

The Influence of Outpatient Pharmacy Service Quality on Patient Satisfaction at Hermina Bekasi Hospital

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Abstract

Patient satisfaction is the level of patient feelings that arise due to the performance of health services obtained after comparing the patient with what he feels. This research was conducted at the Hermina Bekasi Hospital because at this institution no research had been conducted on the quality of pharmaceutical services on outpatient satisfaction. The research method used is quantitative with an associative method to determine the relationship between service quality variables and patient satisfaction variables. Based on the results of the analysis carried out using SPSS 21.0, the value of the influence of Service Quality (X) on Patient Satisfaction (Y) can be narrated using the regression formula $Y = a + bX$, so the regression value resulting from the calculation above is $Y = 16,725 + 0.721X$. The constant value (a) is = 16,725 while the coefficient value (b) = 0.721. The meaning of this equation is that if there is no quality of service, then patient satisfaction will be worth 16,725 units. However, if there is an increase of one unit/unit of the service quality variable, it will affect the increase in patient satisfaction by 0.721. Based on the calculations obtained, t_{count} is 13.092 > t table 1.984, it can be concluded that H_0 is rejected and H_a is accepted because t count is greater than t table. Thus it can be concluded that there is an influence of Service Quality on Patient Satisfaction.

Abstrak

Kepuasan pasien merupakan tingkat perasaan pasien yang timbul akibat dari kinerja layanan kesehatan yang diperoleh setelah pasien membandingkan dengan apa yang dirasakan. Penelitian ini dilakukan di rumah sakit hermina bekaasi karena pada instansi tersebut belum diadakan penelitian kualitas pelayanan kefarmasian terhadap kepuasan pasien rawat jalan. Metode penelitian yang digunakan adalah kuantitatif dengan metode asosiatif untuk mengetahui hubungan antara variabel kualitas pelayanan dengan variabel kepuasan pasien. Berdasarkan hasil analisa yang dilakukan menggunakan SPSS 21.0 tersebut didapati nilai pengaruh Kualitas Pelayanan (X) terhadap Kepuasan Pasien (Y) dapat dinarasikan dengan rumus regresi $Y = a + bX$, maka nilai regresi yang dihasilkan dari hitungan diatas adalah sebesar $Y = 16.725 + 0,721X$. Nilai konstanta (a) sebesar = 16.725 sedangkan nilai koefisien (b)=0,721. Pengertian persamaan tersebut adalah apabila tidak ada kualitas pelayanan, maka kepuasan pasien akan bernilai sebanyak 16.725 satuan. Namun apabila terjadi peningkatan satu satuan/unit variabel kualitas pelayanan, maka dipengaruhi peningkatan kepuasan pasien sebesar 0.721. Berdasarkan perhitungan yang didapat t hitung sebesar 13,092 > t tabel 1,984, maka dapat disimpulkan bahwa H_0 ditolak dan H_a diterima karena t hitung lebih besar dari pada t tabel. Dengan demikian dapat disimpulkan bahwa ada pengaruh Kualitas Pelayanan terhadap Kepuasan Pasien.

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1. INTRODUCTION

Every person's daily activities cannot be separated from involvement with the help of other people. Someone hopes for help that can provide a level of satisfaction so that it can make someone feel appreciated. A person will assess the attitude of another person in carrying out an action, which in this case is called service. Service is an effort to help prepare (take care of) what someone or other people need, towards us which forms an attachment relationship between the rights and obligations of each party. (Rusyadi, 2017).

Minister of Health Regulation Number 3 of 2020 in article 25 states that one of the services to the public in the health sector is services in the pharmacy unit at a hospital. Pharmaceutical service

is a direct and responsible service to patients related to pharmaceutical preparations to achieve definite results to improve the patient's quality of life. Pharmaceutical service standards are benchmarks used as guidelines for pharmaceutical personnel in providing pharmaceutical services. Pharmaceutical services must ensure that pharmaceutical preparations and health equipment and medical materials are safe, of good quality and useful and at affordable prices.

Pharmaceutical services in hospitals are an inseparable part of the overall health service system in hospitals to provide patient care, supply of drugs and clinical pharmacy services that can be reached by the public. The pharmaceutical installation is a functional implementation unit that carries out all pharmaceutical activities in the hospital and is one of the main income centers in hospital management, because most of the health management in hospitals uses pharmaceutical supplies. Such as medicines, chemicals, radiological materials, consumable medical equipment, medical equipment and medical gases (Ministry of Health, 2004).

The pharmaceutical services provided are expected to be carried out according to established standards. Service quality is an approach in running a business to maximize a company's competitiveness by making efforts to continuously improve the quality of products, workforce, processes and the environment. Therefore, work strategies are needed in the marketing sector that focus on customers, guarantee satisfaction, teamwork including employee empowerment (Tjiptono, 2007).

Patient satisfaction is the extent to which the product's performance meets their expectations. Good quality service will provide patient satisfaction. Satisfaction influences patients to return to the same hospital if needed. If the patient is satisfied, not only the patient will benefit, but also the hospital will be promoted (Kotler, 2009).

Hermina Bekasi Hospital, which was founded in April 1997, is the 3rd branch hospital of the Hermina Hospital Group which started its activities by establishing the "Hermina Maternity Hospital (RSB)" which is located on Jl. Raya Jatinegara Barat no. 126, East Jakarta, in 1985. Initially, this hospital was called "Djatinegara Maternity Home" with a capacity of 7 beds, which was founded on the initiative of Mrs. Hermina Sulaiman in 1967. In 1970, Mrs. Hermina Sulaiman collaborated with Dr. Budiono Wibowo, a specialist in obstetrics and gynecology, to expand the service facility to 13 beds. The name "Djatinegara Maternity Home" was changed to "Hermina Maternity Home".

Patient satisfaction assesses quality or good service, and is an important, fundamental measurement of service quality. This will certainly provide information on the success of quality service providers with the values and expectations of patients who have their own authority to set the desired service quality standards. Patient satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) thought to the performance (results) expected. Creating quality service at work is the goal of hospital management so that this goal can be achieved. Hospital management places great importance on the quality of service, including to patients. Management says that if the quality of service provided by employees is good, then patients will feel satisfied with the services provided by the hospital.

2. LITERATURE REVIEW

In an effort to improve the level of public health, hospitals have a very important role, especially in providing health services. A hospital is a form of socio-economic organization that has the main objective of providing health services, both in the form of examinations, care, treatment, medical procedures and other diagnostic procedures needed by patients. To be clearer, we need to know more about the meaning of hospital.

Understanding patient needs and desires is an important thing that influences patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the service of their choice, but if patients are dissatisfied they will tell other people

twice as much about their bad experience. To create patient satisfaction, hospitals must create and manage a system to obtain more patients and the ability to retain patients.

Patient satisfaction is a level of patient feelings that arise as a result of the performance of health services obtained after the patient compares them with what they feel. Patients will feel satisfied if the performance of the health services obtained is the same or exceeds expectations (Pohan, 2006). There are 5 (five) factors that represent consumer perceptions of a service quality, namely: reliability, responsiveness, guarantee, empathy and tangibility (Jasfar, F., 2005).

- 1) *Reliability* (reliability), namely the ability to provide promised services accurately (accurately) and the ability to be trusted (dependably), especially providing services in a timely manner (on time) in the same way according to the promised schedule and without making mistakes every time.
- 2) *Responsiveness* (responsiveness) namely the willingness or desire of employees to help provide the services needed by patients.
- 3) *Assurance* (guarantee) includes knowledge, ability, friendly, polite and trustworthy nature of personal contact to eliminate consumer doubts and feel free from danger and patient risk.
- 4) *Empathy* (care) which includes the attitude of personal and company contact to understand consumer needs and difficulties, good communication, personal attention, then in carrying out communication or relationships.
- 5) *Tangibles* (physical evidence) namely the availability of physical facilities, equipment, and means of communication and other things that can and must be present in the service process.

3. PRIOR RESEARCH JOURNAL

Several researchers have conducted research to determine the influence of the quality of outpatient pharmacy services on patient satisfaction. Below the author describes previous research regarding the influence of work discipline on teachers.

1. The results of research conducted by Rustomo, Junengsih and Juli Yuliani (2022), entitled: "Analysis of Service Quality and Attractiveness of Inpatients on Customer Satisfaction at the Fikri Medika Karawang General Hospital", stated that: The results of the data analysis show that the average -The average patient who visits RSUD Fikri Medika Karawang is young and female. Data processing with SPSS Version 24 shows that all data is valid and very valid, a good value for consistency/consistency of research instruments. Each of the service quality and patient attractiveness variables has a strong influence on customer satisfaction, and has a strong contribution from the independent variable to the dependent variable which is very significant. All alternative hypothesis tests accept and reject the H_0 hypothesis in the significant test and simultaneous test.
2. The results of research conducted by Hodiri Adi Putra and Yusuf Agung Setiawan (2022), entitled: "The Influence of Service Quality on Inpatient Satisfaction at Rajawali Citra General Hospital 2022", stated that: The results show that all dimensions of service quality have a positive influence has a significant effect on patient satisfaction, which means that the better the quality of services consisting of physical evidence, Tangibles, Reliability, Responsiveness, Assurance, Empathy provided by the hospital, the better it will be able to increase patient satisfaction.
3. The results of research conducted by Mahfudhoh and Ikhwanul Muslimin (2020), entitled: "The Influence of Service Quality on Patient Satisfaction at the Cilegon City Regional General Hospital", stated that: The results show that the analysis of variable X obtained an average of 3.55, meaning The quality of service at the Cilegon City Regional General Hospital (RSUD) is in the Good category at 72.67%. Analysis of variable Y obtained an average of 3.50, which means that patient satisfaction at the Cilegon City Regional General Hospital (RSUD) is in the good category at 70.1%. Analysis of the product moment coefficient obtained $r = 0.511$,

meaning that it has a moderate correlation between variable amounting to 26%, while the remaining 74% was influenced by other factors that were not examined.

4. RESEARCH METHOD

According to Sugiyono (2017:35) a descriptive problem formulation is a problem formulation that concerns the question of the existence of independent variables, whether only on one variable or more (stand-alone variables). So in this variable the researcher does not make comparisons of that variable with other samples, and looks for the relationship of that variable with other variables. This kind of research is then called descriptive research.

This research uses a clause associative research design, according to Sugiyono (2017:93). Clausal association is research that looks for causal relationships or influences, namely the relationship between the independent variable Service Quality (X) and the dependent variable Satisfaction (Y). With this research, a theory can be built that functions to explain, predict and control the symptoms that occur.

Samples and Sampling Techniques

The sample is the object being studied and is considered to represent the entire population. The sampling technique uses the accidental sampling method, which is a technique of taking respondents who happen to be present or available at the time the research takes place (Notoatmodjo, 2012).

The number of samples was calculated using the Slovin formula. The patient sample size is determined using the following formula:

$$n = N / (1 + nd^2)$$

Information:

n = Number of samples

N = Population size

d = Desired level of confidence/accuracy

$$n = 51,150 / (1 + (51,150) (0.1)^2)$$

$$= 51,150 / 99.8 = 100$$

The calculation results obtained a sample of 99.8 and in this study it was rounded up to 100, namely outpatients at the Hermina Hospital Bekasi pharmacy installation.

The criteria for respondents who can become research samples are:

- a) Families of new/old outpatients who have received services at the Hermina Hospital Bekasi pharmacy installation.
- b) The patient is conscious and can communicate well.
- c) The patient's family is not the family of the hospital employee.
- d) Male or female
- e) Minimum age 20-65 years

Research Instrument

Preparing instruments is an important thing to do in producing scientific/research work. Preparing instruments is one of the tools that can be used to collect the required data. In the research the author used a Likert scale to produce accurate power. According to Sugiyono (2017:93) the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically determined by the researcher, which is hereinafter referred to as the research variable. With a Likert Scale, the variables to be measured are translated into indicator variables. Then these indicators are used as a starting point for compiling instrument items which can be in the form of statements or questions. The answer to each instrument item using a Likert scale has a graduation from very positive to very negative, which can be in the form of words. The data that has been collected through a questionnaire is then processed by the author into quantitative form, namely by determining the answer score from the statements that have been answered by the respondent, where the scoring is based on the provisions on the number of answers.

Table. Alternative Answers and Value Weights

Alternative Answers	Value Weight (+)
Strongly agree	5
Agree	4
Doubtful	3
Don't agree	2
Strongly Disagree	1

In testing research instruments, researchers used Validity Tests and Reliability Tests. Technique of analysis data using Simple Linear Regression Analysis and Coefficient of Determination Analysis. To test the hypothesis, researchers used the partial Regression Coefficient Test (t test) and Correlation Coefficient.

5. RESULTS AND DISCUSSION

Validity test

The validity test shows a measure of the level of validity or determination of an instrument. A valid instrument has high validity. Conversely, an instrument that is less valid means it has low validity. Valid means that the instrument can be used to measure what it is supposed to measure. Validity testing was carried out by conducting a two-sided test with a significance level of 0.05.

Test criteria are as follows:

1. If $r_{count} > r_{table}$ (two-sided test with sig. 0.05) then the instrument or statement items are significantly correlated with the total score (declared valid).
2. If $r_{count} < r_{table}$ (two-sided test with sig 0.05) then the instrument or statement items do not correlate significantly with the total score (declared invalid).

From the results of the analysis, the correlation value between item scores and the total score was obtained. This value is then compared with the r table value. The r table is looked for at a significance of 0.05 with a two-sided test and the amount of data is $n=100$, then the r table is obtained at 0.195.

Below you can see the results of the validity calculations for all statement items (Tables 4.11 and 4.12).

Tables 4.11 and 4.12
Validity Calculation Results

Variable	Items	r Count	r Table	Information
Service Quality (X)	1	0.723	0.195	Valid
	2	0.764	0.195	Valid
	3	0.714	0.195	Valid
	4	0.766	0.195	Valid
	5	0.601	0.195	Valid
	6	0.654	0.195	Valid
	7	0.728	0.195	Valid
	8	0.803	0.195	Valid
	9	0.786	0.195	Valid
	10	0.836	0.195	Valid
	11	0.778	0.195	Valid
	12	0.598	0.195	Valid
	13	0.798	0.195	Valid
	14	0.734	0.195	Valid
	15	0.691	0.195	Valid
Satisfaction Patient (Y)	1	0.674	0.195	Valid
	2	0.747	0.195	Valid
	3	0.800	0.195	Valid
	4	0.641	0.195	Valid
	5	0.649	0.195	Valid
	6	0.734	0.195	Valid
	7	0.738	0.195	Valid
	8	0.654	0.195	Valid
	9	0.645	0.195	Valid
	10	0.656	0.195	Valid
	11	0.638	0.195	Valid

12	0.641	0.195	Valid
13	0.699	0.195	Valid
14	0.666	0.195	Valid
15	0.637	0.195	Valid

Based on the results of the analysis, the correlation value of the items was more than 0.195, so it can be concluded that the research instrument items for Service Quality (X) and Patient Satisfaction (Y) were declared valid.

Reliability Test

Reliability Test is testing whether the results of the questionnaire can be trusted or not. Instrument reliability testing can be done externally or internally. Externally, it can be done with test retest (stability), equivalent, and a combination of both. Reliability testing is a continuation of validity testing, where the items tested are only valid items.

The reliability test is carried out at a significance level of 0.05, meaning that the instrument can be reliable if the alpha value is large (>) than the critical product moment r. So the questionnaire items used are reliable or consistent. Based on the results of data processing using SPSS, reliability results were obtained as shown in Tables 4.13 and 4.14.

Table 4.13
Service Quality Reliability Test Results (X)

Reliability Statistics	
Cronbach's Alpha	N of Items
.934	15

From table 4.13 it can be seen that the results of the reliability test for the service quality variable obtained a value Cronbach's Alpha is 0.934. It can be concluded that the value $0.934 \geq 0.6$. So that the service quality variable is declared reliable.

Table 4.14
Reliability Test Results Patient Satisfaction (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.914	15

From table 4.14 it can be seen that the results of the reliability test for the Patient Satisfaction variable obtained a value Cronbach's Alpha is 0.914. It can be concluded that the value $0.914 \geq 0.6$. So the patient satisfaction variable is declared reliable.

Simple Linear Regression Analysis

Simple linear regression analysis is one of the analytical tools used to determine the direction of the relationship between the independent variable (X), namely service quality, and the dependent variable (Y), namely patient satisfaction, whether positive or negative, and to predict the value of the dependent variable if the value of the independent variable experiencing an increase or decrease. Based on the results of data processing with the help of SPSS, the results obtained are as shown in Table 4.15.

Table 4.15
Simple Linear Regression Analysis

Model	Coefficients ^a			t	Sig.	
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1	(Constant)	16,725	3,624		4,615	,000

Service quality	,721	,055	,798	13,092	,000
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a. Dependent Variable: Patient Satisfaction

Based on the results of the analysis carried out using SPSS 21.0, it was found that the influence value of Service Quality (X) on Patient Satisfaction (Y) can be narrated using the regression formula $Y = a + bX$, so the regression value resulting from the above calculation is $Y = 16,725 + 0.721X$. The constant value (a) is = 16,725 while the coefficient value (b) = 0.721. The meaning of this equation is that if there is no quality of service, then patient satisfaction will be worth 16,725 units. However, if there is an increase of one unit/unit of the service quality variable, it will be affected by an increase in patient satisfaction of 0.721.

Correlation Coefficient Analysis

Analysis of correlation used to determine the effect of service quality on patient satisfaction, The results obtained are as shown in Table 4.16.

Table 4.16
Correlation Coefficient Test Results

		Service quality	Patient Satisfaction
Service quality	Pearson Correlation	1	,798**
	Sig. (2-tailed)		,000
	N	100	100
Patient Satisfaction	Pearson Correlation	,798**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the significance value of Sig. (2-tailed): from the SPSS output table above, the Sig value is known. (2-tailed) between the Service Quality variable and the Patient Satisfaction variable is 0.000, which is smaller than 0.05, which means there is a significant correlation between the Service Quality variable and the Patient Satisfaction variable.

Analysis of the Coefficient of Determination

The analysis of the coefficient of determination is to show how much influence the Quality of Outpatient Pharmacy Installation Services has on Patient Satisfaction at Hermina Bekasi Hospital. The coefficient of determination was processed using SPSS (Table 4.17).

This test was carried out to determine the contribution of the independent variable (Service Quality) to variable bound (Patient Satisfaction), then the formula is used:

$$KD = r^2 \times 100\%$$

$$KD = 0.798^2 \times 100\%$$

$$KD = 0.636 \times 100\%$$

$$KD = 0.636\%$$

Table 4.17
Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798a	.636	.633	4,287

a. Predictors: (Constant), Service Quality

From the table above, it can be seen from calculations manually or using SPSS 21.0 that the coefficient of determination is calculated $KD = r^2 \times 100\% = 0.798^2 \times 100\% = 0.636\%$, which means that the Service Quality variable influences Patient of Satisfaction Pharmacy Installation section at the Hermina Bekasi Hospital is 0.63% while 0.37% is influenced by other factors not examined in this study.

Calculated t test analysis

Partial test or usually called the t test, is a test carried out to find out whether service quality has a significant effect on the level of patient satisfaction or not. This test uses a significance level of 0.05 and is 2-sided.

In this research, there are the following hypotheses:

Ho = There is no influence of service quality on patient satisfaction at Hermina Bekasi Hospital.

Ha = There is an influence of service quality on patient satisfaction at Hermina Bekasi Hospital.

Table 4.18
Calculated t test analysis results

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	16,725	3,624		4,615	,000	
1 Service quality	,721	,055	,798	13,092	,000	

a. Dependent Variable: Patient Satisfaction

The calculated t formula is as follows:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t = \frac{0,798\sqrt{100-2}}{\sqrt{1-(0,798)^2}}$$

$$t = \frac{0,798\sqrt{98}}{\sqrt{1-0,636804}}$$

$$t = \frac{7,899796956}{0,602657448}$$

t = 13.109

Thus t table: if the error level $\alpha = 5\%$ (0.05%) and two-tailed test $df = n - 2$ ($100 - 2 = 98$), then the t table value is 1.984. Based on the calculation above, the t count is $13.092 > t$ table 1.984, it can be concluded that H_0 rejected and accepted because t calculated is greater than t table. Thus it can be concluded that there is an influence of Service Quality on Patient Satisfaction. H_a

6. CONCLUSION

From the results of the research data, the following conclusions can be obtained:

- 1) It can be seen that the average value of the Service Quality variable a value of 3.11 is in rank **2.87 - 3.12**.
- 2) Then for the patient satisfaction variable Y is 3.04, thus it can be concluded that patient satisfaction in the Pharmacy Installation section at Hermina Bekasi Hospital is Very Good, because the value of 3.04 is in the ranking **2.87 - 3.13**.
- 3) Based on the calculations obtained, t count is $13.092 > t$ table 1.984, it can be concluded that H_0 rejected and accepted because t calculated is greater than t table. Thus it can be concluded that there is an influence of Service Quality on Patient Satisfaction. H_a

7. SUGGESTION

Based on the results and research that have been described, allow the author to provide suggestions or input as follows:

A. Advice for Hospitals

- 1) The quality of service in the Pharmacy Installation section at Hermina Bekasi Hospital needs to be maintained and continuously improved in terms of service to patients when redeeming medicines. Pharmacists provide good service by explaining drug information including the name of the drug, how to use the drug and side effects and the friendliness and skills of the staff must be increased for patient comfort.
- 2) Patient Satisfaction of Pharmacy Installation section at Hermina Bekasi Hospital is 0.63% while 0.37% is influenced by other factors not examined in this study and to create patient

satisfaction, hospitals must create and manage a system to obtain more patients and the ability to retain patients.

B. Suggestions for future researchers

For future researchers to conduct research on Service Quality on Patient Satisfaction using other variables that have not been discovered and research needs to be carried out with additional methods such as the influence of patient characteristics on the level of patient satisfaction by differentiating outpatient and inpatient care.

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