

The Relationship between Service Quality and Outpatient Satisfaction at the Langga Payung Health Center, South Labuhanbatu Regency in 2022

Irwan Agustian

Nursing Study Program, Faculty of Health Sciences, Universitas Haji Sumatera Utara

ARTICLE INFO**Article history:**

Received Oct 17, 2022
Revised Oct 24, 2022
Accepted Nov 14, 2022

Keywords:

Service quality,
Patient Satisfaction

ABSTRACT

Community satisfaction with health services is not only related to recovery from illness. Community satisfaction is related to the quality of service at the Puskesmas. Service quality is divided into five dimensions, namely physical evidence, reliability, responsiveness, assurance and empathy. This study aims to determine the relationship between service quality and outpatient satisfaction at the Langga Payung Health Center in South Labuhanbatu Regency in 2022. This research is a quantitative study with a cross-sectional approach. This research was conducted from 30 May 2022 to 11 June 2022. The population in this study was 68 people per month. The sampling technique used accidental sampling technique totaling 54 people. Data analysis techniques through coding (coding data), editing (data checking), tabulation (data grouping), Entry (data entry) and Processing (data processing). The results of the study found that there was no relationship between physical evidence (tangible) and outpatient satisfaction at the Langga Payung Health Center in Labuhanbatu Selatan Regency in 2022 with a p value = $0.103 < \alpha = 0.05$, there was a reliability relationship with outpatient satisfaction at Langga Payung Health Center in South Labuhanbatu Regency in 2022 with a p value = $0.017 < \alpha = 0.05$, there is a relationship between responsiveness and outpatient satisfaction at the Langga Payung Health Center in South Labuhanbatu Regency in 2022 with a p value = $0.005 < \alpha = 0.05$, there is a relationship between assurance and patient satisfaction at the Langga Payung Health Center in South Labuhanbatu Regency in 2022 with a p value = $0.001 < \alpha = 0,05$ and there is a relationship between empathy and outpatient satisfaction at the Langga Payung Health Center in South Labuhanbatu Regency in 2022 with a p value = $0.004 < \alpha = 0.05$. Suggestions in this study, especially for health workers should continue to strive to improve the quality of service so as to increase patient satisfaction for treatment so that the level of public health is getting better.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Irwan Agustian,
Nursing Study Program,
North Sumatra Hajj University,
Jl. Haji Hospital, Percut Sei Tuan Sub-district
Email: irwan.agustian1991@gmail.com

INTRODUCTION

Health is a basic need that encourages humans to always maintain their health. This need also makes people feel the need to get proper health services. Health service provider organizations such as hospitals, health centers, medical centers and doctor's practices are a form of providing resources in the health sector. As a service provider for the community, the organization needs to have quality services that are in accordance with community expectations (Herman, 2014).

Service quality is defined as the difference between customers' perceptions of services and their expectations about an organization's service offerings. The perception of customer (patient) expectations about the ideal service standard is based on their previous experience in using the service (Hastuti, 2017). Service quality is considered to be a key factor in differentiation and community satisfaction with health services at the puskesmas.

Community satisfaction with health services is not only related to recovery from physical illness but also involves satisfaction with the attitudes, knowledge and skills of officers in providing services and the availability of adequate facilities and infrastructure that can provide comfort. With the increasing quality of service, the function of services at the puskesmas needs to be improved to be more effective and efficient and provide satisfaction to patients and the community. The function of the Puskesmas which is very heavy in providing services to the community is faced with several challenges in terms of human resources and increasingly sophisticated health equipment, but must continue to provide the best service (Herman, 2014).

Puskesmas as the spearhead in providing services are required to provide quality, affordable, fair and equitable health services by prioritizing promotive and preventive efforts, to achieve the highest degree of public health in their working areas (Anwary, 2020). Utilization of puskesmas health facilities can be seen from several indicators, namely the average number of visits per day open to the puskesmas and the frequency of visits to the puskesmas. Puskesmas, which are health service providers closest to the community, should be optimally empowered by the community. Various regions of Indonesia are still facing problems with health services. It is estimated that only about 30% of the population utilizes the services of puskesmas, supporting puskesmas and inpatient puskesmas (Yuliyanti, 2013).

Some efforts that can be made to increase community satisfaction with health services at puskesmas can be measured by the quality of doctors, overall quality of care, interpersonal attention and ease of location to reach, 2020). Problems encountered that cause patient dissatisfaction are failure to communicate between patients and staff, inefficient time and less than optimal service delivery by health workers (Andriani, 2017). Apart from that, factors of patient dissatisfaction with health services at the Puskesmas such as the long waiting time for examinations, health workers who are not alert enough to respond to community complaints and health workers who are not friendly in serving patients (Anwary, 2020).

According to Dahmar et al., (2019) mentions several causes of community dissatisfaction with health services at puskesmas such as patient waiting times to be served are often very late and not in accordance with established practice schedules and information provided to patients is lacking, in an effort to educate patients to treat and maintain their own health. Supported by Dewi (2016) states that several problems in health services at puskesmas such as long service queues, relatively long waiting times, unprofessional services by medical staff, and inadequate health facilities and infrastructure.

Community satisfaction with health services at the puskesmas can be increased if the patient feels the quality of the service provided is able to fulfill the patient's desire for health services. This is in line with the results of research by Hariyanto D, et al (2013) which stated that service quality has a significant effect simultaneously on patient visits, but does not have a significant effect partially. The quality of health services is the degree of perfection of health services in accordance with professional standards and service standards by using the potential resources available at

hospitals or health centers in a reasonable, efficient and effective manner and provided safely and satisfactorily according to ethical, legal and social norms. culture by taking into account the limitations and capabilities of the government, as well as consumer society.

It is supported by Septiani's research (2015) which states that there is a relationship between the quality of outpatient health services which includes five quality dimensions (Tangible, reliability, responsiveness, assurance, empathy) with the general patient satisfaction status at the Poncol Semarang Health Center. Supported by Anwary (2020) which states that there is a significant relationship between service quality and patient satisfaction which can be seen from the Reliability variable and Patient Satisfaction with a probability value of 0.000, the Responsiveness variable with Patient Satisfaction with a probability value of 0.000, the Certainty variable with Patient Satisfaction with a value probability 0.005. There is a significant relationship between Empathy and Patient Satisfaction, p-value = 0.006. There is also a significant relationship between Physical Evidence and Patient Satisfaction, p-value = 0.023.

Based on an initial survey conducted by researchers at the Langga Payung Health Center, it was found that the number of patient visits in 2021 was 816 people with various health complaints. In January 2022, the number of patient visits was 64 people and in February 2022 as many as 72 people (Profile of the Langga Payung Health Center, 2022). Based on the results of interviews with 8 outpatients who visited the Langga Payung Health Center, it was found that 3 outpatients expressed satisfaction, while 5 outpatients stated they were not satisfied. Patients who stated that they were satisfied with the service measured by medicine were always available at the puskesmas, health workers always looked neat, the waiting room and parking space were adequate. Meanwhile, patients who were dissatisfied mentioned that the length of time they waited for the examination, health workers who were less responsive to patient complaints and health workers who were less friendly in serving patients.

RESEARCH METHOD

Types of research

This research is a quantitative research with descriptive correlation research type, which is research that is directed to explain the relationship between two independent variables and the dependent variable (Notoadmodjo, 2014).

Research design

The research design uses a cross sectional approach, namely research that aims to explain the relationship between service quality and outpatient satisfaction at the Langga Payung Health Center, South Labuhanbatu Regency in 2022.

Research Location and Time

a. Research sites

This research has been carried out at the Langga Payung Health Center, South Labuhanbatu Regency with the consideration that the community's need for health services at the puskesmas is relatively high, there has never been a study with the same title, there is an adequate population and sample, and there are supporting references.

b. Research time

This research was carried out from May 30 2022 to June 11 2022, starting from conducting literature searches, preparing proposals, proposal seminars, research, data analysis and preparing the final report.

Population and Sample

a. Population

The population is the entire object of research or the object under study (Notoatmodjo, 2010). The population in this study were all patients seeking treatment at the Langga

Payung Health Center, Labuhanbatu Selatan Regency, as many as 816 people in 2021 and an average of 68 people per month.

b. Sample

The sample is part of the number and characteristics possessed by the population (Notoadmodjo, 2014). Sampling using accidental sampling, which is sampling that is done by chance, that is, anyone who coincidentally meets with the researcher can be used as a sample (Sugiyono, 2015). So the number of samples will be obtained based on the number of patients who visited the Langga Payung Health Center within 2 weeks.

Data collection technique

a. Primary data

Primary data is data created by researchers for the specific purpose of seeing the relationship between service quality and outpatient patient satisfaction at the Langga Payung Health Center in South Labuhanbatu Regency in 2022. The data was collected by the researchers themselves directly from the first source (patient).

b. Secondary Data

Secondary data, namely data obtained and found from the research site. In this study, the source of secondary data was to take demographic data from documents or records obtained from the Langga Payung Health Center.

RESULTS AND DISCUSSIONS

Characteristics of Respondents

Characteristics of respondents studied in this study include: Age, Gender, Occupation and Education and complaints which can be seen in table 4.1

Table 1. Characteristics of Respondents at the Langga Payung Health Center, District South Labuhanbatu Year 2022

No	Characteristics	Frequency (f)	Percentage (%)
1	Age of Respondents		
	<30 Years	11	20,4
	30-40 Years	24	44,4
	41-50 Years	7	13,0
	51-60 Years	10	18,5
	>60 Years	2	3,7
	Amount	54	100,0
2	Gender		
	Man	31	57,4
	Woman	23	42,6
	Amount	54	100,0
3	Education		
	SD	4	7,4
	JUNIOR HIGH SCHOOL	19	35,2
	SENIOR HIGH SCHOOL	26	48,1
	College	5	9,3
	Amount	54	100,0
4	Work		
	Self-employed	25	46,3
	Farmers/Plantation	14	25,9
	Laborer	13	24,1
	civil servant	2	3,7
	Amount	54	100,0
5	Patient Complaint		
	Diarrhea	3	5,6

Fever	9	16,7
ARI	18	33,3
Hypertension	12	22,2
gastritis	6	11,1
Gout	4	7,4
Diabetes mellitus	2	3,7
Amount	54	100,0

Based on table 4.1, it can be seen that from 54 respondents at the Langga Payung Health Center, it can be seen that the majority of respondents who visited were aged 30-40 years as many as 24 people (44.4%), the majority gender was 31 people (57.4%).), the majority of education is SMA as many as 26 people (48.1%), the majority of occupations are entrepreneurs as many as 25 people (46.3%) and the complaints of patients who seek treatment at the Langga Payung Health Center are the majority of ISPA as many as 18 people (33.3%).

Physical Evidence (Tangible) at the Langga Payung Health Center in South Labuhanbatu Regency in 2022

To see the results of measuring physical evidence (tangible) at the Langga Payung Health Center in Labuhanbatu Selatan Regency in 2022, it can be described in the following table:

Table1 2. Physical Evidence (Tangible) at the Langga Payung Health Center, District South Labuhanbatu Year 2022

No	Physical Evidence (Tangible)	Frequency (f)	%
1	Not enough	12	22,2
2	Pretty good	34	63,0
3	Well	8	14,8
	Amount	54	100

From table 4.2, it can be seen that the majority of Tangible Physical Evidence at the Langga Payung Health Center, South Labuhanbatu Regency is in the fairly good category as many as 34 people (63%) and the minority in the good category as many as 8 people (14.8%).

Reliability at the Langga Payung Health Center in South Labuhanbatu Regency in 2022

To see the results of Reliability Measurement at the Langga Payung Health Center in South Labuhanbatu Regency in 2022 can be described in the following table:

Table1 3. Results of Reliability Measurement at the Langga Health Center Umbrella for South Labuhanbatu Regency in 2022

No	Reliability (Reliability)	Frequency (f)	%
1	Not good	11	20,4
2	Pretty good	30	55,6
3	Well	13	24,1
	Amount	54	100

From table 4.3 it can be seen that the majority of the Reliability of the Langga Payung Health Center in South Labuhanbatu Regency is quite good as many as 30 people (55.6%) and the minority is in the unfavorable category of 11 people (20.4%).

Responsiveness at the Langga Payung Health Center in South Labuhanbatu Regency in 2022

To see the results of the Responsiveness Measurement at the Langga Payung Health Center, South Labuhanbatu Regency in 2022, it can be described in the table

Tab1 4. Results of Responsiveness Measurement at the Puskesmas Langga Payung South Labuhanbatu Regency in 2022

No	Responsiveness	Frequency (f)	%
1	Not good	10	18,5
2	Pretty good	30	55,6
3	Well	14	25,9
Amount		54	100

From table 4.4, it can be seen that the majority of Responsiveness at the Langga Payung Health Center, South Labuhanbatu Regency is quite good as many as 30 people (55.6%) and the minority is in the poor category as many as 10 people (18.5%).

Assurance at the Langga Payung Health Center, South Labuhanbatu Regency in 2022

To see the results of the Assurance Measurement at the Langga Payung Health Center, South Labuhanbatu Regency in 2022, it can be described in table 4.5

Tab1 5. Result of Assurance Measurement at Langga Health Center Umbrella for South Labuhanbatu Regency in 2022

No	Guarantee	Frequency (f)	%
1	Not good	6	11,1
2	Pretty good	26	48,1
3	Well	22	40,7
Amount		54	100

From table 4.5 it can be seen that the majority of Assurance at the Langga Payung Health Center in South Labuhanbatu Regency is quite good as many as 26 people (48.1%) and the minority is in the poor category of 6 people (11.1%).

Empathy at the Langga Payung Health Center in South Labuhanbatu Regency in 2022

To see the results of measuring Empathy (Empathy) at the Langga Payung Health Center in Labuhanbatu Selatan Regency in 2022 can be described in the table

Tab1 6. Results of Empathy Measurement at the Langga Health Center Umbrella for South Labuhanbatu Regency in 2022

No	Empathy	Frequency (f)	%
1	Not good	10	18,5
2	Pretty good	28	51,9
3	Well	16	29,6
Amount		54	100

From table 4.6, it can be seen that the majority of Empathy in the Langga Payung Health Center, Labuhanbatu Selatan Regency are quite good as many as 28 people (51.9%) and the minority is in the poor category as many as 10 people (18.5%).

Satisfaction of Outpatient Patients at the Langga Payung Health Center in South Labuhanbatu Regency in 2022

To see the results of Outpatient Patient Satisfaction Measurement at the Langga Payung Health Center in South Labuhanbatu Regency in 2022 can be described in the table

Table1 7. Outpatient Satisfaction Measurement Results at the Puskesmas Langga Payung South Labuhanbatu Regency in 2022

No	Outpatient Satisfaction	Frequency (f)	%
1	Less satisfied	10	18,5

2	Pretty good	34	63.0
3	Satisfied	10	18.5
Amount		54	100

From table 4.7 it can be seen that the majority of outpatient satisfaction at the Langga Payung Health Center, South Labuhanbatu Regency is quite satisfied as many as 34 people (63%).

The Relationship of Physical Evidence (Tangible) with Outpatient Satisfaction at the Langga Payung Health Center, South Labuhanbatu Regency in 2022

To see the relationship between physical evidence (tangible) and outpatient satisfaction at the Langga Payung Health Center, South Labuhanbatu Regency in 2022, see Table

Table1 8. The Relationship of Physical Evidence (Tangible) with Outpatient Satisfaction at the Langga Payung Health Center, South Labuhanbatu Regency in 2022

No	Physical Evidence (Tangible)	Outpatient Satisfaction						Total		Score P
		Less satisfied		Quite satisfied		Satisfied		N	%	
		N	%	N	%	N	%			
1	Not good	4	33.3	5	41.7	3	25.0	12	100.0	0.103
2	Pretty good	3	8.8	24	70.6	7	20.6	34	100.0	
3	Well	3	37.5	5	62.5	0	0	8	100.0	
Total		10	18.5	34	63.0	10	18.5	54	100.0	

Based on Table 4.8 above, it can be seen that the quality of service in terms of physical evidence is quite good with outpatient satisfaction being quite satisfied with 24 people (70.6%). Then, based on the results of the chi square test, the value of $p = 0.103 < \alpha = 0.05$ means that H_0 is accepted, meaning that there is no relationship between physical evidence (tangible) and outpatient satisfaction at the Langga Payung Health Center, Labuhanbatu Selatan Regency, in 2022.

Relationship between Reliability and Outpatient Satisfaction at Langga Payung Health Center, South Labuhanbatu Regency in 2022

To see the relationship between Reliability and Outpatient Satisfaction at the Langga Payung Health Center in South Labuhanbatu Regency in 2022 can be seen in Table

Table1 9. Relationship between Reliability and Outpatient Satisfaction at the Langga Payung Health Center, South Labuhanbatu Regency in 2022

No	Reliability (Reliability)	Outpatient Satisfaction						Total		Score P
		Less satisfied		Quite satisfied		Satisfied		N	%	
		N	%	N	%	N	%			
1	Not good	4	36.4	7	63.6	0	0	11	100.0	0.017
2	Pretty good	4	13.3	22	73.3	4	13.3	30	100.0	
3	Well	2	15.4	5	38.5	6	46.2	13	100.0	
Total		10	18.5	34	63.0	10	18.5	54	100.0	

Based on Table 4.9 above, it can be seen that the quality of service in terms of reliability is quite good with 22 people (73.3%) outpatient satisfaction being quite satisfied. Then based on the results of the chi square test, the value of $p = 0.017 < \alpha = 0.05$ means that H_0 is rejected, meaning that there is a relationship between reliability and outpatient satisfaction at the Langga Payung Health Center, Labuhanbatu Selatan Regency in 2022

Relationship between Empathy and Satisfaction of Outpatients at Langga Payung Health Center, South Labuhanbatu Regency in 2022

To see the Relationship between Empathy and Outpatient Satisfaction at the Langga Payung Health Center in South Labuhanbatu Regency in 2022 can be seen in Table

Table10. Relationship of Empathy (Empathy) with Outpatient Satisfaction at the Health Center Langga Payung South Labuhanbatu Regency in 2022

No	Empathy	Outpatient Satisfaction						Total	Score P	
		Less satisfied		Quite satisfied		Satisfied				
		N	%	N	%	N	%			
1	Not good	5	50.0	4	40.0	1	10.0	10	100.0	0.004
2	Pretty good	2	7.1	23	82.1	3	10.7	28	100.0	
3	Well	3	18.8	7	43.8	6	37.5	16	100.0	
Total		10	18.5	34	63.0	10	18.5	54	100.0	

Based on Table 4.12 above, it can be seen that the quality of service in terms of empathy is quite good with 23 people (82.1%) outpatient satisfaction being quite satisfied. Then, based on the results of the chi square test, the value of $p = 0.004 < \alpha = 0.05$ means that H_0 is rejected, meaning that the relationship between empathy and outpatient satisfaction at the Langga Payung Health Center in South Labuhanbatu Regency in 2022

Discussion

a. The Relationship of Physical Evidence (Tangible) with Outpatient Satisfaction at the Langga Payung Health Center, South Labuhanbatu Regency in 2022

Based on the results of the study it was found that the quality of service in terms of physical evidence was quite good with outpatient satisfaction in the category of quite satisfied as many as 24 people (70.6%). Then, based on the results of the chi square test, the value of $p = 0.103 < \alpha = 0.05$ means that H_0 is accepted, meaning that there is a relationship between physical evidence (tangible) and outpatient satisfaction at the Langga Payung Health Center, Labuhanbatu Selatan Regency, in 2022.

Supported by research by Yulina and Ginting (2019) which states that there is no significant relationship between physical evidence and outpatient satisfaction at the Belawan Health Center in 2019. Supported by research by Kahar et al. (2017) which states that there is no relationship between physical evidence and satisfaction. patients at the Barru Hospital, South Sulawesi. However, it is contrary to the research of Juwita et al (2017) which states that there is a relationship between physical evidence and patient satisfaction at the Tamiang Layang Regional General Hospital. Supported by Anwary's research (2020) which states that there is a significant relationship between the Physical Evidence variable and patient satisfaction at the Durian Gantang Health Center. This is in line with Hastuti et al.'s research. (2017) which states that there is a relationship between the tangibility quality dimension and patient satisfaction ($p = 0.000$)

The results of measurements on the physical evidence variable (tangible) at the Langga Payung Health Center, South Labuhanbatu Regency, found that the majority were quite good. This is supported by the answers to the questionnaire respondents who answered agree that the Langga Payung Health Center already has an adequate waiting room to accommodate incoming patients, the Langga Payung Health Center has adequate medical equipment, the Langga Payung Health Center has a pharmacy with a complete number of drugs, the examination room patients are adequate and their privacy is maintained and completeness, readiness and cleanliness of equipment support good health services.

It was still found that 22.2% of respondents said that the physical evidence of the Langga Payung Health Center was not good, this was because the patient stated that the respondents did not agree that the Langga Payung Health Center had medical equipment that was quite complete

and that the Langga Payung Health Center had a clean and well-maintained building and officers neat.

Although the quality of service based on the dimensions of physical evidence is quite good, in this study there is no relationship between physical evidence and satisfaction. This is possible because the community's need for health services is so great with a free service system if BPJS participants are added to the affordability of the distance that can be taken by patients.

According to the researchers' assumption that service quality with tangible dimensions has a positive effect on patient satisfaction with services at the Langga Payung Health Center. This means that the better the physical (tangible) evidence from the Langga Payung Health Center, the patient's satisfaction with health services at the Health Center will increase. The indicators measured from the dimensions of physical evidence are the waiting room for the puskesmas, health equipment at the puskesmas, medicines available at the puskesmas, medical devices used, friendly and neat puskesmas staff, adequate patient examination rooms and cleanliness of service support tools good health.

b. Relationship between Reliability and Outpatient Satisfaction at Langga Payung Health Center, South Labuhanbatu Regency in 2022

Based on the results of the study, it was found that the quality of service in terms of reliability was quite good with outpatient satisfaction in the category of quite satisfied as many as 22 people (73.3%). Then, based on the results of the chi square test, the value of $p=0.017 < \alpha=0.05$ means that H_0 is rejected, meaning that there is a relationship between reliability and outpatient satisfaction at the Langga Payung Health Center, Labuhanbatu Selatan Regency, in 2022. This is in line with Yulina and Ginting's research (2019) which states that there is a significant relationship between reliability and outpatient satisfaction at the Belawan Health Center in 2019. Supported by Anwary's research (2020) which states that the Reliability variable related to the quality of Puskesmas services has a significant relationship with probability value $0.000 < \alpha < 0.05$.

The quality of service based on the reliability dimension of Langga Payung Health Center nurses, South Labuhanbatu Regency is quite good. This is measured by respondents agreeing that Langga Payung puskesmas officers provide information on health services to the community, Langga Payung Health Center officers provide fast and uncomplicated services, The length of treatment carried out by doctors is in accordance with patient expectations and doctors diagnose the patient's illness with accurate.

Still found the quality of reliability based on the dimensions of reliability with a poor category of 20.4%. This was due to the large number of respondents who disagreed with the item. The health workers at the Langga Payung Health Center could fulfill the services promised to the community, the doctors came on time and the health workers at the Langga Payung Health Center reported all details of patient changes to the doctor during the visit.

The Reliability dimension is one of the important service quality dimensions related to its relationship to patient satisfaction at the health center. The reliability variable is one of the dimensions of service quality which is often the main assessment for patient satisfaction, because one of the indicators is the ability or expertise of health workers to provide services directly to patients at the puskesmas (Anwary, 2020).

According to the researchers' assumption that the reliability of health workers providing services to patients has a positive effect on patient satisfaction at the Langga Payung Health Center. This means that the better the reliability of health workers, the higher the satisfaction of patients who visit and seek treatment at the Langga Payung Health Center in South Labuhanbatu Regency.

c. Relationship between Empathy and Satisfaction of Outpatients at Langga Payung Health Center, South Labuhanbatu Regency in 2022

Based on the results of the study it was found that the quality of service in terms of empathy was quite good with outpatient satisfaction in the category of quite satisfied as many as 23 people

(82.1%). Then, based on the results of the chi square test, the value of $p=0.004 < \alpha=0.05$ means that H_0 is rejected, meaning that there is a relationship between empathy and outpatient satisfaction at the Langga Payung Health Center, Labuhanbatu Selatan Regency, in 2022.

This is in line with Yunita and Ginting's research (2020) which states that there is a significant relationship between empathy and outpatient satisfaction at Belawan Health Center in 2019. The results of this study are in line with research (Mernawati & Zainafree, 2016), p value $0.03 < 0.05$. This shows that there is a relationship between empathy and patient satisfaction at the Lamper Tengah Health Center.

Supported by research by Anwary (2020) which states that there is a relationship between Empathy and Patient Satisfaction. In line with the research of Hastuti, et al (2017) which stated that in the bivariate analysis, it was found that there was a relationship between the dimensions of empathy quality and patient satisfaction (p value = 0.000). The results of measuring the dimensions of service quality based on the dimensions of empathy (Empathy) at the Langga Payung Health Center, South Labuhanbatu Regency are quite good. This is supported by the statement of respondents who agree that the Langga Payung Health Center provides understanding and tolerance for service users (patients) if problems occur such as missing BPJS health services, Langga Payung Health Center officers prioritize the interests of service users (Patients), Willingness of officers to apologize if an error occurs, Entertains and provides encouragement so that the patient recovers quickly from the illness he suffers and the doctor tries to calm the patient's anxiety about the disease he is suffering from. There are still respondents who say that the quality of service from empathy is in the unfavorable category of 18,%. This is in accordance with the statement of respondents who disagreed that the time to consult patients with doctors at the Langga Payung Health Center could be fulfilled and the Langga Payung Health Center officers gave full attention to the patient.

Empathy is the attention given by the puskesmas to patients and their families such as the ability to communicate and high attention from health workers (Tribowo, 2013). In line with Anwary's statement (2020) which states that the ability of health service providers to provide encouragement and feel the problems suffered by patients is one of the factors that can foster a sense of satisfaction for patients. In addition, these variables can also be measured through communication built by health workers in providing a sense of calm and comfort. According to the researcher's assumption that empathy given by health workers has a positive impact on patient satisfaction in receiving services at the Langga Payung Health Center. This means that the better the empathy provided as long as it is in accordance with the provisions and boundaries between health workers and patients, it will further increase patient satisfaction in receiving services at the Langga Payung Health Center.

CONCLUSION

Based on research conducted at the Langga Payung Health Center in South Labuhanbatu Regency, it was concluded: There is no tangible relationship with outpatient satisfaction at the Langga Payung Health Center in South Labuhanbatu Regency in 2022 with a p value = $0.103 < \alpha = 0.05$. There is a relationship between reliability and outpatient satisfaction at the Langga Payung Health Center in Labuhanbatu Selatan Regency in 2022 with a p value = $0.017 < \alpha = 0.05$. There is a relationship between responsiveness and outpatient satisfaction at the Langga Payung Health Center in South Labuhanbatu Regency in 2022 with a p value = $0.005 < \alpha = 0.05$. There is an assurance relationship (assurance) with outpatient satisfaction at the Langga Payung Health Center in South Labuhanbatu Regency in 2022 with a p value = $0.001 < \alpha = 0.05$. There is a relationship between empathy (empathy) with outpatient satisfaction at the Langga Payung Health Center, South Labuhanbatu Regency in 2022 with p value = $0.004 < \alpha = 0.05$.

References

- Andriani, Aida (2017). The Relationship between Quality of Health Services and Patient Satisfaction in the Public Poly Room of the Bukit Tinggi Health Center. *Journal Endurance* 2(1) February 2017 (45-52).
- Anfal, A. (2020). The Effect of Service Quality and Hospital Image on Satisfaction of Inpatients at Sundari General Hospital Medan in 2018. *Excellent Midwifery Journal*, 3(2), 1-19.
- Anwary, AZ (2020). The Relationship between Service Quality and Patient Satisfaction at the Durian Gantang Health Center, Hulu Sungai Tengah Regency. *Dynamics of Health: Journal of Midwifery And Nursing*, 11(1), 397-409. <https://doi.org/10.33859/dksm.v11i1.627>
- Astuti, Dwi (2017). Patient Perceptions About Service Quality With Satisfaction Levels of Inpatients at the Puskesmas. *HIGEIA Journal of Public Health Research and Development*, Vol 1 (3) (2017). e-ISSN 1475-222656.
- Dahmar, D., Taswin, T., Osi, AA, Meilani, N., & Kusnan, A. (2019). the Influence of Hospital Image Services on Need Communities in Regional General Hospital (Rsud) Bau-Bau City. *Journal of Community Health*, 5(3), 207-211. <https://doi.org/10.25311/keskom.vol5.iss3.419>
- Hastuti, Siti Kurnia Widi., Mudayana, Ahmad Ahid., Nurdhila, Arum Puteri., & Hadiyatama, Deskha (2017). The Relationship between Service Quality and Patient Satisfaction of BPJS Participants at the Yogyakarta Regional General Hospital. *Kes Mas: Journal of the Faculty of Public Health*, Vol. 11, Issue 2, September 2017, pp. 161-168. ISSN: 1978-0575.
- Herman, S. and N. (2014). The Relationship between Health Service Quality and Outpatient Satisfaction at the Lembasada Public Health Center, Donggala Regency. 22-35.
- Notoatmodjo, s, 2014, Health promotion theory and application, Jakarta : PT Rineka Cipta.
- Nursalam, 2017. Nursing Management. Applications in Professional Nursing Practice. Jakarta : Salemba
- Purnamasari, W. (2020). Relationship between Health Service Quality and Outpatient Satisfaction at the Antang Health Center in Makassar City.
- Rofiah, N. (2019). The Relationship between Excellence in Health Services and Patient Satisfaction at the Rantang Health Center, Medan Petisah District in 2019. Thesis, 3, 1-9.
- Septiani, AA (2015). The relationship between the quality of outpatient health services and the general patient satisfaction status at the Poncol Public Health Center, Semarang. 17-18. <http://lib.unnes.ac.id/28010/1/6411411090.pdf>
- Yulina, Y., & Ginting, R. (2019). Relationship between Service Quality and Outpatient Satisfaction at the Belawan Health Center in 2019. *Journal of Public Health & Nutrition (Jkg)*, 2(1), 26-33. <https://doi.org/10.35451/jkg.v2i1.204>
- Yuliyanti, D. (2013). The Relationship between the Image of Inpatient Services and the Fulfillment of Health Service Needs at the Jeuram Health Center, Seunagan District, Nagan Raya Regency. Thesis, 1-10.