

Analysis Of Nursing Service Quality On Inpatient Satisfaction At Madani General Hospital, Medan

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ABSTRACT

Patient satisfaction is one of the important indicators that must be considered in nursing services. Patient satisfaction is the result of patient assessment of nursing services by comparing what is expected with the reality of nursing services received in a hospital. The purpose of the study was to analyze the quality of nursing services on the satisfaction of inpatients at RSU. Madani Medan. The type of research used in this study is quantitative using an observational approach. The research design used is cross-sectional. The population in this study includes inpatients at RSU. Madani Medan in January 2025 to February 2025 as many as 300 people. The number of samples to be studied according to Slovin was 175 people. Data analysis was carried out using univariate, bivariate and multivariate analysis. The statistical tests used were the chi square test and logistic regression. The results of the chi square test showed a significant relationship between Direct Evidence, Reliability, Responsiveness, Assurance and Empathy of nursing services on inpatient satisfaction at RSU. Madani Medan, where the p-value = 0.000. From the results of the multivariate analysis, the most influential variables in this study were the Assurance variable with an OR value of 66.738, and the Empathy variable with an OR value of 22.142. Conclusion of the study; the majority of patients with respondent characteristics aged 27-38 years, female gender, high school education level, housewife occupation. The quality of nursing services Direct Evidence, Reliability, Responsiveness, Assurance and Empathy can be seen from the attitudes of nurses in providing nursing services carried out for the satisfaction of inpatients at RSU. Madani Medan.

Keywords: Patient Satisfaction, Direct Evidence, Reliability, Responsiveness, Assurance, Empathy

INTRODUCTION

Patient satisfaction serves as a key indicator in evaluating the quality of healthcare services, particularly in hospitals. Satisfaction reflects the alignment between patients' expectations and the actual services they receive (Kosnan, 2019). Dissatisfaction with healthcare services is often attributed to communication failures, delays in service delivery, inadequate service quality, and

cost-related issues (Andriani, 2017).

Hospitals, as healthcare institutions, bear the responsibility of providing optimal inpatient services. However, in practice, patient dissatisfaction is still frequently observed, concerning the attitudes and behavior of healthcare personnel (Suaib & Nirmala, 2018). Inadequate responsiveness, ineffective communication, and unsupportive environments are major factors contributing to poor service quality. Moreover, the public's growing awareness of their rights to quality healthcare has further increased demands for improved service standards (Dinkes, 2019). According to data from BPS (2023), the number of hospitals in Indonesia has increased to 3,072, with the majority (64%) managed by private entities. As the number of hospitals grows, so does the competition among healthcare institutions. Therefore, service quality, including nursing care, becomes a crucial factor in maintaining patient trust and loyalty (Permenkes, 2020; Supartiningsih, 2017).

The quality of nursing services encompasses two main aspects: compliance with quality standards and patient satisfaction (Kartikasari, Dewanto, & Rochman, 2014). Quality frameworks such as SERVQUAL—consisting of tangibles, reliability, responsiveness, assurance, and empathy—enable hospitals to measure and enhance their service quality (Nursalam, 2016; Anfal, 2020). Previous studies have demonstrated significant correlations between the quality of nursing services and inpatient satisfaction (Namakule, 2023; Afriani, 2023; Paseli, 2021).

At RSU Madani Medan, preliminary observations and interviews revealed several discrepancies in nursing services, such as lack of attention from nurses, incomplete uniforms, and insufficient communication and patient education. These issues highlight challenges in the quality of nursing care that may directly impact patient satisfaction.

Based on this background, the present study aims to analyze the relationship between the quality of nursing services and inpatient satisfaction at RSU Madani Medan, focusing on the five SERVQUAL dimensions.

METHODE

This study employed a quantitative observational approach with a cross-sectional design, aiming to analyze the relationship between the quality of nursing services and inpatient satisfaction at a single point in time. The research was conducted in the Class III Inpatient Ward of RSU Madani

Medan from January to February 2025. The study population consisted of all inpatients on the third floor of the hospital, with an estimated 300 patients per month. A total of 175 respondents were selected using purposive sampling, based on predetermined inclusion and exclusion criteria. The sample size was calculated using the Slovin formula with a 5% margin of error.

Data were collected through primary sources (questionnaires and interviews), secondary sources (medical records), and tertiary sources (scientific literature). The questionnaire was adapted from previously validated and reliable instruments. Data collection techniques included field research and literature review. Data analysis consisted of univariate analysis (frequency and percentage distribution), bivariate analysis (Chi-square test), and multivariate analysis (multiple logistic regression) to determine the most influential factors affecting patient satisfaction.

RESULTS

Univariate Analysis

Table 1. Frequency Distribution of Respondents Based on the Quality of Nursing Services (Tangibles, Reliability, Responsiveness, Assurance, Empathy) and Inpatient Satisfaction at RSU Madani Medan

Direct Evidence	Frequency	Percentage
Satisfied	34	19.4%
Very Satisfied	141	80.6%
Total	175	100.0%
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Based on the table, it can be concluded that the majority of inpatients at RSU Madani Medan were very satisfied with the five dimensions of nursing service quality: Tangibles (80.6% very satisfied), Reliability (60.6% very satisfied), Responsiveness (80.0% very satisfied), Assurance (80.0% very satisfied), and Empathy (84.6% very satisfied). Overall, the level of patient satisfaction was high, with 82.3% of patients reporting being very satisfied with the nursing care they received.

Bivariate Analysis

Table 2. Relationship Between Dimensions of Nursing Service Quality and Inpatient Satisfaction at RSU Madani Medan

Direct Evidence	Patient Satisfaction						
					Very Satisfied		
	Satisfied						
	f	%	f	%	f	%	
Agree	24	70.6%	10	29.4%	34	100%	Agree
Strongly Agree	7	5.0%	134	95.0%	141	100%	Strongly Agree
Total	31		144		175		Total
Direct Evidence	Patient Satisfaction						

	Satisfied				Very Satisfied		
	f	%	f	%	f	%	
Agree	24	70.6%	10	29.4%	34	100%	Agree
Strongly Agree	7	5.0%	134	95.0%	141	100%	Strongly Agree
Total	31		144		175		Total

Patient Satisfaction							
Direct Evidence	Satisfied				Very Satisfied		
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Patient Satisfaction							
Direct Evidence	Satisfied				Very Satisfied		
	f	%	f	%	f	%	
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Strongly Agree	7	5.0%	134	95.0%	141	100%	Strongly

				Agree
Total	31	144	175	Total

Multivariate Analysis

In this study, five variables were hypothesized to influence inpatient satisfaction at RSU Madani Medan, namely tangibles, reliability, responsiveness, assurance, and empathy. The selection of variables as candidates for multivariate analysis can be seen in the table below:

Table 3. Frequency Distribution of Assurance and Empathy in Relation to Inpatient Satisfaction at RSU Madani Medan

Fourth Stage of Multiple Logistic Regression Analysis

Variable	B	Sig.	Exp(B)
Assurance	4.201	.000	66,738
Empathy	3,097	.000	22,142

Based on Table 3, following the fourth stage of multiple logistic regression analysis, it was found that the variables Tangibles, Reliability, and Responsiveness were eliminated from the model. Therefore, only Assurance and Empathy remained with a significance value (p-value) < 0.05. This indicates that these two variables interact to influence inpatient satisfaction at RSU Madani Medan.

It can thus be concluded that the most dominant factor influencing inpatient satisfaction at RSU Madani Medan is Assurance, with an odds ratio (OR) of 66.738. This means that respondents perceived assurance to be 67 times more influential in determining their satisfaction with inpatient nursing care at RSU Madani Medan.

DISCUSSION

The Quality of Nursing Services and Inpatient Satisfaction at RSU Madani Medan

The results of the study show that out of 175 respondents, 144 reported being very satisfied with the nursing services in terms of tangibles, reliability, responsiveness, assurance, and empathy.

Meanwhile, 31 respondents expressed satisfaction with those same five dimensions of nursing care in the inpatient ward at RSU Madani Medan.

Patient satisfaction with the quality of inpatient nursing services at RSU Madani Medan includes satisfaction with the neat appearance of nurses, the cleanliness of their uniforms, the tidiness and hygiene of the equipment used during procedures, the speed of response to patient complaints, the efficiency in addressing those complaints, the clarity of the nurse's explanation of procedures, information regarding the patient's recovery, comfort of the hospital room, the nurses' skills in relieving pain, their friendliness when greeting patients, the sincerity of their response when listening to patients' concerns, and their patience in assisting with the patients' personal hygiene needs.

The quality of nursing services is defined as a series of activities carried out by professional nurses to meet patients' needs in maintaining their biological, psychological, social, and spiritual well-being (Suarli & Bahtiar, 2012). Nursing service quality is a professional nursing care process based on the five dimensions of service quality: reliability, tangibles, assurance, responsiveness, and empathy (Bauk et al., 2013). It reflects the overall product of nursing services, delivered in accordance with professional standards and addressing the biological, psychological, social, and spiritual needs of both ill and healthy individuals (Asmuji, 2012).

Based on these three theoretical perspectives, it can be concluded that nursing care is a service activity that can be carried out independently or collaboratively, aimed at meeting patients' needs holistically. In this discussion, the independent variables—tangibles, reliability, responsiveness, assurance, and empathy—have a significant effect on the dependent variable, namely inpatient satisfaction at RSU Madani Medan.

Nursing Service Quality: Tangibles and Inpatient Satisfaction at RSU Madani Medan

Based on the study results, 141 respondents strongly agreed with the quality of tangible nursing services, while 34 respondents agreed. The bivariate analysis revealed that 134 respondents who strongly agreed reported being very satisfied, and 7 reported being satisfied. Among those who agreed, 10 were very satisfied, and 24 were satisfied. The results of multiple linear regression analysis showed a p-value of $0.000 < 0.05$, indicating a significant relationship between tangible aspects of nursing care and inpatient satisfaction at RSU Madani Medan.

Tangible nursing services include the nurse wearing a neat uniform, a name tag for patient identification, clean and odor-free attire, entering patient rooms with shoes, using clean and well-organized equipment, and explaining procedures clearly before execution.

Inadequate tangible nursing services can result in unmet patient expectations, particularly regarding comfort in the inpatient ward. This could discourage patients from returning or create a negative impression of the hospital, ultimately decreasing patient visits.

This finding is consistent with Astuti (2019), who emphasized the importance of visible elements such as physical infrastructure, completeness of facilities, room cleanliness, and staff appearance in shaping patient perceptions. The physical service environment (serviscape) plays a crucial role in facilitating the service delivery process. Patient evaluations of service quality in healthcare are heavily influenced by interactions with healthcare personnel, physical facilities, technology, equipment, the surrounding environment, layout, and operational procedures.

According to the researchers, enhanced physical facilities and tangible nursing services, particularly in inpatient wards, are key factors influencing patients and their families in deciding to return for future care. Tangible factors, including the appearance of facilities, equipment, staff, and communication tools, contribute significantly to patient satisfaction and hospital visit frequency.

Nursing Service Quality: Reliability and Inpatient Satisfaction at RSU Madani Medan

Based on the findings, 106 respondents strongly agreed with the reliability of nursing services. Reliable nursing care was characterized by prompt patient admission, inquiry into patient complaints, immediate response to complaints, continuous follow-up, routine blood pressure monitoring, and a high level of patient trust in the effectiveness of nursing interventions.

Reliability refers to the ability to deliver promised services in a timely, accurate, and satisfactory manner. This includes punctuality, consistency, zero errors, empathetic attitudes, and high precision (Tjiptono).

These findings are in line with Nurcaya (2019), who defined reliability as the hospital staff's ability to fulfill promises accurately and reliably. It includes alignment between delivered and promised services, attentiveness to patient concerns, reliability in providing healthcare, timeliness of services, and administrative accuracy.

Puspita also emphasized that the admission process shapes patients' initial impressions of hospital service quality. Delays or long wait times during registration can negatively influence patients' willingness to continue with care. If poor service persists, hospitals risk losing patients. According to the researchers, the reliability dimension plays a significant role in nursing service quality. The ability to consistently deliver promised care can enhance patient satisfaction and increase return visits.

Nursing Service Quality: Responsiveness and Inpatient Satisfaction at RSU Madani Medan

The study revealed that 140 respondents strongly agreed with the responsiveness of nursing services. Responsive care included prompt responses to pain complaints, assistance with medications, support with diagnostic procedures (eg, X-rays and lab tests), personal hygiene care for weak patients, and timely IV monitoring and replacement.

Trimurthy (2020) defines responsiveness as the employee's alertness and speed in assisting patients and delivering prompt services. This includes attentiveness to customer needs, quick handling of transactions, and efficient management of patient concerns.

According to Nurcaya, responsiveness also involves the hospital's ability to provide precise and timely service information and fulfill patient needs efficiently. It reflects nurses' readiness and willingness to act on patients' requests.

Trimurthy further notes that optimal responsiveness requires timing that is neither too slow nor too fast, as excessive delay can lead to dissatisfaction and long queues, while rushed service can seem careless and unprofessional.

Researchers concluded that responsiveness significantly affects patient satisfaction. A willingness to help and provide timely, appropriate nursing care can encourage patients to return.

Nursing Service Quality: Assurance and Inpatient Satisfaction at RSU Madani Medan

A total of 140 respondents strongly agreed with the assurance aspect of nursing services. Assurance in care was demonstrated through nurses' politeness and courtesy, improvements in patient health conditions, the security of patients' belongings, the effectiveness of administered medications, and a reduction in patient anxiety during severe pain episodes.

Assurance relates to the hospital's ability to provide knowledgeable and skilled nursing personnel, which fosters patient trust in the treatment process. It reflects the nurse's competence, demeanor, and ability to instill confidence.

This finding is consistent with Rahma Dona (2019), who reported that assurance significantly influences patient satisfaction ($p = 0.003$). Personalized attention, effective communication, and an understanding of patient needs are crucial in enhancing satisfaction and repeat visits.

Providing assurance can reduce anxiety and improve patient safety. It serves as a strategic effort to create a secure care environment. Assurance must be continuously practiced, evaluated, and embedded in every nursing activity.

Researchers believe that assurance is key to ensuring patient comfort and trust, thus encouraging them to return and recommend the hospital to others.

Nursing Service Quality: Empathy and Inpatient Satisfaction at RSU Madani Medan

The study revealed that 148 respondents strongly agreed with the empathy dimension of nursing care. This was demonstrated through nurses calling patients by their names, attending to pain complaints with care, listening attentively, introducing themselves at each shift change, and checking on patients upon entering the room.

Empathy refers to the nurse's ability to provide sincere attention and understand the real needs of inpatients. According to Nirmala (2018), empathy plays a major role in increasing patient loyalty, as it is closely linked to overall patient satisfaction with hospital services. The key lies in understanding and addressing patients' needs effectively.

Rina (2001) highlighted that individual attention from the hospital, including ease of access, effective communication, and understanding patient needs, significantly enhances satisfaction. These aspects—accessibility, communication, and understanding—help build trust and improve the patient experience.

According to the researchers, empathy significantly influences patient satisfaction. Providing individualized attention, facilitating clear communication, and understanding patient needs can lead to increased patient loyalty and repeat visits.

Multivariate Analysis of Nursing Service Quality and Inpatient Satisfaction at RSU Madani Medan

The results of the multivariate logistic regression analysis showed that among the five tested variables, tangibles, reliability, and responsiveness had p-values > 0.05 , and were thus excluded in subsequent stages. Only assurance and empathy had p-values < 0.05 and were retained through the fourth stage of regression.

The analysis showed that assurance had the highest odds ratio (OR = 66.738), indicating that it influenced patient satisfaction 67 times more. Meanwhile, empathy had an OR of 22,142, meaning it was 22 times more influential. These findings confirm that assurance and empathy are the two most dominant factors influencing inpatient satisfaction.

Assurance is linked to the nurses' courteous and friendly service, improving patient comfort and health outcomes. Effective medication administration and maintaining the safety of patients' belongings also enhances trust. Empathy, on the other hand, includes caring communication, addressing patient complaints attentively, calling patients by name, and self-introduction during each shift—actions that make patients feel seen, heard, and valued.

CONCLUSION

Based on the study results, it can be concluded that the quality of nursing services significantly influences patient satisfaction at RSU Madani Medan. Service quality aspects such as reliability, responsiveness, assurance, empathy, and tangibles are strongly associated with patients' perceptions of the care they receive. The better the quality of nursing services provided, the higher the patient satisfaction. Therefore, improving the quality of nursing services is a crucial strategy to improve healthcare service quality and patient satisfaction in the hospital.

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