



FACTORS THAT INFLUENCE PATIENT PERCEPTION OF THE QUALITY OF HEALTH SERVICES

Isnanil Husna*, Sumijatun, Tina Rosa

Master of Hospital Administration, Postgraduate Program, Universitas Respati Jakarta, Jl. Bambu Apus I No.33, Bambu Apus, Cipayang, Jakarta Timur, Jakarta 13890, Indonesia

*isnaildokkes@gmail.com

ABSTRACT

Patient perception of hospital service quality is an important factor for the successful implementation of medical check-up units (MCU). This study aims to identify the influence of health service quality on patient perceptions at the MCU of Bhayangkara Hospital Level III Banda Aceh. The research method used is descriptive quantitative involving 90 patient respondents who have or are currently undergoing medical check-ups (MCU) at Bhayangkara Hospital Level III Banda Aceh through filling out questionnaires. Data analysis was performed using chi-square testing and multivariate ordinal logistic regression. The results showed that the majority of respondents were aged 18-28 years and most worked as freelancers/part-time workers. The results showed that most patients showed a good level of satisfaction with the quality of service at Bhayangkara Hospital. The service quality factors that were highly rated by patients were responsiveness (85.94%), assurance (85.10%), and empathy (84.29%). The results of multivariate ordinal logistic regression show that the Empathy dimension has the strongest influence ($\text{Exp}(B) = 23.432$), followed by Assurance ($\text{Exp}(B) = 23.385$), Real Evidence ($\text{Exp}(B) = 23.268$), Reliability ($\text{Exp}(B) = 23.153$), and Responsiveness ($\text{Exp}(B) = 22.646$). Based on these results, the factors that are considered quite low and need to be improved are real evidence and reliability.

Keywords: hospital; medical check-up; patient perception; quality of service

How to cite (in APA style)

Husna, I., Sumijatun, S., & Rosa, T. (2025). Factors that Influence Patient Perception of the Quality of Health Services. *Indonesian Journal of Global Health Research*, 7(6), 123–128. Retrieved from <https://jurnal2.globalhealthsciencegroup.com/index.php/IJGHR/article/view/245>.

INTRODUCTION

Health is a useful benchmark for assessing the quality of life of each individual through the Human Development Index (HDI) (Wulandari & Salsabila, 2022). A medical check-up (MCU) is one of the most effective and comprehensive types of health examinations for detecting undetected health problems so they can be treated early (Prabowo, Albar, & Salim, 2024). Medical check-ups (MCU) and dental examinations are useful for detecting conditions or early symptoms of oral hygiene and other chronic diseases, such as cholesterol, gout, and hypertension (Wulandari & Salsabila, 2022). In today's era, many hospitals in Indonesia have begun developing medical check-up facilities (Girsang, Ginting, & Putranto, 2024).

Based on the Aceh Province Statistics Agency (2022) in the 2020 Population Census, the largest number of active workers is the 25-44 year old age group with a percentage of 74.62 percent. According to the Aceh Province Statistics Agency (2022) in the 2020 Population Census, the number of elderly people also increased from 64.20 percent in 2010 to 67.65 percent in 2023. This is due to increased ease of access and quality of health care in Aceh Province, but unfortunately the handling carried out still needs to be maximized further. Therefore, the government needs to play an active role in making policies by increasing the number and quality of health facilities, providing health services at affordable prices, and improving health programs for all levels of society (Tambaip, Tjilen, & Ohoiwutun, 2023).

Looking at the data and research results above, which show that the number of elderly people is increasing from year to year and the mandatory periodic check-ups for employees, this presents a unique opportunity for Bhayangkara Hospital Level III Banda Aceh to improve their quality so that it is easily accessible to the public. The hospital can also collaborate with the government in the use of health insurance cards or the Social Security Administering Body so that elderly people can undergo free and easy check-ups. Based on data from the Central Statistics Agency of Banda Aceh (2023), it states that the number of general hospitals, specialty hospitals, and community health centers in Banda Aceh in 2022 was 15 hospitals and in 2021 there were 11 community health centers operating. It can be concluded that competitors from Bhayangkara Hospital Banda Aceh number approximately 25 general hospitals, specialty hospitals, and community health centers.

Public service is a service provided by public officials, both in terms of service and non-service (Harahap & Utami, 2021). Good service quality is defined as meeting patient expectations (Yanuarti et al., 2021). Service quality is the direct perception and assessment of customers to ensure they meet their expectations (Kalaja, Myshketa, & Scalera, 2016). Research by Nababan, Listiawaty, and Berliana (2020) demonstrates the level of satisfaction with healthcare services across five dimensions of service quality. The five dimensions of service quality in the SERVQUAL instrument include reliability, assurance, empathy, responsiveness, and tangibles (Setyawan et al., 2019).

Meanwhile, perception is the process of continuously receiving information through the senses, enabling individuals to interpret their surroundings (Ibrahim, Zubair, & Said, 2021). According to Harahap and Utami (2021), perception means the activity of recognizing, organizing, and interpreting information received through the sensory organs, thereby providing an overview and understanding of a stimulus. This perception is what gives each individual their unique perspective, particularly regarding the quality of healthcare services.

Bhayangkara Hospital in Banda Aceh began operating in 2002, serving as a medical center for members of the Indonesian National Police, civil servants, and Bhayangkari (Bhayangkari). Previous research has shown an increase in the number of MCU patient visits over the past three years. In 2021, there were 1,500 patients, in 2022, there were 2,200 patients, and in 2023, this increased to 2,800 patients. This study is crucial because the annual increase in the number of patients, exceeding 500, necessitates the need for Bhayangkara Hospital to maintain and improve the quality of its services. The reputation and image of Bhayangkara Hospital Level III Aceh can influence patient perceptions of service quality while enhancing a positive image to gain trust and positive perceptions (Daya et al., 2022). This study aims to determine the factors that influence patient perceptions of health service quality.

METHOD

This type of research is a quantitative descriptive (cross-sectional) that examines patient perceptions of the quality of MCU services at Bhayangkara Hospital Level III Banda Aceh. This study aims to collect patient perceptions through questionnaires and then describe the collected data. The research method used in this study is a quantitative method with data collection techniques through the distribution of questionnaires using a purposive sampling approach (non-probability). The total sample in this study was 90 subjects. The criteria for subjects were patients who had or were currently undergoing a medical check-up (MCU), aged 18 years and above, were workers or elderly, and domiciled in Aceh. The study was conducted by considering research ethics and providing informed consent to the subjects and without coercion from any side. This study used univariate, multivariate, and ordinal logistic regression tests. Ordinal logistic regression is a method used to describe the relationship between variables with more than two independent variables and one or more dependent variables (Amelia, Indahwati, & Erfiani, 2022). This study aimed to

demonstrate the influence of five dimensions on patient perceptions of MCU service quality at Bhayangkara Hospital Level III, Banda Aceh

RESULT

This study involved 90 participants, all of whom met the established criteria. Table 1 shows a demographic breakdown of the study subjects, including age and occupation.

Table 1.

Subject characteristics based on age and occupation (n=90)

Characteristics	f	%
Age		
18-28 years old	27	30
29-39 years old	25	27,8
40-50 years old	23	25,6
51-60 years old	6	6,7
>60 years old	9	10
Work		
Doesn't work	9	10
Housewife	14	15,6
Private sector employee	16	17,8
Self-employed/Entrepreneur	7	7,8
Government Employees/Civil Servants	18	20
Freelancer/Part-Time	26	28,9

Hypothesis testing was carried out using a linear regression test using SPSS 25 software. This linear regression test was carried out using the enter method to test patient perceptions of the quality of health services, especially at the MCU of Bhayangkara Level III Hospital, Aceh, which is presented in Table 2 below.

Table 2.

Linear regression hypothesis test

R ²	df Regression	df Residual	F	Sig.
0.923	5	84	263.20	.000

Univariate testing was conducted to determine the achievement of the five dimensions of service quality by looking at the ideal scores or criteria presented in Table 3 below. The ideal score is the score determined by assuming that each respondent for each statement gives the highest possible answer. The next step is to answer the achievement results of the five dimensions and is done by dividing the total score of the research results by the highest score.

Table 3.

Results of univariate tests of service quality

Dimensions	Average (%)
Kehandalan	82.66
Jaminan	85.10
Bukti Nyata	83.10
Empati	84.29
Daya Tanggap	85.94

Based on Table 4, the results of the multivariate test analysis, it was found that the five dimensions of health service quality, namely Reliability, Assurance, Real Evidence, Empathy, and Responsiveness, significantly influenced patient perceptions of service quality at the MCU Unit of Bhayangkara Level III Hospital, Aceh (p-value = 0.000 for all dimensions). The very high Exp(B) coefficients (ranging from 22.646 to 23.432) indicate that every one-unit increase in the score of each dimension substantially increases the likelihood of patients having a better perception of service quality.

Table 4.
Results of multivariate tests of service quality

Variables	Koefisien B	Exp B	Sig.
Reliability	3.142	23.153	0.000
Guarantee	3.152	23.385	0.000
Conclusive evidence	3.147	23.268	0.000
Empathy	3.154	23.432	0.000
Responsiveness	3.120	22.646	0.000

DISCUSSION

The Influence of Reliability on Patient Perception of Service Quality in MCU

The significant findings of this study, which indicate that the reliability dimension has a very strong and positive influence on patient perceptions of service quality in the MCU Unit of Bhayangkara Hospital Level III Banda Aceh, are consistent and in line with various previous studies. A study conducted by Azzahra et al. (2025) at Grha Permata Ibu Hospital also identified reliability as a dimension that has a significant relationship with patient satisfaction in the outpatient unit, in line with the importance of physical evidence and responsiveness. This consistency shows that despite the differences in healthcare contexts and geographic locations, the value of reliability in service is one of the universal factors that is highly valued by patients.

Furthermore, the results obtained in this study also reinforce the urgency of improving reliability aspects, as highlighted by Nababan et al. (2020), who emphasized the need to improve reliability aspects, particularly in serving patients to avoid complications and improve the ability of medical personnel in determining disease diagnoses. In the context of the MCU Unit of Bhayangkara Hospital Level III Banda Aceh, this means that diagnostic accuracy, timeliness of procedures, and clarity of information conveyed by staff are components of reliability that directly contribute to patient perceptions. Continuous evaluation of service quality is crucial to meet patient expectations and increase hospital competitiveness (Hidayah et al., 2024).

The Influence of Assurance on Patient Perception of Service Quality at MCU

These findings underscore the importance of assurance, such as ensuring the knowledge, courtesy, and competence of medical personnel, in shaping positive patient perceptions. A study by Khoirunnisa and Ramadhika (2024) identified that assurance and empathy had the strongest correlation with patient satisfaction across several studies, which aligns with assurance's position as a highly influential factor in this study. Syavardie's (2023) research found that assurance was the most influential factor in patient satisfaction at Dr. Adnaan WD Payakumbuh Regional Hospital in healthcare, strongly supporting the conclusion that assurance is the most influential factor in healthcare. Assurance provides a sense of security and reduces uncertainty for patients, crucial elements, especially in healthcare where patients are often vulnerable. However, it is important to acknowledge the variation in findings from other literature regarding the dimensions of assurance. For example, research by Boadi et al. (2019) found that all dimensions had a significant impact except assurance. These differences in results highlight the complexity of measuring and interpreting service quality, as patient priorities and perceptions can vary across settings and populations.

The Influence of Real Evidence on Patient Perception of Service Quality in MCU

Research by Cheria et al. (2024) found that medical facilities and service quality had a positive and significant effect on satisfaction with medical check-ups at the Qualita Medika Laboratory, which directly aligns with the crucial role of tangible evidence. Furthermore, research by Kalaja et al. (2016) at Durres General Hospital revealed that patients were satisfied with all five dimensions of service quality, including tangible evidence, with a small gap between expectations and reality. This aligns with the findings of this study, where each dimension, including tangible evidence, showed a

significant and strong influence, even if the descriptive average was not always the highest, indicating that even small gaps filled can still have a significant impact.

A study by Wusko (2014) reported that tangible evidence and assurance factors did not significantly influence patient satisfaction, and empathy had the strongest influence. These discrepancies in findings underscore the importance of service context, patient demographics, and specific service types in determining which quality dimensions are most dominant in influencing perceptions. Nevertheless, in the context of the MCU Unit at Bhayangkara Hospital Level III Banda Aceh, this study provides strong empirical evidence that tangible evidence is a highly significant and effective factor in improving patients' perceptions of service quality.

The Influence of Empathy on Patient Perception of Service Quality in MCU

Research by Hidayah et al. (2024) found that responsiveness and empathy were the most influential factors in service quality, in line with the importance of empathy identified in this study. Further support comes from a study by Wusko (2014) who stated that empathy had the strongest influence on patient satisfaction, even surpassing other factors such as tangible evidence and assurance, which were not significant in their study. This alignment with various studies indicates that empathy is a universal and fundamental element in healthcare services that is consistently recognized by patients as an indicator of high quality. This alignment with various studies indicates that empathy is a universal and fundamental element in healthcare services, consistently recognized by patients as an indicator of high quality. Therefore, although the average empathy agreement was in the middle, the large influence of the Odds Ratio indicates that this dimension has significant potential to be a key driver of improved quality perceptions. Therefore, it can be stated that the empathy aspect needs to be maintained and even continuously improved by the Bhayangkara Level III Hospital in Banda Aceh.

The Influence of Empathy on Patient Perception of Service Quality in MCU

Research by Hidayah et al. (2024) found that responsiveness, along with empathy, is a key factor influencing service quality. Furthermore, research by Wusko (2015) suggests that responsiveness has a significant impact on patient satisfaction. These findings align with existing literature, indicating that speed and responsiveness in service delivery are not only patient expectations but also key drivers of satisfaction and positive perceptions. Furthermore, research by Hidayah et al. (2024) emphasized that providing responsive care, coupled with empathy and an individualized approach, consistently contributes to increased patient trust, loyalty, and hospital reputation. This reinforces that the responsiveness dimension is not only about operational efficiency but also has broad implications for the relationship between service providers and patients. Therefore, for the MCU Unit of Bhayangkara Hospital Level III Banda Aceh, maintaining and continuously optimizing responsiveness is a crucial strategy to not only meet but also exceed patient expectations and build long-term loyalty.

CONCLUSION

The empathy dimension had the highest Odds Ratio value, making it an aspect that Bhayangkara Hospital Level III Banda Aceh needs to maintain, while the reliability dimension needs improvement. Furthermore, this study has several limitations: its cross-sectional design cannot demonstrate a direct cause-and-effect relationship (causality). Assistance in completing the questionnaire was also not comprehensive, so it relied solely on the honesty of the respondents.

REFERENCES

Amelia, R., Indahwati, & Erfiani. (2022). The ordinal logistic regression model with sampling weights on data from the national socio-economic survey. *Barekeng: Journal of Mathematics and Its Application*, 16(4), 1355–1364.

- Azzahra, S., Ningsih, D. K., & Nursanty, O. E. (2025). The relationship between service quality dimensions and patient satisfaction in the outpatient unit at Grha Permata Ibu Hospital in 2024. *Jurnal Kesehatan Tambusai*, 6(1), 3446–3453.
- Badan Pusat Statistik Banda Aceh. (2023). *Number of general hospitals, specialty hospitals and community health centers by sub-district in Banda Aceh City, 2021 and 2022* [Internet]. Banda Aceh: BPS Banda Aceh. Retrieved May 16, 2025, from <https://bandaacehkota.bps.go.id/id/statistics-table/1/MjEyIzE=/jumlah-rumah-sakit-umum--rumah-sakit-khusus-dan-puskesmas-menurut-kecamatan-di-kota-banda-aceh-2021-dan-2022.html>
- Badan Pusat Statistik Provinsi Aceh. (2022). *Population profile analysis of Aceh Province* [Internet]. Aceh: BPS Provinsi Aceh. Retrieved May 16, 2025, from <https://aceh.bps.go.id>
- Boadi, E. B., Wenxin, W., Bentum-Micah, G., Asare, I. O., & Bosompem, L. S. (2019). Impact of service quality on customer satisfaction in Ghana hospitals: A PLS-SEM approach. *Journal of Applied Science and Technology*, 7.
- Cheria, F., Kusdyah, I., & Fathorrahman. (2024). Analysis of the influence of medical facilities and service quality on medical check-up satisfaction at the Jepara Kualita Medica Laboratory. *JIRAM: Jurnal Ilmiah Riset Aplikasi Manajemen*, 2(2), 893–899.
- Daya, J. S., Rosa, T., & Tamba, M. (2022). The influence of price, product quality and brand image on purchasing decisions for the product "The Sandals" from PT Razer Brothers. *Jurnal Administrasi dan Manajemen*, 12(1), 86–98.
- Girsang, E., Ginting, E. Y., & Putranto. (2024). Analysis of the development of medical check-up services at Mitra Sejati General Hospital, Medan. *Indonesian Nursing Journal of Education and Clinic*, 4(1), 188–210.
- Harahap, D. R., & Utami, T. N. (2021). Public perception of the quality of health services during the COVID-19 pandemic in Binjai City. *Jurnal Penelitian Kesehatan Suara Forikes*, 12(2), 162–165.
- Hidayah, N., et al. (2024). The relationship between service quality and patient satisfaction in hospitals. *Jurnal Kesehatan Masyarakat*, 8(3), 6300–6308.
- Ibrahim, S. W., Zubair, M. K., & Said, Z. (2021). The perception of the Muslim community in Paletang Pinrang regarding the existence of Islamic banking. *Banco*, 3(Mei), 36–51.
- Kalaja, R., Myshketa, R., & Scalera, F. (2016). Service quality assessment in health care sector: The case of Durres public hospital. *Procedia - Social and Behavioral Sciences*, 235, 557–565.
- Khoirunnisa, S., & Ramadhika, A. (2024). The influence of the quality of health services on patient satisfaction at Bina Sehat General Hospital. *Akademik: Jurnal Mahasiswa Ekonomi & Bisnis*, 4(2), 727–735.
- Nababan, M. C., Listiawaty, R., & Berliana, N. (2020). Analysis of service quality on patient satisfaction at Community Health Center X, Jambi City. *Jurnal Kesmas Jambi (JKMJ)*, 4(2), 6–16.
- Prabowo, B., Albar, A. M., & Salim, R. (2024). Optimizing health awareness among Sarirogo village residents by promoting healthy living and implementing medical check-ups.. *Fundamentum: Jurnal Pengabdian Multidisiplin*, 2(3), 70–77.
- Setyawan, F. E. B., Supriyanto, S., Tunjungsari, F., Hanifaty, W. O. N., & Lestari, R. (2019). Medical staff services quality to patients satisfaction based on SERVQUAL dimensions. *International Journal of Public Health Science (IJPHS)*, 8(1), 51–57.
- Syavardie, Y. (2023). Analysis of service quality towards patient satisfaction at Dr Adnaan WD Payakumbuh Regional Hospital. *Sitawa: Jurnal Farmasi Sains dan Obat Tradisional*, 2(1), 75–85.
- Tambaip, B., Tjilen, A. P., & Ohoiwutun, Y. (2023). The role of health facilities for community welfare. *Jurnal Kebijakan Publik*, 14(2), 189–196.
- Wulandari, D., & Salsabila, T. (2022). Increasing public awareness in maintaining health to create a healthy Indonesia. *Abdi Geomedisains*, 3(1), 50–58.
- Wusko, A. U. (2014). The influence of service quality on user satisfaction at Bangil Regional General Hospital, Pasuruan Regency. *Sketsa Bisnis*, 1(1).
- Yanuarti, R., Febriawati, H., Angraini, W., Pratiwi, B. A., & Wati, N. (2021). Patient perceptions of the quality of hospital services during the COVID-19 pandemic. *Jurnal Kesmas Asclepius*, 3(2), 49–59.