

## PATIENT SATISFACTION QUALITY DESIGN BASED ON MINAHASA CULTURE: STUDY PHENOMENOLOGY

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### ABSTRACT

**Background:** Minahasan culture has an important role in improving health services, with cultural values *If All Children Tumou Too*, which is very relevant in improving the quality of hospital services. This design aims to integrate local Minahasan wisdom into the hospital service system to increase patient satisfaction. **Objective:** To find out an overview of the quality of patient satisfaction based on Minahasan culture at RSUD Dr. Sam Ratulangi Tondano. **Method:** The research design used was qualitative phenomenological. The source of informants was 10 people. Primary data was obtained through in-depth interviews using interview guides conducted with informants. Data analysis in this research uses *content analysis*. **Results:** 5 themes emerged, namely: *Responsiveness* appropriate ie *Lingaan-lingaan*, *Empathy (puddles)*, *Tangible*, (*Maesa-esa'an* and *Mangenang-pangan*), *Reliability* (*Stones button*) And *Assurances* that is *Mapalus*. In providing health services, Minahasan culture continues to be preserved in context *ma-saali* (service). **Conclusion:** Aspects of Minahasan culture applied at RSUD Dr. Sam Ratulangi Tondano namely *Lingaan-lingaan*, *Maleo-leosan*, *Maesa-esa'an*, *Remembering-puddles*, *Matombo-tombolan* And *Mapalus*. For the hospital to provide hospital services with Minahasa cultural dimensions, namely *puddles*, *cooking*, *stone-tomblan*, *lingaan-lingaan* And *maleo-leosan*

**Keywords:** Patient Satisfaction; Minahasa Culture; Phenomenology; Qualitative

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### INTRODUCTION

Patient satisfaction rates are still considered low, based on hospital research, showing patient satisfaction rates of 42.8% in Central Maluku and West Sumatra (Hasniar, 2021). research conducted at health service facilities in Aceh Province in 2023, showed that 67.7% of the level of community satisfaction was poor, 66.2% of officers' reliability was poor, 67.7% of officers' responsiveness was poor, 56.9% of respondents had no guarantee, 56.9% (Mira, et al. 2023).

The results of interviews with patients or patient families, where not all patients were satisfied with the services provided in the treatment room, especially in the operating room. Patients who are not satisfied are that the food served is sometimes not in accordance with the patient's requests, the air conditioning (AC) in the treatment room is not functioning properly and the service provided by nurses to the patient and the patient's family is not optimal.

Culture has an important role in shaping people's attitudes and behavior, including in health services. Minahasa, with values such as *If All Children Tumou Too* (humans live to humanize others), has a principle that is very relevant in improving the quality of hospital services. This design aims to integrate local Minahasa wisdom into the hospital service system to increase patient satisfaction, communication effectiveness and quality of care. In providing health services, especially at Dr. Sam Ratukangi Tondano Minahasan culture continues to be preserved, especially in context *ma hall* (service), where a nurse provides good service to patients, both in terms of appearance and friendliness.

For patients and patient families in hospitals, the concept of Minahasa culture is inherent, namely *masigi-sigian* (respect and greetings). In Minahasan society, respect and greetings are values that are thought of in terms of face-to-face contact with others. Therefore *sigiang sigiang* always synced with *will end* (to love each other)

and *maleos leosan* (to be honest with each other or to behave correctly with each other). The aimed study to determine the quality of patient satisfaction based on Minahasa culture at RSUD Dr. Sam Ratulangi Tondano

## METHOD

The research design used was qualitative phenomenological. Qualitative research methods were chosen to fulfill the researcher's goal of exploring phenomena that are descriptive in nature and cannot be explained quantitatively. Participants are informants who really take an active role in the qualitative data collection process. The selection of participants in this study was based on the principle of suitability (*appropriateness*) and sufficiency (*adequacy*) (Kasjono H.S. and Yasril, 2009). The source of informants (sample) in this study were 10 people consisting of patients or families of patients who were undergoing treatment in the surgical room at RSUD Dr. Sam Ratulangi Tondano.

Primary data was obtained through in-depth interviews using an interview guide conducted on patient informants or families of patients who were treated in the surgical room at RSUD Dr. Sam Ratulangi Tondano. Interviews were conducted to find out the level of patient satisfaction with *responsiveness*, *empathy*, *tangible*, *reliability* *responsiveness* and *assurances* received by participants at RSUD Dr. Sam Ratulangi Tondano. This research instrument is in the form of a semi structure interview, as well as an in-depth interview question guide. Data analysis in this research uses *content analysis*. This research has been approved by the Research Ethics Commission of Karya Husada University Semarang, No. 025/KEP/UNKAHA/SLE/II/2025 (Ethical Statement attached)

## RESULTS

**Her 1: Responsiveness: Responsive to serve and provide good service** This research has one theme, namely *Responsiveness*: responsive to serve and providing services, the results of a focus group discussion with 10 participants stated that the indicators that must be assessed are receiving

complaints, being responsive to serving patients, providing good service. Researchers found that nurses or medical personnel at RSUD Dr. Sam Ratulangi Tondano, is responsive and accepts every complaint from patients and provides good service. Theme regarding *Responsiveness* hospital services on patient satisfaction which must be assessed is supported by 3 categories as following:

1. *Receive complaints. Participants in this study expressed their feelings for nurses and other medical personnel willing and accepting patient complaints while being treated in the operating room at RSUD Dr. Sam Ratulangi Tondano.*
2. *Responsive in serving patients. Participants in this study expressed their feelings for nurses and other medical personnel responsive in providing services to patients while being treated in the operating room at RSUD Dr. Sam Ratulangi Tondano*
3. *Provide good service. Participants stated that nurses and other medical personnel provided good service.*

**Her 2: Empathy: The hospital's attitude is full of concern for patients and families.** This research found that in providing services while the patient was being treated, the nurses were attentive to the patient and family. This is proven by the results of a focus group discussion with 10 participants stating that the indicators that must be assessed are the nurse's accepting attitude, time availability, and service delivery. Researchers found that nurses or medical personnel at RSUD Dr. Sam Ratulangi Tondano, has a good attitude, provides sufficient time for patients while they are being treated in hospital, and provides services according to the patient's needs. Theme regarding *Empathy* hospital services on patient satisfaction which must be assessed supported by 3 categories as follows:

1. *Nurse's attitude. Participants in this study stated that nurses and other medical personnel behaved kindly and politely towards patients who were undergoing the treatment process in the operating room at Dr. RSUD. Sam Ratulangi Tondano.*
2. *Availability of time to provide services to patients. Participants in this study stated that nurses provided sufficient time to provide care services to patients while being treated in the operating room at RSUD Dr. Sam Ratulangi Tondano.*

3. *Provide good service. Participants in this study expressed the underestimation nurses provide services to patients while being treated in the operating room at RSUD Dr. Sam Ratulangi Tondano provides good service.*
4. *Provide services according to the patient's wishes. Participants in this study expressed the underestimation nurses provide services to patients while being treated in the operating room at RSUD Dr. Sam Ratulangi Tondano provides services according to the patient's wishes.*

**Her 3: *Tangible: Availability of infrastructure and service access times*** This research has three themes, namely *Tangible: Availability of infrastructure and service access times*, the results of a focus group discussion with 10 participants stated that the indicators that must be assessed are the condition of the hospital building, the condition of the hospital waiting room, the availability of medical equipment and the availability of signage. Theme regarding *Tangible* hospital services on patient satisfaction which must be assessed is supported by 4 categories as follows:

1. *Condition of the Hospital Building.*  
*Participants in this study revealed that the condition of the hospital building was that most participants stated that the hospital building was good and well maintained, but there were participants who stated that there were parts of the hospital building that were not maintained.*
2. *Condition of the Hospital waiting room.*  
*Participants in this study stated that the majority of participants stated that the hospital waiting room was quite comfortable for patients, but other participants stated that the hospital waiting room was still not sufficient to accommodate patients if many patients visited the hospital. Dr. Hospital Sam Ratulangi Tondano.*
3. *Availability of medical equipment*  
*Participants in this study revealed the bottom in the operating room Dr. Hospital Sam Ratulangi Tondano provides sufficient medical equipment for patient needs.*
4. *Availability of signage*  
*Participants in this study expressed below in Dr. Hospital Sam Ratulangi Tondano has signs leading to each hospital room.*

**Her 4: *Reliability: Timely, accurate and satisfactory service as well as providing service information***

This research has four themes, namely *Reliability: pe timely, accurate and satisfactory service as well as providing service information*, the results of a focus group discussion with 10 participants stated that the indicators that must be assessed are nurses helping patients, providing information before providing services, and thoroughness in providing services. Theme regarding *Tangible* hospital services on patient satisfaction which must be assessed is supported by 3 categories as follows:

1. *Helping patients.*  
*Participants in this study revealed that nurses and other medical personnel always provided assistance to patients while they were being treated in hospital.*
2. *Provide information.*  
*Participants in this study stated that nurses and other medical personnel provided information before providing services to patients in the operating room Dr. Hospital Sam Ratulangi Tondano.*
3. *Accuracy in providing services*  
*Participants in this study revealed that nurses were very thorough in providing services to patients in the operating room Dr. Hospital Sam Ratulangi Tondano.*

**Her 5: *Assurance: Certainty of diagnosis, feeling of security***

This research has four themes, namely *Assurancess: certainty of diagnosis, feeling of security*, the results of a focus group discussion with 10 participants stated that the indicators that must be assessed are the ability to provide a diagnosis, the patient feeling safe and the availability of medicines in the hospital. Theme regarding *Assurances* hospital services on patient satisfaction which must be assessed is supported by 3 categories as follows:

1. *Diagnostic capabilities.*  
*Participants in this study stated that doctors have good abilities in diagnosing diseases, and doctors diagnose diseases correctly.*
2. *Feeling safe.*  
*Participants in this study expressed that the doctor's attitude in examining patients made patients feel comfortable and safe.*
3. *Availability of drugs*  
*Participants in this study stated that in the hospital there were sufficient medicines available so that it*

*was very easy for patients to find the medicines they needed.*

## DISCUSSION

Progress in this era has made people increasingly active in seeking information about health. The need for health influences people in choosing health facilities where they want the best service for themselves. One way is to check yourself at the hospital. Satisfaction is a person's feeling of pleasure that comes from comparing the experience with the goods or services they receive with their expectations. If reality is the same as expectations, then the service is said to be satisfactory, and conversely, if reality is lower than expectations then the service is said to be unsatisfactory (Fachri, M. 2024).

Service quality is an approach to running a business that aims to maximize organizational potential through continuous improvement of products, services, work environments and processes (Fachri, M. 2024). For this reason, a marketing strategy is needed that focuses on customers, guaranteed satisfaction, teamwork and employee empowerment, one of which is RSUD Dr. Sam Ratulangi Tondano

Quality of Patient Satisfaction Based on Minahasan Culture at RSUD Dr. Sam Ratulangi Tondano according to the results of interviews via questionnaire, about: **Responsiveness, Empathy, Tangible, Reliability, And Assurances** In hospital services provided by doctors, nurses and other medical personnel, patient satisfaction based on Minahasa culture can be holistically described as follows:

1. General hospital services *Responsiveness* on patient satisfaction based on Minahasan culture

Providing quality health services can increase benefits through customer satisfaction, because there is an empirical relationship between customer satisfaction and benefits. Customer satisfaction is the best guarantee for creating and maintaining customer trust and a stronghold in facing global competition. Creating superior service quality must be supported by reliable human resources and adequate technology (Fachri,

M. 2024). One indicator of service quality is patient satisfaction (Parawansha. 2019). The patient's feelings of satisfaction or dissatisfaction with the service he or she will receive will influence the patient's next visit (Pogorzelska, and all 2023). To assess the level of success in providing services, it must be supported by ongoing monitoring. The influence of service attitudes on patient interest in using hospital services is measured through measuring service quality to obtain reliability responses (*reliability*) good patient service (Rantung, M., & Kaseger, M. 2023)

Dimension *responsiveness* if it is related to Minahasa culture, namely *According to the lingaan*, ideas contained in *lingaan-lingaan* or often also called mutual listening; listen to each other so that harmony is created. Children listen to parents, younger siblings listen to older siblings and so on. If there is someone who is practicing a monastery, let alone giving advice and the like, then the others must listen first, if given the opportunity, then they can speak. Must respect each other and respect other people's opinions. If someone older than us is talking, then the younger person must listen. Moreover, it is our leader who speaks. With theft, society will live in full order, and a harmonious society can be created (Novitasari, et al. 2023).

2. General hospital services *Empathy* on patient satisfaction based on Minahasa culture

The empathy aspect in service is an important aspect in developing service quality. This involves understanding, understanding and involvement between the party providing the service and the party receiving the service. Thus, empathy plays a key role in ensuring quality and satisfying service for all parties involved.

The results of research conducted by Fachri (2023) show that responsiveness is a determinant of outpatient satisfaction at Hospital X. Several other studies also found a correlation between responsiveness and patient satisfaction. A study by Yusefi, et al (2022) conducted during the COVID-19 pandemic also states that different dimensions

of responsiveness are recognized as predictors of service quality, which shows that improvements in each of these dimensions can increase patient satisfaction.

Dimensions *Empathy* in nursing services in hospitals, it is connected with aspects of Minahasa culture, namely *Puddles*. A nurse must feel what a patient who is being treated in a hospital feels like. *Puddles* can also be realized in the form of praying for each other, visiting each other, in the form of advice, reminding each other; When you are rich, remember people who are in trouble. Dimensions *Empathy* from a nurse where a person feels what the patient feels, in accordance with Minahasa culture, namely *Maleo-leosan*. *Maleo-leosan* is an attitude and behavior that is mutually loving and kind to each other. If everyone loves each other, they will enjoy safe and peaceful living conditions

### 3. General hospital services *Tangible* on patient satisfaction based on Minahasan culture

Patient satisfaction is a crucial element for evaluating service quality by estimating how well the patient responds after receiving the service (Abidin, 2016). The results of research conducted by Riandi, (2018) stated that there is a meaningful relationship between *tangible* (direct evidence) with satisfaction patients, the same research conducted by Saputra & Ariani (2019) also obtained the same results that there is a relationship between the quality of health services dimensions *tangible* with the satisfaction of outpatients at RSDI Banjarbaru City.

Dimensions *tangible* in the context of hospital services, it relates to the physical aspects of the service, which aim to support the provision of quality health services. Dimensions *tangible* is one of the service assessment criteria which includes several aspects such as physical facilities including equipment, workforce, and ways of communicating with service recipients, which will ultimately influence the positive response of service recipients to the quality of services provided (Widodo, et al. 2024)

According to Utomo, et al (2023), when the equipment and infrastructure are in poor condition, not clean and not good, patients who see it directly will feel disappointed and create a sense of dissatisfaction with the service at that time. The research results are in accordance with the explanation of Sariatmi & Yoga Pramana (2022) dimensions *tangible* which are considered inadequate, especially in relation to buildings and structures that are considered narrow and do not meet standards, for example waiting rooms that feel cramped and not spacious enough for patients. Additionally, dimensions *tangible* also includes the appearance and attitude of health workers, such as friendliness, caring, cleanliness and orderly dress (Widodo, et al. 2024). Patients rely on their eyesight to assess the quality of service, including physical appearance (Rantung and Kaseger, 2023; Saputra and Ariani, (2019; Kosnan, 2020).

Dimensions of nursing services in general *Tangible*, in accordance with Minahasa culture, namely *Mesa-esa'an*, (must be united), *Puddles* (we have to remember to remind each other) and *mapalus* (We have to help each other) This is something that is immediately felt concretely by the patient or the patient's family. Culture *desperately* In fact, it is a verbal expression that has the meaning of uniting with each other, agreeing as a basis for a more specific unity *too* Minahasa, where this originates from the basic values of the Minahasa cultural spirit. Meaning of expression *desperately* It also describes people's attitudes and behavior in interacting with each other in society. Likewise, if we look at Minahasa, culture is increasingly strengthened by local nuances that have actually existed and been instilled by our ancestors from the beginning (Mira, et al. 2023).

### 4. General hospital services *Reliability* on patient satisfaction based on Minahasan culture

Service quality is the expected level of excellence and control over this level of

excellence can fulfill customer desires. There are two factors that influence service quality, namely expected service (*expected service*) and services received (*perceived service*) (Muh. Guntur Dano, 2023; Lalu and Karjono, 2023). Service quality is an attitude formed from an overall evaluation of a company's performance in the long term (Pontoh, et al. 2023)

The results of research conducted by Ika, et al (2023), stated that *Reliability dimension* partially significant effect on Patient Satisfaction. The results of the data that have been obtained mean that the previous hypothesis has been proven *Reliability* has a significant influence on patient satisfaction at the Palembang Muhammadiyah Hospital. This result is in line with the theory which states that *Reliability* is the company's ability to provide services in accordance with what is promised accurately and reliably. This is directly proportional to the hypothesis that has been made by researchers who say that partially *Reliability* has a significant influence on patient satisfaction Hasniar (2021)

The research results show that the higher *reliability* the higher the level of patient satisfaction with health services. On the other hand, the lower the reliability, the lower the level of patient satisfaction with the services at RSUD Dr. Sam Ratulangi Manado. This happens because patients are increasingly aware of their needs and desires in health services. In the experience of several patients while receiving health services, they felt that the health services were very good, comfortable and satisfying. Dimensions *Reliability* nursing services in accordance with Minahasa culture, namely *Stone-tombola* has the meaning of supporting each other. *Stones button* It can be compared to a house pillar that stands upright supporting the roof of the house. *Stone-tombola* currently still alive in community life activities.

5. General hospital services *Assurances* on patient satisfaction based on Minahasa culture

*Assurance* namely guaranteed quality and security of services so that people are free from risk or doubt. A sense of security regarding public services can be obtained if there is a guarantee of safety for the delivery of services. A service process that is in accordance with procedures and structured will give a positive impression to the service user community. The competency of the officers is considered to be adequate, but environmental security is still in doubt because the security system regarding patient visiting hours is not working properly

Based on the assumptions of most researcher *assurance* good as stated by the respondent. Guarantees for the services provided to patients need to be in accordance with service standards, including diagnosing disease and providing surgery for patients. According to Asrer, et al (2020) dimensions *assurance* (guarantee) relates to the knowledge, politeness, and nature of the officer who can be trusted by the user. Fulfillment of these criteria results in service users feeling free from risk. The lowest score on the dimension questionnaire statement *assurance* in this research is a guarantee of cure for the patient's disease.

Dimensions of nursing services in general *Assurances*, associated with Minahasan culture, namely *Mapalus*, help each other and help each other. Spirit "***if too little too much too***", is clearly visible in the daily life of the Minahasa people. There are five basic morals related to the daily life of the Minahasa people, namely ***masigi-sigian*** (respect and greetings), ***ma-saali*** (service), ***ma-rukup*** (solidarity and equality), ***mapalus*** (mutual cooperation), and ***masuat peleng or paumung*** (consensus or full agreement).

In providing health services, especially at Dr. Sam Ratukangi Tondano Minahasan culture continues to be preserved, especially in context ***ma hall*** (service), where a nurse provides good service to patients, both in terms of appearance and friendliness. For patients and patient families in hospitals, the concept of Minahasa culture is inherent,

namely **masigi-sigian** (respect and greetings). In Minahasan society, respect and greetings are values that are thought of in terms of face-to-face contact with others. Therefore **masigi-sigian** always synced with **will end** (to love each other) and **maleos-leosan** (to be honest with each other or to behave correctly with each other).

The discussion contains a narrative that compares the results of the study with the results of previous research. Other reference sources (from previous research) are aimed at strengthening the argumentation of the results of research that has been done. Emphasis is placed on the similarities, differences, or uniqueness of the findings obtained. The reasons for these findings need to be discussed. The implications of the results are written to clarify the impact of the results and advances in the science studied. The discussion ended with various research limitations.

## CONCLUSION

*Responsiveness* on Minahasan culture, namely *Linaan-lingaan*, ideas contained in *lingaan-lingaan* or often also called mutual listening. *Empathy*, namely *Maleo-leosan* is an attitude and behavior that is mutually loving and kind towards each other. *Tangible*, namely *Mesa-esa'an*, (must be united), *Puddles* (remind each other) and *mapalus* (help each other). *Reliability*, *Stone-tombola* (support each other). *Assurances*, namely *Mapalus* (help each other and help each other). To improve service from dimensions *Responsiveness*, *Empathy* dan *Tangible*, especially based on Minahasa culture such as *desperately*, *in a puddle*, *cooking*, *stone-tomblan*, *lingaan-lingaan* And *mapalus* (we have to help each other) and *maleo-leosan* (an attitude and behavior that is mutually loving and kind towards each other) and the hospital must make signboards to rooms or corridors and every announcement in the hospital uses English. *Tolour* or Tondano language and wear work clothes/work uniforms using local batik (bentenan batik).

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