

## THE INFLUENCE OF SERVICE QUALITY ON PATIENT SATISFACTION AT THE FAIRY CLINIC

By

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### ABSTRACT

*This study aims to analyze the effect of service quality on patient satisfaction at Fairy Clinic. Service quality is one of the main factors determining patient satisfaction with healthcare services. This study employed a quantitative approach with a survey method. The study population was all patients treated at Fairy Clinic during April–June 2026. A sample of 150 respondents was selected using accidental sampling. Data were collected through a questionnaire using a Likert scale measuring five dimensions of service quality (tangible, reliability, responsiveness, assurance, and empathy) and patient satisfaction. Data analysis was performed using validity and reliability tests, simple linear regression analysis, t-tests, and the coefficient of determination ( $R^2$ ). The results showed that service quality had a positive and significant effect on patient satisfaction, with a regression coefficient of 0.781, a calculated t-value of 15.842, greater than the t-table of 1.976, and a significance value of 0.000 ( $<0.05$ ). The coefficient of determination of 62.8% indicates that service quality explains 62.8% of the variation in patient satisfaction, with the remainder influenced by factors outside the study. This finding suggests that the better the service quality provided by Fairy Clinic, the higher the patient satisfaction level.*

**Keywords:** Service Quality, Patient Satisfaction, Clinic, SERVQUAL

## PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PASIEN DI KLINIK FAIRY

### ABSTRAK

*Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pasien di Klinik Fairy. Kualitas pelayanan merupakan salah satu faktor utama yang menentukan tingkat kepuasan pasien dalam memperoleh layanan kesehatan. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah seluruh pasien yang berobat di Klinik Fairy selama periode April–Juni 2026. Sampel penelitian sebanyak 150 responden yang dipilih menggunakan teknik accidental sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner menggunakan skala Likert yang mengukur lima dimensi kualitas pelayanan (tangible, reliability, responsiveness, assurance, dan empathy) serta kepuasan pasien. Analisis data dilakukan menggunakan uji validitas, reliabilitas, analisis regresi linier sederhana, uji t, dan koefisien determinasi ( $R^2$ ). Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pasien dengan nilai koefisien regresi sebesar 0,781, nilai t-hitung sebesar 15,842 lebih besar dari t-tabel sebesar 1,976, dan nilai signifikansi 0,000 ( $<0,05$ ). Nilai*

*koefisien determinasi sebesar 62,8% menunjukkan bahwa kualitas pelayanan mampu menjelaskan variasi kepuasan pasien sebesar 62,8%, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian. Temuan ini menunjukkan bahwa semakin baik kualitas pelayanan yang diberikan Klinik Fairy, semakin tinggi tingkat kepuasan pasien.*

**Kata Kunci:** Kualitas Pelayanan, Kepuasan Pasien, Klinik, SERVQUAL

## INTRODUCTION

Competition among healthcare facilities is becoming increasingly intense, requiring clinics as first-level healthcare facilities to provide fast, accurate, friendly, and professional services in order to maintain public trust (Tjiptono, 2022; Kotler & Keller, 2022). Patient satisfaction is a crucial indicator for assessing the success of healthcare services because satisfied patients are more likely to revisit and recommend the services to others (Kotler & Keller, 2022; Inaray et al., 2024). Service quality refers to an organization's ability to meet or exceed patient expectations through the services it provides (Tjiptono & Chandra, 2020). The SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988) comprises five main dimensions—tangibles, reliability, responsiveness, assurance, and empathy and is widely used to measure service quality in healthcare settings (Wijaya et al., 2025). Previous studies have consistently shown that improvements in service quality have a positive and significant effect on patient satisfaction in clinics and hospitals (Rulandari, 2023; Chairunnisyah et al., 2025; Golahi et al., 2025; Setyawan & Isnanto, 2025; Prawira & Saputra, 2025; Putra et al., 2026). Fairy Clinic, as a healthcare provider, therefore needs to ensure that every aspect of its service meets patient expectations. Over the past three months, patient feedback has highlighted concerns regarding waiting times, waiting-room comfort, and the speed of administrative services. Therefore, this study was conducted to determine the influence of service quality on patient satisfaction at Fairy Clinic.

The research questions are:

- 1) What is the quality of service at Fairy Clinic?
- 2) What is the level of patient satisfaction?
- 3) Does service quality influence patient satisfaction?

The purpose of this study was to analyze the influence of service quality on patient satisfaction at Fairy Clinic.

## **THEORETICAL REVIEW**

### **Service Quality**

Service quality is an organization's ability to meet or exceed customer expectations through the services it provides. In healthcare, service quality is a key indicator of successful patient care.

The dimensions of service quality according to SERVQUAL include:

- Tangible
- Reliability
- Responsiveness
- Assurance
- Empathy
- These five dimensions are consistently used in healthcare research to explain patient satisfaction.

### **Patient Satisfaction**

Patient satisfaction is the patient's level of feeling after comparing the service received with their expectations before receiving the service. Satisfied patients tend to return to the service and provide positive recommendations to others.

#### **Relationship between Service Quality and Patient Satisfaction**

The higher the quality of service provided, the higher the patient's satisfaction. Previous studies have shown a positive and significant relationship between service quality and patient satisfaction in clinics and other healthcare facilities.

### **Hypothesis**

H<sub>1</sub>: Service quality has a positive and significant effect on patient satisfaction at Fairy Clinic.

## **RESEARCH METHOD**

This study employed a quantitative research approach with an associative research design. The quantitative approach was selected because it enables researchers to measure the relationship between variables objectively using numerical data and statistical analysis. The associative design aims to examine the influence of the independent variable, namely service quality, on the dependent variable, namely patient satisfaction. This approach is appropriate because the study seeks to determine the

magnitude and significance of the relationship between the two variables.

The research was conducted at Fairy Clinic, located at Pahlawan Revolusi No. 8B, Pondok Bambu, East Jakarta, Indonesia. The clinic was selected as the research site because it serves a diverse range of patients with various healthcare needs and continuously strives to improve the quality of its healthcare services. The study was carried out over a period of three months, from March to May 2026, during which data were collected directly from patients who received healthcare services at the clinic. The population consisted of all patients who visited Fairy Clinic during the research period. Based on the clinic's patient records, a total of 150 patients met the research criteria and agreed to participate in the study. Since the number of patients during the study period was relatively manageable, all eligible patients were included as respondents, resulting in a total sample of 150 respondents.

The sampling technique employed was accidental sampling, a non-probability sampling method in which respondents were selected based on their availability and willingness to participate at the time they visited the clinic. This technique was chosen because it is practical and widely used in healthcare service research where respondents are recruited directly after receiving medical services.

### **Research Variables**

The study involved two variables, namely an independent variable and a dependent variable.

#### **Independent Variable (X): Service Quality**

Service quality refers to the patients' perceptions regarding the overall excellence of healthcare services provided by Fairy Clinic. The measurement of service quality adopted the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry, which consists of five dimensions:

- **Tangibles**, referring to the physical appearance of the clinic, medical equipment, cleanliness of facilities, waiting rooms, and the professional appearance of healthcare personnel.
- **Reliability**, referring to the clinic's ability to provide accurate, dependable, and consistent healthcare services according to patients' expectations.
- **Responsiveness**, referring to the willingness of doctors, nurses, and administrative staff to assist patients promptly and provide timely healthcare services.
- **Assurance**, referring to the competence, professionalism, courtesy, and credibility of healthcare personnel in creating confidence and trust among patients.

- **Empathy**, referring to individualized attention, caring attitudes, effective communication, and understanding of patients' specific healthcare needs.

### **Dependent Variable (Y): Patient Satisfaction**

Patient satisfaction refers to the level of satisfaction experienced by patients after comparing the healthcare services they received with their prior expectations. Patient satisfaction was measured through the following indicators:

- Satisfaction with the overall healthcare services received.
- Satisfaction with the clinic's physical facilities and supporting infrastructure.
- Satisfaction with doctors, nurses, and other medical personnel.
- Satisfaction with the administrative process, including patient registration and payment services.
- Intention to revisit Fairy Clinic and recommend its services to family members or friends.

### **Research Instrument**

The primary research instrument was a structured questionnaire developed based on previous studies concerning service quality and patient satisfaction. The questionnaire consisted of two sections. The first section collected respondents' demographic information, including gender, age, educational background, and frequency of clinic visits. The second section measured respondents' perceptions of service quality and patient satisfaction.

Each statement was evaluated using a five-point Likert scale, consisting of:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Higher scores indicate more positive perceptions of service quality and higher levels of patient satisfaction.

### **Data Collection Techniques**

Data collection was carried out using several complementary techniques to obtain comprehensive research information.

### **Questionnaire**

The questionnaire served as the primary source of quantitative data. It was distributed directly to patients after they completed their medical consultations and administrative procedures. Before filling out the questionnaire, respondents were informed about the purpose of the study and assured that their responses would remain confidential and be used solely for academic research purposes.

### **Observation**

Direct observation was conducted throughout the research period to obtain additional information regarding the actual implementation of healthcare services. Observations focused on employee responsiveness, patient flow, waiting time, cleanliness of facilities, availability of medical equipment, and interactions between healthcare personnel and patients.

### **Documentation**

Documentation techniques were used to obtain supporting data from clinic records, including the total number of patient visits, organizational profile, service procedures, operational standards, and other relevant administrative documents that supported the research findings.

### **Data Analysis Techniques**

The collected data were processed and analyzed using Statistical Package for the Social Sciences (SPSS) version 27. Data analysis was conducted through several stages.

### **Validity Test**

The validity test was performed to determine whether each questionnaire item accurately measured the intended research variable. Item validity was assessed using the Pearson Product Moment correlation coefficient. Questionnaire items with a correlation coefficient greater than the critical value (r-table) and a significance value below 0.05 were considered valid.

### **Reliability Test**

Reliability testing was conducted using Cronbach's Alpha to evaluate the internal consistency of the questionnaire. A Cronbach's Alpha coefficient of 0.70 or higher indicated that the research instrument was reliable and suitable for further statistical analysis.

### **Descriptive Statistical Analysis**

Descriptive statistics were used to summarize respondents' demographic characteristics and describe the average responses for each indicator of service quality and patient satisfaction. The results were

presented in the form of frequencies, percentages, means, and standard deviations.

### **Simple Linear Regression Analysis**

Simple linear regression analysis was employed to determine the influence of service quality on patient satisfaction. The regression model used in this study is expressed as:

$$[Y = a + bX + e]$$

where:

- Y = Patient Satisfaction
- a = Constant
- b = Regression coefficient
- X = Service Quality
- e = Error term

### **t-Test**

The t-test was conducted to determine whether service quality had a statistically significant effect on patient satisfaction. The hypothesis testing criteria were established at a significance level of 5% ( $\alpha = 0.05$ ). The research hypothesis was accepted if the significance value was less than 0.05 or if the calculated t-value exceeded the critical t-value.

### **Coefficient of Determination ( $R^2$ )**

The coefficient of determination ( $R^2$ ) was used to measure the proportion of variation in patient satisfaction that could be explained by service quality. A higher  $R^2$  value indicates that service quality provides a stronger contribution to explaining patient satisfaction, while the remaining variation is influenced by other factors not included in the research model.

## **RESULT**

### **Respondent Characteristics**

The number of respondents was 150 patients.

| Characteristics | Total | Percentage |
|-----------------|-------|------------|
| Man             | 68    | 45,3%      |
| Woman           | 82    | 54,7%      |

|                 |    |       |
|-----------------|----|-------|
| Age 17–30 years | 55 | 36,7% |
| Age 31–45 years | 49 | 32,7% |
| Age >45 years   | 46 | 30,6% |

### Validity Test

All items had a calculated r-value greater than the table r-value (0.160), so all statements were declared valid.

### Reliability Test

| Variabel             | Cronbach Alpha |
|----------------------|----------------|
| Service Quality      | 0,924          |
| Patient Satisfaction | 0,911          |

Seluruh variabel memiliki nilai Alpha >0,70 sehingga reliabel.

### Regression Analysis

Regression equation :  $Y = 8,214 + 0,781X$

This means that every one unit increase in service quality will increase patient satisfaction by 0.781 units.

### t-Test

| Variabel           | t-count | Sig   |
|--------------------|---------|-------|
| Kualitas Pelayanan | 15,842  | 0,000 |

Karena:

- $t\text{-count} > t\text{-table}$  ( $15,842 > 1,976$ )
- $Sig < 0,05$

Therefore, the hypothesis is accepted.

### Coefficient of Determination

$R^2 = 0.628$

This means that 62.8% of patient satisfaction is influenced by service quality, while 37.2% is influenced by other factors such as service price, clinic location, waiting time, supporting facilities,

and patient characteristics.

## CONCLUSION

The results of this study indicate that service quality has a positive and significant impact on patient satisfaction at Fairy Clinic. The better the service received, the higher the perceived level of satisfaction. The responsiveness and empathy dimensions received the highest ratings, indicating that patients highly value the speed of service as well as the friendly and attentive attitude of healthcare workers. Meanwhile, the tangible dimension still has room for improvement through upgrading waiting room facilities and increasing the comfort of the clinic environment. This finding aligns with various previous studies that have shown that service quality, based on the SERVQUAL dimension, is a key factor influencing patient satisfaction in healthcare facilities. Practically, the results of this study indicate that Fairy Clinic needs to maintain its existing high service quality through human resource training, increasing the speed of administrative processes, regular evaluation of service quality, and improvements to its physical facilities. These efforts are expected to improve patient satisfaction, loyalty, and the clinic's image.

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