



THE RELATIONSHIP BETWEEN NURSING SERVICE QUALITY AND PATIENT SATISFACTION

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ABSTRACT

Service quality is an important indicator in determining patient satisfaction with healthcare services. High-quality services are able to meet patients' needs and expectations, thereby creating a positive service experience and improving patient satisfaction. Therefore, improving service quality is an essential aspect that should be prioritized by all healthcare facilities, including beauty clinics. This study aimed to determine the relationship between nursing service quality and patient satisfaction at Click House Beauty Clinic. This study employed a quantitative research design with a cross-sectional approach. A total of 233 respondents were selected using an accidental sampling technique. Data were collected using nursing service quality and patient satisfaction questionnaires adopted from previously validated instruments. The nursing service quality questionnaire demonstrated validity coefficients ranging from 0.410 to 0.854 and a Cronbach's alpha of 0.954, while the patient satisfaction questionnaire demonstrated validity coefficients ranging from 0.381 to 0.673 and a Cronbach's alpha of 0.892. Both instruments were declared valid and reliable. Data were analyzed using univariate and bivariate analyses with the Chi-square test at a significance level of $\alpha = 0.05$. Most respondents perceived the nursing service quality as good (124 respondents; 53.2%) and reported being satisfied with the services received (131 respondents; 56.2%). The Chi-square test revealed a significant relationship between nursing service quality and patient satisfaction ($p = 0.001$). The Odds Ratio (OR) of 5.160 indicated that respondents who perceived good nursing service quality were 5.160 times more likely to be satisfied than those who perceived poor service quality. There was a significant relationship between nursing service quality and patient satisfaction at Click House Beauty Clinic.

Keywords: beauty clinic; nursing service quality; patient satisfaction

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INTRODUCTION

The beauty industry in Indonesia has experienced rapid growth in recent years, driven by increasing public awareness of self-care and skin health. This trend has led to a significant increase in the number of beauty clinics, creating intense competition among healthcare providers. In this competitive environment, service quality has become a crucial factor in meeting patients' expectations, maintaining patient loyalty, and enhancing the competitiveness of healthcare facilities (Mulfiyanti, 2022).

Service quality refers to the extent to which healthcare services meet patients' needs in accordance with professional and service standards. In beauty clinics, service quality is evaluated not only by treatment outcomes but also by patients' overall service experience. The Service Quality (SERVQUAL) model, which consists of five dimensions—tangibles, reliability, responsiveness, assurance, and empathy is widely used to assess healthcare service quality (Khairunnisa, 2025). The fulfillment of these dimensions contributes significantly to patient satisfaction..

Patient satisfaction is an important indicator of healthcare service quality. Satisfaction is achieved when the services received meet or exceed patients' expectations, whereas services that fail to meet expectations may result in dissatisfaction (Asparini et al., 2024). In Indonesia, the Ministry of

Health has established a minimum patient satisfaction standard of 95% as one of the indicators of healthcare service quality (Ministry of Health of the Republic of Indonesia, 2024).

Previous studies have demonstrated a significant relationship between service quality and patient satisfaction (Sulaiman, 2021; Lintresa et al., 2021). However, most of these studies were conducted in hospitals and primary healthcare centers, while evidence regarding beauty clinics remains limited. Given that beauty clinic services place greater emphasis on patient experience, communication, comfort, and personalized care, further investigation is warranted.

Click House Beauty Clinic is one of the aesthetic healthcare facilities committed to improving service quality. Patient visit records from January to March 2026 showed 1,350 visits. However, the 2025 patient satisfaction survey reported a satisfaction rate of 75.8%, which remains below the national minimum standard. Preliminary observations also identified several patient complaints regarding long waiting times, inadequate information delivery, and insufficient staff responsiveness, indicating a gap between the quality of services provided and patients' expectations. Therefore, this study aimed to analyze the relationship between nursing service quality and patient satisfaction at Click House Beauty Clinic.

METHOD

This study employed a quantitative analytic correlational design with a cross-sectional approach. The study population consisted of all patients who received treatment at Click House Beauty Clinic, with an average of 450 patient visits per month based on records from January to March 2026. A total of 233 respondents were recruited using an accidental sampling technique. The study was conducted at Click House Beauty Clinic from May to June 2026. Data were collected using a demographic questionnaire, a 22-item nursing service quality questionnaire based on the SERVQUAL dimensions, and a 15-item patient satisfaction questionnaire. The nursing service quality questionnaire was adopted from an instrument developed based on the SERVQUAL dimensions by Parasuraman, Zeithaml, and Berry (1988), as used by Budiyati (2025). The validity test conducted by Budiyati (2025) on 30 respondents showed validity coefficients ranging from 0.410 to 0.854, with all items having an r-count greater than the r-table value of 0.361. The questionnaire demonstrated good internal consistency, with a Cronbach's alpha coefficient of 0.954. The patient satisfaction questionnaire was adopted from an instrument developed by Tjiptono (2022), as used by Ulfah (2025). The validity test conducted by Ulfah (2025) on 30 respondents showed validity coefficients ranging from 0.381 to 0.673, with all items having an r-count greater than the r-table value of 0.361. The questionnaire demonstrated good internal consistency, with a Cronbach's alpha coefficient of 0.892. Based on the results of the previous validity and reliability testing, both instruments were considered valid and reliable for use in this study. Data were analyzed using descriptive (univariate) statistics to describe respondents' characteristics and study variables. Bivariate analysis was performed using the Chi-square test with a significance level of $\alpha = 0.05$ to determine the relationship between nursing service quality and patient satisfaction.

RESULT

This study was conducted at Click House Beauty Clinic and involved 233 respondents who met the study eligibility criteria and agreed to participate. Data were collected using self-administered questionnaires consisting of respondents' demographic characteristics, a nursing service quality questionnaire, and a patient satisfaction questionnaire. The findings are presented through univariate analysis describing respondents' characteristics and the distribution of the study variables, followed by bivariate analysis to examine the relationship between nursing service quality and patient satisfaction.

Table 1.
Respondent Characteristics (n=233)

Variable	f	%
Age		
Early Adulthood	207	88,8
Late Adulthood	26	11,2
Gender		
Male	65	27,9
Female	168	72,1
Visit Status		
New Patient	140	60,1
Returning Patient	93	39,9

Table 1 shows that most respondents were in the early adulthood age group (88.8%), were female (72.1%), and were new patients (60.1%)

Table 2.
Distribution of Nursing Care Service Quality (n=233)

Variable	f	%
Poor	109	46,8
Good	124	53,2

Table 2, the majority of respondents perceived the nursing care service quality at Click House Beauty Clinic as good, with 124 respondents (53.2%), while 109 respondents (46.8%) perceived the service quality as poor.

Table 3.
Distribution of Patient Satisfaction (n=233)

Variable	f	%
Dissatisfied	102	43,8
Satisfied	131	56,2

Based on Table 3, the majority of respondents were satisfied with the services provided at Click House Beauty Clinic, with 131 respondents (56.2%), while 102 respondents (43.8%) reported being dissatisfied.

Table 4.
Association Between Nursing Care Service Quality and Patient Satisfaction (n=233)

Association Between Nursing Care Service Quality and Patient Satisfaction (n = 233)								
Service Quality	Patient Satisfaction				Total		P Value	OR 95% CI
	Dissatisfied		Satisfied					
	f	%	f	%	f	%		
Poor	70	64,2	39	35,8	109	100	0,001	5.160 (2.943 – 9.047)
Good	32	25,8	92	74,2	124	100		
Total	102	43,8	131	56,2	233	100		

Based on Table 4, the majority of respondents who perceived the nursing care service quality as poor were dissatisfied (64.2%), whereas most respondents who perceived the service quality as good were satisfied (74.2%). The Chi-square test showed a significant association between nursing care service quality and patient satisfaction ($p = 0.001$). The odds ratio (OR = 5.160; 95% CI: 2.943–9.047) indicates that respondents who perceived the service quality as good were 5.160 times more likely to be satisfied than those who perceived the service quality as poor.

DISCUSSION

Nursing Care Service Quality

The results showed that the majority of respondents perceived the nursing care service quality at Click House Beauty Clinic as good (53.2%). This finding indicates that the services provided generally met patients' expectations. According to Muninjaya (2021), service quality reflects the extent to which healthcare services comply with professional standards and meet patients' needs and expectations. Similarly, Asmuji (2020) stated that service quality is influenced by the integration of service structure, process, and outcomes, with professional, responsive, and patient-centered care contributing to positive patient perceptions. These findings are consistent with those of Avrita et al.

(2025), who reported that most respondents rated nursing care service quality as good. In contrast, Yolanda et al. (2025) found that the majority of respondents perceived service quality as inadequate. This discrepancy may be attributed to differences in healthcare settings, types of services provided, and patients' expectations. Despite the predominance of positive ratings, 46.8% of respondents in the present study still perceived the service quality as poor, highlighting the need for continuous quality improvement, particularly in communication, responsiveness, and patient education to further enhance healthcare service quality.

Patient Satisfaction

The results showed that the majority of respondents were satisfied with the services provided at Click House Beauty Clinic (56.2%). This finding indicates that the services generally met patients' expectations. According to Sudharman (2023), patient satisfaction is the result of evaluating the consistency between the services received and patients' expectations. The greater the consistency, the higher the level of patient satisfaction. Fardhoni (2021) further explained that patient satisfaction is influenced by service quality, healthcare providers' communication, facility comfort, ease of access to services, and the extent to which the services received meet patients' expectations. The findings of this study are consistent with those of Lohige (2023) and Rismiyanto (2024), who reported that most respondents were satisfied with the healthcare services they received. In contrast, Ardiyani (2021) found that the majority of respondents were dissatisfied with healthcare services. These differences may be attributed to variations in healthcare settings, types of services provided, and patients' expectations. Although most respondents in the present study were satisfied, 43.8% reported dissatisfaction. This finding highlights the need for continuous improvements in service quality, particularly in communication, service timeliness, patient education, and the overall comfort of healthcare services, to further enhance patient satisfaction.

Association Between Nursing Care Service Quality and Patient Satisfaction

The bivariate analysis showed a significant association between nursing care service quality and patient satisfaction at Click House Beauty Clinic ($p = 0.001$). Respondents who perceived the service quality as good were more likely to report satisfaction (74.2%), whereas those who perceived the service quality as poor were more likely to report dissatisfaction (64.2%). The odds ratio (OR = 5.160; 95% CI: 2.943–9.047) indicates that respondents who perceived the service quality as good were 5.160 times more likely to be satisfied than those who perceived the service quality as poor. These findings are consistent with the theories of Muninjaya (2021) and Tjiptono (2022), which state that patient satisfaction is achieved when healthcare services meet or exceed patients' expectations, and that improvements in service quality are associated with higher levels of patient satisfaction.

The findings are consistent with previous studies by Avrita et al. (2025), Yolanda et al. (2025), and Suntini et al. (2025), all of which reported a significant relationship between service quality and patient satisfaction. This consistency suggests that service quality is an important determinant of patient satisfaction across different healthcare settings. In the present study, the responsiveness dimension received the highest rating, indicating that prompt and responsive services contributed positively to patients' experiences. In contrast, the empathy dimension received the lowest rating, suggesting the need to improve individualized attention, communication, and patient education.

In beauty clinics, patient satisfaction is influenced not only by treatment outcomes but also by the overall service experience. Therefore, efforts to improve service quality should focus not only on technical competence but also on strengthening communication, implementing patient-centered care, and enhancing interpersonal relationships between healthcare providers and patients. These improvements are expected to increase patient satisfaction and promote long-term patient loyalty to Click House Beauty Clinic.

CONCLUSION

The majority of respondents perceived the nursing care service quality at Click House Beauty Clinic as good (53.2%) and reported being satisfied with the services received (56.2%). There was a significant association between nursing care service quality and patient satisfaction at Click House Beauty Clinic ($p = 0.001$). Respondents who perceived the nursing care service quality as good were 5.160 times more likely to be satisfied than those who perceived the service quality as poor (OR = 5.160; 95% CI: 2.943–9.047).

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