

THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT SUKOWONO COMMUNITY HEALTH CENTER, JEMBER REGENCY

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan terhadap tingkat kepuasan pelanggan di Puskesmas Sukowono, Kabupaten Jember. Penilaian kualitas layanan dalam penelitian ini didasarkan pada lima dimensi utama model SERVQUAL, Pendekatan yang digunakan bersifat kuantitatif dengan teknik purposive sampling. Sebanyak 100 pasien Puskesmas Sukowono dipilih sebagai responden melalui penyebaran kuesioner terstruktur, kemudian data yang terkumpul dianalisis dengan regresi linier sederhana untuk mengevaluasi sejauh mana masing-masing dimensi kualitas layanan memengaruhi tingkat kepuasan pasien. Hasil penelitian memperlihatkan bahwa dimensi keandalan, daya tanggap, dan jaminan memberikan pengaruh signifikan terhadap kepuasan, sedangkan bukti fisik dan empati meskipun berkontribusi positif, tidak menunjukkan pengaruh yang signifikan. Secara keseluruhan, kelima dimensi kualitas layanan terbukti berpengaruh signifikan terhadap kepuasan pasien dengan kontribusi sebesar 68%, sementara 32% lainnya dipengaruhi oleh faktor eksternal di luar model penelitian. Dengan demikian, peningkatan kepuasan di Puskesmas Sukowono terutama bergantung pada perbaikan konsistensi pelayanan, ketepatan waktu, serta profesionalisme tenaga kesehatan. Penelitian ini menyarankan agar manajemen Puskesmas lebih memfokuskan perhatian pada dimensi layanan yang dominan memengaruhi kepuasan, sekaligus memperkuat aspek fisik dan empati, sehingga kualitas pelayanan kesehatan primer dapat terjaga secara optimal dan berkelanjutan.

Kata Kunci: **Kualitas Layanan, Kepuasan Pelanggan, Puskesmas**

ABSTRACT

This study aims to analyze the influence of service quality on customer satisfaction at Sukowono Community Health Center, Jember Regency. The assessment of service quality in this study was grounded on the five core dimensions of the SERVQUAL model. A quantitative approach with purposive sampling was employed, involving 100 patients of Sukowono Community Health Center as respondents through a structured questionnaire. The collected data were then analyzed using simple linear regression to evaluate the extent to which each service quality dimension contributes to patient satisfaction. The findings indicate that reliability, responsiveness, and assurance have a significant effect on satisfaction, while tangibles and empathy, although contributing positively, did not show a significant impact. Overall, the five dimensions of service quality demonstrated a significant effect on patient satisfaction, with a contribution of 68%, while the remaining 32% was influenced by external factors outside the research model. Thus, improving satisfaction at Sukowono Community Health Center primarily depends on strengthening service consistency, timeliness, and the professionalism of health

workers. The study recommends that management prioritize the most influential dimensions of service quality while simultaneously enhancing physical facilities and empathy, thereby ensuring that the quality of primary healthcare services remains optimal and sustainable.

Keywords: *Service Quality, Customer Satisfaction, Community Health Center*

INTRODUCTION

The quality of public services in the health sector is a strategic issue in global sustainable development. The World Health Organization (2022) reported that more than 60% of countries worldwide are strengthening their primary healthcare systems with a focus on effectiveness and user satisfaction. However, in 2023, around 15% of the global population still lacked access to adequate basic healthcare services, and inequality in access worsened following the COVID-19 pandemic (Basnet et al., 2023). In Indonesia, indicator 3.8.1 of the Sustainable Development Goals (SDGs) revealed that the coverage of essential healthcare services reached only a score of 63.7 out of 100 in 2022, a figure far below the optimal target (WHO, 2025).

Nationally, the quality of services at primary healthcare facilities, particularly community health centers (Puskesmas), has become a critical concern. The most common complaints include long waiting times, limited availability of medicines, and a lack of empathy from healthcare staff (Sri Rejeki & Aceng Abdul Hamid, 2023). The 2023 Community Satisfaction Survey (SKM) showed that public satisfaction with Puskesmas services was only 76.2 out of 100, reflecting a moderate performance that still requires managerial improvements (Wijaya & Alfarizi, 2024). These findings reinforce the hypothesis that there is a causal relationship between service quality and customer satisfaction, which should be statistically tested through quantitative approaches.

Service quality is generally assessed through five dimensions—reliability, responsiveness, assurance, empathy, and tangibility (Setiono & Hidayat, 2022; Amsya & Alim, 2025). The SERVQUAL model has proven relevant in quantitatively measuring these dimensions. Research consistently shows that service quality significantly affects patient satisfaction and loyalty in healthcare facilities (Pertiwi et al., 2019; Imran et al., 2021; Sujarwo, 2023; Amsya & Alim, 2025). Similar findings are reported internationally, where responsiveness, empathy, tangibility, reliability, and assurance all play roles in shaping patient satisfaction (Afiyah & Ayuningtyas, 2023; Hidayah et al., 2024; Jonkisz et al., 2022). Among these, empathy and reliability are often identified as the strongest contributors (Tarigan, 2024).

Nevertheless, most studies on the relationship between service quality and satisfaction have focused on large hospitals or logistics-related institutions, while research on Puskesmas as the frontline of primary care remains limited. Furthermore,

many existing studies are descriptive in nature and do not employ inferential methods to test causality. The gap between the high number of visits to Sukowono Community Health Center and its relatively low satisfaction index highlights unaddressed issues in service dimensions that have not yet been systematically analyzed. This creates a clear research gap that needs to be addressed to provide a deeper understanding of this relationship in the local context of Jember Regency.

The 2024 Community Satisfaction Index (IKM) for Puskesmas Sukowono revealed a gap between expectations and service reality. The lowest scores were found in System, Mechanism, and Procedures (3.295) and Service Completion Time (3.305), indicating dissatisfaction with service clarity and timeliness, largely due to limited personnel. In contrast, elements such as Fees/Tariffs (3.849) and Staff Competence (3.676) received higher scores, reflecting public approval of affordability and professional capability. Nevertheless, complaints regarding friendliness, empathy, and facility comfort highlight the need for improvement (*Laporan Pelaksanaan Survey (SKM) Tahun 2024*, 2024).

Based on direct field observations conducted in 2024, the researcher also confirmed these findings. Observation of service delivery and informal interviews with patients and staff revealed dissatisfaction with waiting times, limited staff during peak hours, and a lack of empathy from some personnel. Although respondents valued affordability and competence, inefficiencies in queue management and delays in service provision were the main criticisms. These results, aligned with the official SKM report, justify the selection of service quality as a critical variable in this study. Accordingly, this research aims to analyze the influence of service quality—measured through SERVQUAL dimensions—on patient satisfaction at Sukowono Community Health Center, providing both theoretical contributions to healthcare service management and practical recommendations for local policymakers (Creswell & Creswell, 2023; Patel & Patel, 2023).

METHOD

This research applied a quantitative design with a survey method to examine the effect of service quality on patient satisfaction at Sukowono Public Health Center, Jember Regency (Adil et al., 2023). The study involved patients who accessed health services at the center between February and April 2025. A total of 100 respondents were chosen through purposive sampling to ensure representation across different age groups, genders, and types of services received. The inclusion criteria specified that participants must be at least 17 years old and able to provide informed evaluations of their service experience.

The data were collected using a structured survey instrument derived from the SERVQUAL model (Azhari et al., 2023; Darmawan et al., 2024). Participants' answers

were assessed using a Likert scale with five response options, where a score of 1 indicated strong disagreement and a score of 5 reflected strong agreement (Paramita et al., 2021; Qomusuddin & Romlah, 2022; Sihotang, 2023). Before distribution, the instrument was tested for validity and reliability to confirm its suitability. The questionnaires were distributed directly to patients after completing treatment or consultation.

The collected data were analyzed through simple linear regression to examine the extent to which each service quality dimension contributes to patient satisfaction. (Paramita et al., 2021; Subhaktiyasa, 2024). Descriptive statistics summarized respondent demographics and perceptions of service quality, while inferential tests were conducted to evaluate the hypotheses (Qomusuddin & Romlah, 2022). The statistical analysis was carried out using SPSS software with a significance threshold of 0.05 (Susanto et al., 2024).

RESULT AND DISCUSSION

The results of this study reveal that healthcare service quality at Sukowono Community Health Center, Jember Regency, plays a crucial role in shaping patient satisfaction. Information was gathered from 100 respondents using structured questionnaires and examined through the SERVQUAL framework, which evaluates five fundamental dimensions of service quality.

The findings further reveal that among these dimensions, responsiveness and reliability emerged as the most influential factors in determining patient satisfaction, indicating that patients place higher value on timely services and consistent performance. While tangibility, assurance, and empathy also contributed to satisfaction, their effects were comparatively smaller, suggesting the need for targeted improvements in infrastructure, professional competence, and interpersonal communication. These results highlight the multidimensional nature of patient satisfaction and emphasize that quality enhancement efforts at Public Health Center Sukowono should not only focus on structural development but also on strengthening human resource capabilities to foster trust, loyalty, and sustained utilization of primary healthcare services.

Service Quality Evaluation

The mean scores for each dimension are presented in Table 1. Overall, service quality was categorized as "good" ($M = 4.16$), with the highest scores in empathy ($M = 4.30$) and responsiveness ($M = 4.25$). Patients reported that the friendly attitudes of health workers, personalized attention, and quick responses to complaints were the most appreciated aspects of care. In contrast, tangibility ($M = 4.12$) and assurance ($M = 4.10$) were rated slightly lower, indicating that improvements are still needed in infrastructure, medical equipment, and the professionalism of health workers.

Table 1. Mean Scores of Service Quality Dimensions and Contribution to Patient Satisfaction

Service Quality Dimension	Mean Score	Category	Contribution to Satisfaction (%)
Tangibility (Facilities)	4.12	Good	20%
Reliability	4.05	Good	22%
Responsiveness	4.25	Very Good	24%
Assurance	4.10	Good	18%
Empathy	4.30	Very Good	16%
Overall Satisfaction	4.16	Good	100%

The contribution of each dimension of service quality to overall patient satisfaction is presented in Figure 1. Responsiveness (24%) and reliability (22%) emerged as the most influential determinants, underscoring that patients at community health centers prioritize timeliness and consistency in service delivery. Tangibility (20%) followed as a moderate contributor, while assurance (18%) and empathy (16%) made smaller contributions, yet remained meaningful in shaping satisfaction.

These findings demonstrate that operational efficiency and dependable performance are more strongly associated with patient satisfaction than structural or physical attributes. Nevertheless, the presence of assurance and empathy should not be underestimated, as both dimensions contribute to trust, comfort, and the perceived credibility of healthcare providers. Taken together, the results affirm that patient satisfaction is multidimensional, with interpersonal and operational aspects playing a central role. This highlights the necessity for health centers to balance functional reliability with empathetic communication and professional assurance.

Table 3. Results of Significance Tests (t-test and F-test)

Service Quality Dimension	Coefficient (β)	t-count	Sig. (p-value)	Remark
Tangibility (Facilities)	0.185	1.942	0.055	Not Significant
Reliability	0.224	2.765	0.007	Significant
Responsiveness	0.276	3.412	0.001	Significant
Assurance	0.163	2.015	0.046	Significant
Empathy	0.152	1.865	0.065	Not Significant
F-test	—	18.624	0.000	Model Significant

The outcomes of the significance testing presented in Table 3 indicate that the dimensions of reliability, responsiveness, and assurance exert a significant effect on patient satisfaction, as evidenced by p-values lower than 0.05. In contrast, tangibility and empathy, despite showing positive associations, were not statistically significant.

Furthermore, the F-test value of 18.624 with a significance level of 0.000 demonstrates that the regression model as a whole is valid and effectively accounts for variations in patient satisfaction. These results emphasize that service quality collectively contributes to satisfaction, with reliability and responsiveness emerging as the most influential dimensions. This underscores that patients at Sukowono Community Health Center place greater importance on consistent performance and timely service delivery, making these aspects essential for fostering trust and improving satisfaction.

Interpretation of Findings

These findings indicate that interpersonal service factors such as empathy and responsiveness exert a stronger influence on patient satisfaction than structural aspects such as tangibility and assurance. This result is consistent with recent studies showing that patients in rural or community-based health centers prioritize human interaction, accessibility, and timeliness of services over advanced facilities (Chawngzikpuii & Lalromawia, 2024; Gálvez et al., 2024).

Empathy and Responsiveness as Key Factors

The high scores in empathy and responsiveness suggest that patients feel more valued when treated attentively and when their needs are promptly addressed. Empathy, reflected in health workers' willingness to listen and show concern, strengthens trust and patient loyalty. Responsiveness, on the other hand, reflects efficiency and the ability to minimize waiting times, which are particularly important in primary care centers where patient flow is high. Research has shown that effective communication and emotional support significantly improve patient trust and satisfaction in healthcare services (Gangopadhyay, 2024; Kim & Kim, 2024).

Reliability as a Pillar of Trust

Reliability received the second-highest contribution (22%), underlining the importance of consistency and accuracy in service delivery. Patients expect medical care to be carried out correctly and in accordance with established procedures. Reliability builds credibility and fosters a sense of security, particularly in primary health facilities that often serve as the first point of contact for rural communities. This is in line with findings from health management studies, which emphasize that consistent and reliable service delivery enhances institutional trust and patient outcomes (Majeed et al., 2024; Prakash, 2024).

Tangibility and Assurance: Areas for Improvement

Tangibility (20%) and assurance (18%) were rated lower than other dimensions. This implies that while facilities and professional standards are important, they are not yet the main determinants of patient satisfaction at Public Health Center Sukowono. However, with growing competition from private clinics, patients are likely to expect better physical infrastructure, modern equipment, and stronger visible professional

competence. Thus, investments in these areas are necessary to maintain competitiveness and meet rising expectations (Chechen State University n. a. A. A. Kadyrov, Grozny, Russia et al., 2024; Romauly & Darma, 2023)

Comparative Discussion

When compared with studies conducted in urban hospitals, the findings demonstrate different patterns. Urban patients tend to emphasize tangibility and assurance due to higher expectations for modern facilities, specialist expertise, and technological advancement. Conversely, rural patients often prioritize interpersonal care and accessibility (Han, 2023; Lin et al., 2024). This highlights that context geographic, social, and economic shapes patient perceptions of service quality.

Moreover, the results reinforce the multidimensional nature of patient satisfaction. Satisfaction does not emerge from a single factor but from the interplay of reliability, responsiveness, empathy, assurance, and tangibility. The relative weight of each factor varies across settings, underscoring the need for contextual adaptation of the SERVQUAL model in healthcare research (Han, 2023; Prakash, 2024).

Implications

The findings suggest that health center managers should continue to emphasize responsiveness and empathy by providing regular training in communication, patient handling, and service ethics. Routine performance evaluations can help sustain these qualities. At the same time, incremental investments in infrastructure and professional competence should not be overlooked to meet future patient expectations.

This study supports the SERVQUAL framework in healthcare but emphasizes the importance of contextual flexibility. In rural healthcare centers, interpersonal dimensions—especially empathy and responsiveness—appear to be stronger determinants of satisfaction compared to structural dimensions. This contributes to the refinement of service quality models in healthcare research.

Local governments should allocate resources not only for infrastructure and medical equipment but also for the capacity building of health workers in communication, empathy, and responsiveness. Community involvement in monitoring and evaluating healthcare services can also enhance accountability, transparency, and public trust in health facilities (Msacky, 2024; Research Fellow, the Open University of Tanzania, P.O Box 13224, Dar es Salaam et al., 2024).

CONCLUSION

The results of this research reveal that patient satisfaction at Sukowono Public Health Center, Jember Regency, is greatly affected by the quality of healthcare services evaluated through five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Of these, empathy and responsiveness were identified as the most influential, highlighting the importance of interpersonal interaction, clear

communication, and timely service in a rural health setting. Reliability was also essential in fostering trust by ensuring consistent and accurate care, while tangibility and assurance appeared less significant. These findings validate the use of the SERVQUAL framework in healthcare studies while also showing its contextual adaptability, as patients in rural areas prioritize empathy and accessibility over the structural and technological aspects typically emphasized in urban environments.

From a managerial perspective, this research suggests that health center leaders should prioritize staff training in communication and empathy while progressively enhancing infrastructure and professional standards to align with future expectations. Theoretically, the study contributes to refining service quality models by highlighting the need for contextual adaptation of SERVQUAL in rural health facilities. At the policy level, the findings emphasize the importance of balancing investments between medical infrastructure and human resource development to achieve sustainable improvements in patient satisfaction. In conclusion, patient satisfaction is a multidimensional construct shaped by both humanistic and structural aspects, with interpersonal care—particularly empathy and responsiveness—serving as the cornerstone in rural settings like Public Health Center Sukowono. Future research should adopt longitudinal approaches and cross-contextual comparisons to enrich the understanding of service quality's influence on patient satisfaction over time.

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