was also reported at a very high level, with 100% of respondents categorized as very satisfied. Patient satisfaction generally reflects the comparison between patients' expectations before receiving healthcare services and their actual experiences after receiving those services. The closer the perceived service performance is to or exceeds patients' expectations, the higher

their level of satisfaction. In this study, satisfaction was supported by positive assessments across the five service-quality dimensions. The tangibles dimension included the availability and proper functioning of facilities and equipment as well as a safe and comfortable environment; reliability was reflected in staff knowledge and their ability to respond to patients' questions and complaints; responsiveness involved staff skills and discipline in providing services; assurance included staff friendliness and the provision of a sense of safety and comfort; and empathy reflected the attention and concern given to patients. These findings indicate that patient satisfaction is not determined solely by medical treatment but is also influenced by the quality of interactions between patients and staff and by the physical environment in which healthcare services are delivered.

The bivariate analysis using Kendall's Tau showed a correlation coefficient of 0.381 with a significance value of 0.016. Because the significance value was below 0.05, a statistically significant relationship was identified between the quality of inpatient staff services and patient satisfaction at Siti Hajar Islamic Hospital, Mataram. The positive correlation coefficient indicates that better perceived service quality was associated with higher patient satisfaction. However, the correlation coefficient of 0.381 indicates a relatively weak positive association, suggesting that service quality is only one of several factors associated with patient satisfaction. Other factors may include the quality and availability of hospital facilities, room comfort, waiting time, healthcare costs, patients' health conditions, previous healthcare experiences, and individual expectations. Therefore, although the findings demonstrate a statistically significant relationship, the cross-sectional design does not establish a definitive causal effect of service quality on patient satisfaction.

The findings have important implications for continuous hospital quality improvement. Maintaining high-quality inpatient services requires sustained attention to human-resource competence, effective communication, service excellence, professional ethics, and regular staff performance evaluation. Periodic training can strengthen staff communication skills and their ability to respond appropriately to patients' needs and complaints. In addition, hospital management should ensure that physical facilities are clean, safe, comfortable, functional, and accessible. Regular patient-satisfaction surveys can also provide valuable information regarding patients' experiences, expectations, complaints, and unmet needs, enabling management to identify areas requiring improvement. Continuous monitoring and evaluation of the five dimensions of service quality can therefore support evidence-based quality improvement and contribute to maintaining patients' trust in Siti Hajar Islamic Hospital, Mataram.

Several limitations should be considered when interpreting these findings. First, the study involved a relatively limited number of respondents, which may restrict the generalizability of the findings to the entire inpatient population of Siti Hajar Islamic Hospital, Mataram. Second, the cross-sectional design involved data collection at a single period and therefore permits the identification of associations

but does not establish temporal or causal relationships between service quality and patient satisfaction. Third, the study focused primarily on service quality and patient satisfaction, while other potentially relevant factors, including hospital facilities, healthcare costs, waiting time, patients' clinical conditions, and previous service experiences, were not comprehensively examined. Nevertheless, the findings provide empirical evidence regarding the association between inpatient service quality and patient satisfaction and may serve as a basis for future studies involving larger samples, multiple healthcare facilities, longitudinal designs, and additional variables to obtain a more comprehensive understanding of the determinants of patient satisfaction.

CONCLUSION

The quality of inpatient services provided by staff at Siti Hajar Islamic Hospital, Mataram, was categorized as very good, with 100% of respondents providing a very good assessment based on the dimensions of reliability, responsiveness, assurance, empathy, and tangibles. Similarly, inpatient satisfaction was categorized as very high, with 100% of respondents reporting a very satisfied level of satisfaction with the services received during hospitalization. The Kendall's Tau analysis demonstrated a statistically significant positive relationship between inpatient service quality and patient satisfaction, with a correlation coefficient of 0.381 and a significance value of 0.016 ($p < 0.05$). The positive correlation indicates that higher perceived service quality was associated with higher levels of patient satisfaction. These findings support the research hypothesis that a significant relationship exists between the quality of inpatient staff services and patient satisfaction at Siti Hajar Islamic Hospital, Mataram.

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