

# **The Effect of Service Quality with Facilities on Patient Satisfaction through the Image of Public Health Centre**

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## **Abstract**

This study aims to determine and analyze the Effect of Quality of Service and Facilities on Patient Satisfaction through the Image of the Public Health Centre at Totoli Health Centre, Majene Regency. This research was carried out at the Majene Regency Totoli Health Centre, using a causality design with a quantitative approach. The collection technique uses observations, interviews, questionnaires, and documentation, while the data analysis used is path analysis. The population in this study is all outpatients who have visited the Majene Regency Totoli Health Centre in the last six months, as many as 312 people, sampling using accidental sampling techniques; the final sample obtained as many as 175 people. The study results showed that patient satisfaction at the Majene Regency Totoli Health Centre was influenced by the quality of service, including continuity, fairness, ease of access, affordability, and quality. The quality of service at the Majene Regency Totoli Health Centre includes the main elements that support the implementation of good benefits for the community. Still, the quality of service is not the only element of consideration for patients. Still, the completeness and comfort of the Public Health Centre facilities are also a consideration. The Image of the Public Health Centre as a value owned by the Public Health Centre is obtained with better quality of service and facilities. In indirect influences, the Public Image of Public Health Centre variable becomes a moderation variable that affects patient satisfaction quality of services and facilities. However, the results obtained get a low coefficient value due to differences in public perception (patients) in assessing services and dynamic patient traits that sometimes affect the services provided by the Public Health Centre. The different thing in this study is to explore the community's views (patients) to assess the quality of service and facilities. And Image of the Public Health Centre because what is considered good and complete by the service provider (in this case, Public Health Centre) does not necessarily get the same assessment from patients.

## **Keywords**

Quality of service, facilities, Public Health Center Image, and Patient satisfaction

## **1. Introduction**

Health is a basic need of every human being. A person cannot meet all the needs of his life if he is in an unhealthy condition. Therefore, health becomes the capital of every person/individual to continue his life properly. The quality of service cannot be separated from one interrelated profession, depending on the quality of medical services and nursing services provided to patients (Zacharias et al., 2021).

Patient satisfaction is an important key to improving the quality of healthcare services; healthcare providers need to realize that the main advantage of the healthcare system is the patients. Indicators of measurement of patient satisfaction in the assessment of health services provided, with the increase in the growth of health services directly proportional to the increase in patient knowledge of what should be obtained, patients need a health care Centre that provides everything required.

Quality health services will depend on the activity's implementation, the resources provided with the service activity, environmental factors that affect it, and service management (Rahawarin et al., 2020), quality or satisfactory service is if the service can meet the needs and expectations of customers. Therefore, the quality of service is very important and always focuses on customer satisfaction. Patients feel satisfaction if what they expect can be fulfilled. Facilities are a means to carry out the implementation of functions and provide convenience. According to Ilyas et al. (2022), facilities are everything that makes it easier for consumers to use the company's services. The same thing is that a good image at Public Health Centre is expected to affect consumer attitudes and behavior, especially in the purchase decision process.

The pre-survey of outpatient visits through the observation of the Totoli Health Centre is one of the 11 Public Health Centre administratively located in Majene Regency, showing that outpatient visits in the last two years have decreased. It proves that the decrease in visits is due to a lack of satisfaction in the services provided. Such as, in 2018 (23076 visits), where the number of visits is relatively high and shows a decrease in the number of visits, in 2019 (19697 visits), outpatient visits tend to decrease. This study seeks to uncover how much influence the quality of services and facilities affects patient satisfaction through the Image of the Public Health Centre at the Totoli Health Centre of Majene Regency.

## **2. Literature Review**

Quality service can be achieved if you understand the status and need for health for both health care workers and patients served. It is supported by Tamsah et al. (2021) that health care providers should understand the health status and needs of the public health services they serve and educate the public about basic health services and involve the public in determining how to organize health services effectively. Public Image of Public Health Centre as a self-identity owned, with a good image, service users will be happy and even assess the services provided are quality. Before using a service, someone often gets information about the services and institutions that provide these services. The quality of good service reflects the Image of a good Public Health Centre. Therefore, it will give an impression to those who use it (Yusriadi et al., 2019). The quality of service has a positive and significant effect on the Image of the Public Health Center. The results of research support this: Jauniškytė and Kvaraciejūtė (2008) who concluded the positive and significant influence of the quality of The image of the Public Health Centre as a self-identity owned the company.

Facilities can also be interpreted as facilities and infrastructure in the environment and inside the company office, intended to provide maximum service so that consumers feel comfort and satisfaction. Good facilities will support all service operations; such to Veithzal (2011), the facility is a major factor in service activities. All facilities such as facility conditions, completeness, interior and exterior design, and cleanliness must be considered, especially those closely related to what consumers feel or get directions. Customers must be satisfied because they will leave the company and become a competitor customer. Better facilities will increase the value and identity of the Public Health Centre (Image), which will directly encourage service users/patients to make maximum use of service facilities and create a sense of comfort. Adequate facilities will create a sense of high trust, perception, and feeling for patients to come back to visit; this is supported by Sultan et al. (2021) that Image or Image encourages people's beliefs, perceptions, feelings, and attitudes toward an organization. The facility has a positive and significant influence on the Image of the Public Health Center; this is supported by research results: Syamsyucri et al. (2021) which concluded the positive and significant influence of Public Health Centre facilities and image.

The quality of service is centered on meeting the needs and desires of customers and the accuracy of their delivery to keep pace with customer expectations. Wyckoff, as quoted by Tamsan and Yusriadi (2022). defines service quality as "the expected level of excellence and control over that level to meet customer desires." The better quality of service will impact its users, particularly patient satisfaction. Comparing the quality of service obtained with patients' desires, expectations, and expectations causes happiness. Patient satisfaction is the level of feeling arising from the performance of health services obtained after the patient compares it with what he expected. If performance is below expectations, consumers are not satisfied and vice versa. The quality of service has a positive and significant effect on patient satisfaction; It is supported by the results of research: Debby et al. (2021), which concluded the positive and significant influence of quality of service on patient satisfaction.

Providing good facilities in community service becomes a must for service providers because, with that facility, all operations can be done and done quickly, precisely, and accurately. The completeness of the facilities owned will

provide responsiveness to the needs of patients, minimize their costs and time because they can be quickly served so that they will be satisfied. In this case, the facility at Public Health Centre is physical equipment provided by the seller of services to support the comfort of consumers/patients; according to Yusriadi et al. (2020), the facility is part of physical evidence. The facility has a positive and significant effect on patient satisfaction; this is supported by the results of the study: Brugère et al. (2008), which concludes the influence of facilities on patient satisfaction. It is supported by Reardon et al. (1992) opinion that the level of satisfaction is an important factor in developing a service provision system that is responsive to customer needs, minimizes costs and time, and maximizes services' impact on populations targets.

The public Image of the Public Health Centre is an added value that will encourage more and more customers/patients who want to visit. Because of the image as a self-identity and value for service providers. So, many benefits can be obtained from both because the higher patient trust in Public Health Centre also increases its reputation in the eyes of the government. The Public Health Center image is not only seen from the provider's side. But from customers/patients, this is supported by Farrington et al. (1999) opinion that the image of good quality is not based on the service provider's point of view or perception but customer perception. The emergence of mutual trust, mutual respect, and mutual respect will encourage patients to receive a level of quality health services held with understanding so that patient disappointment does not arise or can be avoided. Patient satisfaction has a positive and significant effect on the image of the Puskesmas; the results of research support this: Ellis (2000) which concluded the positive and significant influence of Public Image of Public Health Centre on patient satisfaction.

### 3. Methods

This research was carried out at the Totoli Health Centre of Majene Regency, using a causality design with a quantitative approach. The collection technique uses observations, interviews, questionnaires, and documentation, while the data analysis used is path analysis. The population in this study is all outpatients who have visited the Majene Regency Totoli Health Centre in the last six months, as many as 312 people, sampling using accidental sampling techniques; the final sample obtained as many as 175 people.

### 4. Results

#### 4.1 Data Analysis Results

Table 1. Effect of X1 and X2 on Y1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	10.606	.814		13.025	.000
	Quality of Service (X1)	.176	.051	.291	3.451	.001
	Facilities (X2)	.137	.036	.317	3.763	.000

**Source.** Processed data results, 2020

The trace coefficient value ( $\alpha_1$ ) = 0.291 with a significance level of 0.001 meaning positive and significant (Sig < 0.05) or the value of t-count > t-table (3,451 > 1,973) (Table 1). Thus, it is said that the Service Quality variable (X1) has a positive and significant effect on the Image of the Public Health Centre (Y1). The magnitude of variable X1's effect on Y1 can be seen in the beta standardized coefficients value of 0.291.

The path coefficient value ( $\alpha_2$ ) = 0.317 with a significance level of 0.000 which means positive and significant (Sig < 0.05) or the value of t-count > t-table (3,763 > 1,973). Thus, it is said that the Facility variable (X2) has a positive and significant effect on the Image of the Public Health Centre (Y1). The magnitude of variable X2's effect on Y1 can be seen in the beta standardized coefficients value of 0.317 (Table 2).

Table 2. Determination test result ( $R^2$ ) Structure 1

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.554 <sup>a</sup>	.307	.299	1.880
a. Predictors: (Constant), Quality of Service (X1), Facilities (X2)				
b. Dependent Variable: Public Health Centre (Y1)				

Source. Processed data results, 2020

The determination value of R Square ( $R^2$ ) indicates the number 0.307 or 30.7%. It means that 30.7% variation in the ups and downs of Image of Public Health Centre (Y1) variables can be explained by variations in service quality (X1) and facilities (X2) variables. Meanwhile, other variables outside the model were studied to explain the remaining  $100 - 30.7 = 69.3\%$ . Structure 2. Effect of Quality of Service (X1), Facilities (X2), and Image of Public Health Centre (Y1) on Patient Satisfaction (Y2) (Table 3).

Table 3. Effect of X1, X2, and Y1 on Y2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	6.086	.985		6.179	.000
	Quality of Service (X1)	.097	.045	.165	2.150	.033
	Facilities (X2)	.067	.032	.159	2.052	.042
	Image of Public Health Centre (Y1)	.460	.065	.472	7.026	.000

Dependent Variable: Patient Satisfaction (Y2)

Source. Processed data results, 2020

The path coefficient value ( $\beta_1$ ) = 0.165 with a significance level of 0.033 which means positive and significant (Sig < 0.05) or the t-count > t-table (2,150 > 1,973). Thus, it is said that the Service Quality variable (X1) has a positive and significant effect on Patient Satisfaction (Y2). The magnitude of variable X1's effect on Y2 can be seen in the beta standardized coefficients value of 0.165. Path coefficient value ( $\beta_2$ ) = 0.159 with a significance level of 0.042 meaning positive and significant (Sig < 0.05) or t-count > t-table (2,052 > 1,973). Thus, it is said that the Facility variable (X2) has a positive and significant effect on Patient Satisfaction (Y2). The magnitude of variable X2's effect on Y2 can be seen in the beta standardized coefficients value of 0.159. The trace coefficient value ( $\beta_3$ ) = 0.472 with a significance level of 0.000 which means positive and significant (Sig < 0.05) or the value of t calculation > t-table (7,026 > 1,973). Thus, it is said that the Variable Image of Public Health Centre (Y1) has a positive and significant effect on Patient Satisfaction (Y2). The magnitude of variable Y1's effect on Y2 can be seen in the beta standardized coefficients value of 0.472 (Table 4).

Table 4. Determination test result ( $R^2$ ) Structure 2

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.681 <sup>a</sup>	.464	.455	1.614
a. Predictors: (Constant), Quality of Service (X1), Facilities (X2), Image of Public Health Centre (Y1)				
b. Dependent Variable: Patient Satisfaction (Y2)				

Source. Processed data results, 2020

To calculate the magnitude of indirect influence, it can be calculated as follows:  $X1 \rightarrow Y1 \rightarrow Y2 = (a_1 \times b_3) = (0.291 \times 0.472) = 0.137 \rightarrow \rightarrow$ ; The value of 0.137 means that the indirect influence of variable X1 on variable Y2 through variable Y1 is 0.137 points.  $X2 \rightarrow Y1 \rightarrow Y2 = (a_2 \times b_3) = (0.317 \times 0.472) = 0.149 \rightarrow \rightarrow$ ; A value of 0.149 means that the indirect influence of variable X2 on variable Y2 through variable Y1 is 0.149 points. Based on the results of path analysis of all independent, intervening, and dependent variables, a path analysis model can be created as follows in Figure 1:

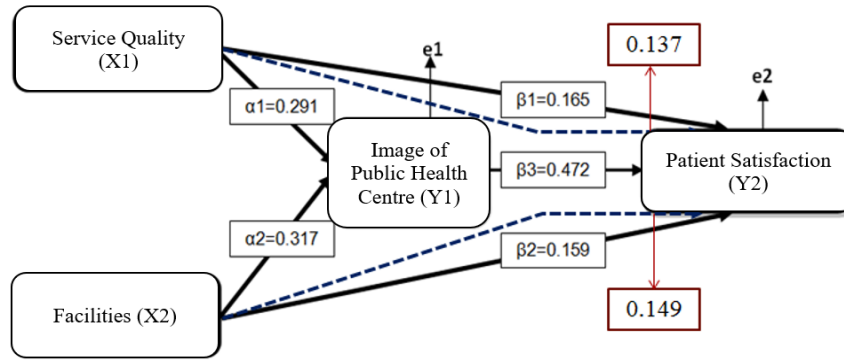


Figure 1. Full Model Path Analysis

## 4.2 Hypothesis Test Results

Hypothesis test results is presented in Table 5.

Table 5. Hypothesis test results

No	Hypothesis	Value	Sig	Conclusion
1	Quality of Service has a positive and significant effect on the Image of the Public Health Centre at Totoli Health Center, Majene Regency	0.291	0.001	Positive and Significant
2	Facilities have a positive and significant effect on the image of the Public Health Centre at Totoli Health Center, Majene Regency	0.317	0.000	Positive and Significant
3	Quality of Service has a positive and significant effect on Patient Satisfaction at the Totoli Health Centre in Majene Regency	0.165	0.033	Positive and Significant
4	Facilities have a positive and significant effect on Patient Satisfaction at the Totoli Health Center in Majene Regency	0.159	0.042	Positive and Significant
5	The image of the Public Health Centre has a positive and significant effect on Patient Satisfaction at the Totoli Health Center, Majene Regency	0.472	0.000	Positive and Significant
6	Service quality has a positive and significant effect on patient satisfaction through the image of the Public Health Centre at the Totoli Health Center, Majene Regency	0.137	0.030	Positive and Significant
7	Facilities have a positive and significant effect on Patient Satisfaction through Citra Health Centre at Totoli Health Center, Majene Regency	0.149	0.026	Positive and Significant

## 5. Discussion

### 5.1 The Effect of Service Quality on the Image of the Public Health Centre

The quality of service has a positive and significant effect on the image of the Public Health Centre. Supported by Moreno et al. (2021). The positive Image of Public Health Centre Totoli through the quality of good service provides health services associated with the fairness of health financing and or the ability of health services to reduce the losses that can be caused to provide health services to patients (the community).

### 5.2 The Effect of Facilities on the Image of Public Health Centre

The facility has a positive and significant effect on the image of the health center. Supported by Tenrisanna et al. (2021). The availability of adequate facilities has been to the People of Totoli's needs. The community provides a

positive perception of the Image of a good Health Center in their eyes. Adequate facilities will create a high sense of trust, perception, and feeling for the patient to come back to visit.

### **5.3 Effect of Service Quality on Patient Satisfaction**

The quality of service has a positive and significant effect on patient satisfaction. Supported by Suryanti et al. (2021). The services provided include the availability of complete tools, ease of patients accessing Public Health Centre services, affordability provided with quality results.

### **5.4 The Effect of Facilities on Patient Satisfaction**

Facilities have a positive and significant effect on patient satisfaction. Supported by Zacharias et al. (2021). The facilities provided responsiveness to the needs of patients, minimizing their costs and time because they could be quickly served so that they would be satisfied.

### **5.5 The Effect of Community Image**

The image of the Public Health Centre has a positive and significant effect on patient satisfaction. Supported by Sahid et al. (2020). Public Health Centre. Totoli Majene Regency in building a positive image, encouraging comfort for patients who make outpatient and emergency visits, building patient relationships with officers by always openly serving patients, answering all forms of questions and problems patients express wisely.

### **5.6 The Effect of Service Quality**

The quality of service has a positive and significant effect on patient satisfaction through the image of the Public Health Centre. It is driven by the patient's background, individual characteristics that pre-existed before the onset of the disease (predisposing factor), and various other factors that affect their mental attitudes and personality (Ansar et al., 2019; Darno et al., 2021; Nellyanti et al., 2021). At the Totoli Health Centre of Majene Regency, in encouraging the idea of a Public Health Centre through the quality of service and patient satisfaction, it was obtained that the same services provided in the same case occurred different levels of satisfaction for patients.

### **5.7 The Effect of Facilities**

Facilities have a positive and significant effect on patient satisfaction through the image of the Public Health Centre. Public Health Centre Totoli Majene Regency encourages a positive image of quality Public Health Centre. Public Health Centre has several obstacles that are often complained about by most patients, such as standard service time, speed, availability of adequate facilities. These reasons are certainly not all true because the people who visit the Totolis Health Centre are very dynamic. Sometimes the visits are very many and sometimes few, so the negative assumptions of the community about the services they get at the Public Health Centre (Mustafa et al., 2020; Sam et al., 2021; Yusriadi, 2021). It can be a harmful effect that is not good for the Public Health Centre in the future because Public Health Centre. should be the community's closest health service provider. Which is considered to help provide first aid by its primary health care standards.

## **6. Conclusion**

Based on the results and discussion, it can be concluded that the quality-of-service influences patients' satisfaction at the Totoli Health Center of Majene Regency. The quality of service includes the main elements of service for the community. But the quality of service is not the only element of consideration for patients; existing facilities are also considered, such as planning, spatial planning, lighting, furniture, colors, and graphic design that are attractive to patients. The Image of the Public Health Centre as a value owned by the Public Health Centre is obtained with better quality of service and facilities. On indirect influences, the Public Image of Public Health Centre variable becomes a moderation variable that affects the quality of services and facilities on patient satisfaction. However, the results obtained get a low coefficient value due to differences in public perception (patients) in assessing services and dynamic properties of patients that sometimes affect the services provided by the Public Health Centre assess the quality of service. Facilities and image of Public Health Centre because what is considered good and complete by the service provider (in this case, Public Health Centre) does not necessarily get the same assessment from patients.

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