



DIJDBM:
**Dinasti International Journal of Digital
Business Management**

E-ISSN: 2715-4203
P-ISSN: 2715-419X

<https://dinastipub.org/DIJDBM> ✉ dinasti.info@gmail.com ☎ +62 811 7404 455

DOI: <https://doi.org/10.38035/dijdbm.v6i3>
<https://creativecommons.org/licenses/by/4.0/>

Analysis of the Influence of Service Quality on Patient Satisfaction in Hospitals: Literature Review

Aris Kabib Setyawan^{1*}, Samto Hadi Isnanto²

¹Universitas Dirgantara Marsekal Suryadarma, Jakarta Timur, Indonesia, aris.kabib@yahoo.com

²Universitas Dirgantara Marsekal Suryadarma, Jakarta Timur, Indonesia, samto@unsurya.ac.id

*Corresponding Author: aris.kabib@yahoo.com¹

Abstract: This study aims to analyze the effect of service quality on patient satisfaction in the context of health services. Previous studies have shown that service quality plays an important role in shaping patient satisfaction, which in turn affects the level of loyalty and perception of health facilities. Through a literature review approach, this study collects and analyzes various scientific articles, journals, and books that discuss factors that influence the quality of health services, such as dimensions of reliability, responsiveness, assurance, empathy, and physical evidence. The results of this review indicate that good service quality can increase patient satisfaction, which is reflected in reduced complaints, increased trust in medical personnel, and the tendency of patients to recommend health facilities to others. This study also identifies challenges and barriers in maintaining service quality, and suggests practical implications for hospital managers and health service providers in efforts to improve patient satisfaction. These findings are expected to provide useful insights for policy development in the health service sector.

Keywords: Service Quality, Satisfaction and Literature Review

INTRODUCTION

The quality of service in the health sector is one of the most important factors in determining the success of a health facility in providing services to patients. Good service not only has an impact on patient recovery, but also has a direct effect on the level of patient satisfaction. Patient satisfaction itself is the main indicator that is often used to measure the quality of service in hospitals or clinics (Kotler et al., 2017). This satisfaction can influence the patient's decision to return to use the same service or recommend the facility to others (Han et al., 2019). This can be interpreted as health workers who are responsible for measuring the quality of their services by considering patient feedback regarding good or bad health care (Suwuh et al., 2018).

Several studies have shown that good service quality contributes significantly to increasing patient satisfaction. Patient satisfaction is the level of patient feelings resulting from comparing the performance of the health services they receive with what they expect. For

example, a study conducted by Al-Dubai et al. (2015) found that high quality health services are directly related to increased patient satisfaction in hospitals. Another study by Lestari & Hidayati (2020) also found that responsive and attentive service can improve patient perceptions of the quality of service received, which in turn increases their level of satisfaction.

However, despite many studies discussing the importance of service quality, there are still challenges in maintaining the consistency of that quality. Factors such as limited resources, mismatch between patient expectations and reality received, and lack of training for medical personnel are often obstacles in creating optimal services (Sahin et al., 2014). Therefore, it is important to better understand how various aspects of service quality affect patient satisfaction. It is also important to identify strategies that can be implemented by hospitals and health care providers to improve the quality of patient care.

This study aims to analyze various existing literature on the relationship between service quality and patient satisfaction, and to provide a more comprehensive picture of the factors that influence both. The results of this literature review are expected to provide useful insights for health facility managers in efforts to improve service quality and patient satisfaction.

METHOD

This study uses a literature review method to analyze the effect of service quality on patient satisfaction. A literature review was chosen because this approach allows researchers to collect and analyze previously published information in the form of journal articles, books, research reports, and other related documents relevant to the research topic (Okoli et al., 2010). The purpose of this approach is to gain a deeper understanding of the relationship between health service quality and patient satisfaction based on existing findings.

Selection of Literature Sources

The literature sources used in this study include journal articles published by textbooks, and research reports related to service quality and patient satisfaction in the health sector. This study focuses on articles published in leading international journals and reference books that have high credibility in the field of health service management. Some databases used to search for literature are Google Scholar.

Literacy Selection Criteria

The selection criteria for literature to be included in this review are as follows:

1. An article discussing the influence of service quality on patient satisfaction.
2. Research that measures dimensions of service quality based on similar models or approaches.
3. Articles that publish findings related to dimensions of service quality, such as reliability, responsiveness, assurance, empathy, and tangibles.
4. Studies conducted in hospitals or other health facilities with patient populations as respondents.
5. Articles published in English or Indonesian.

Studies that were not relevant to the topic or did not have sufficient data on the relationship between service quality and patient satisfaction were excluded from this review.

Data Analysis Procedure

The analysis process is carried out with the following steps:

1. Classification of Findings

Each selected article was classified based on the service quality dimensions discussed, as well as the type of methodology used in the study. Some of the dimensions identified include reliability, responsiveness, assurance, empathy, and physical evidence

(Zeithaml et al., 2013).

2. Synthesis of Research Results

Relevant findings from each article were synthesized to see general patterns emerging regarding the influence of service quality on patient satisfaction. Researchers noted whether there were significant relationships between the variables and if there were differences in findings based on context or type of health facility.

3. Critical Analysis

Researchers also conduct critical analyses of existing studies, identifying methodological strengths and weaknesses in each study, and comparing findings to provide a clearer understanding of the topic.

Processing and Presentation of Results

The results of this literature review are presented in narrative and tabular form summarizing the findings from relevant articles. The researchers highlighted the most significant aspects in influencing patient satisfaction, such as the dimensions of service quality that have the most impact and contextual factors that influence the results. To ensure the validity and reliability of the results, the researchers only selected studies that have been published in peer-reviewed journals and have transparent and detailed methodologies (Tranfield et al., 2003).

Research Limitations

This literature review has several limitations. First, only studies published in journals indexed in national and international databases were included in the analysis. Second, despite covering a wide range of study types, this review cannot fully cover all research in this field, given the large number of studies published in different countries and languages that may not be covered by the databases used.

RESULTS AND DISCUSSION

Table 1: Previous Research

No	Author	Title	Research result
1	Steven Langi & Eko Winarti	The Influence of Service Quality on Patient Satisfaction Vol 3 No 1 (2023) Journal of Indonesian Medical Sciences (JIMI) ISSN 2807-1697	Effective healthcare delivery plays a critical role in meeting the evolving needs and expectations of patients. The review emphasizes that patient satisfaction is not solely determined by healthcare service performance or meeting standard indicators, but also by patients' perspectives and assessments of their overall experience.
2	Achmad Yoga Setyo Utomo, Bagoes Widjanarko & Zahroh Shaluhayah	Quality of Service with Inpatient Patient Satisfaction in Hospital: Literature Review Vol. 6 No. 9 (2023) Indonesian Health Promotion Publication Media (MPPKI) ISSN 2597 6052	Of the 7 articles, 2 theses and 1 dissertation analyzed, there are several indicators of service quality related to inpatient satisfaction at the hospital, including availability, responsiveness, comfort and timeliness.
3	Anggi Novita Sari, Nabilla Tawaqal Ainy Kusuma, Ulfiyah Az-Zahra Dahlan,	Analysis of Health Service Quality on Patient Satisfaction: Literature Review Vol. 06, No. 03	The quality of health services (assurance, empathy, responsiveness, tangible and reliability) has an effect on patient satisfaction. However, there are several studies that say that assurance in health services is still lacking so that in the quality of health services it is

	Princess Alvia Ritonga & Sri Hajjiah Purba	(2024) Journal of Health and Medical Technology (JKTM)	expected to be able to maintain and improve the quality of health services because if the patient is not satisfied with the health services provided, he will not seek the service or accept it, even though the service is available, practically can be obtained and reached.
4	Innes Dewi Noviany Bambela & Nauri Anggita Temesvar	The Influence of Service Quality on Patient Satisfaction in Hospital: Literature Review Vol.4, No.02 (2021) Journal of Hospital Management	The results showed the tangible dimension (23 articles), the dimensions of reliability, responsiveness, and empathy (22 articles) and the assurance dimension (20 articles which stated that there was an effect on patient satisfaction. Simultaneously, the magnitude of the effect of the service quality dimension was more than 50% on patient satisfaction
5	Ana Dewi Lukita Sari, Salsabila Faiza & Suryo Nugroho	Quality Influence Service Towards Patient Satisfaction Treatment Registration Health Center Road Sayegan Vol.5: 1-15 (2020) Bhakti Setya Medika Health Science Journal p-ISSN 2528-7621 e-ISSN 2579-938x	The results of the study showed that there was a significant relationship between service quality and patient satisfaction. This means that service quality has a significant effect on the level of patient satisfaction in outpatient registration at the Seyegan Health Center. The dimensions in question include reliability (reliability), responsiveness, assurance, empathy, and tangibles. The better the tangibles, reliability, responsiveness, assurance, and empathy, the higher the patient satisfaction.
6	Muhammad Fazar Sidiq Alhayata, Saminob, Dina Dwi Nuryanib, Dhiny Easter Yantib & Nova Muhanib	Analysis of the Relationship between the Quality of Health Worker Services and the Level of Patient Satisfaction at the Wanakaya Health Center, Haurgeulis District, Indramayu Regency Vol. 5 No. 1 (2023) <i>Professional Health Journal</i>	The results of the Multiple Linear Regression test show that there is a relationship between the quality of health workers (reliability (p=0.000), responsiveness (p=0.000), assurance (p=0.000), empathy (p=0.000), and tangibles (p=0.000) simultaneously to the level of patient satisfaction at Wanakaya Puskesmas, Haurgeulis District, Indramayu Regency re-evaluate the standard of effective and efficient service time, so that the patient's waiting time can be shorter

Studies analyzed in various publications show the importance of service quality to patient satisfaction in various health care service contexts. This review will present the main findings of relevant research, focusing on aspects of service quality that influence patient satisfaction and factors that need to be improved.

The Influence of Service Quality on Patient Satisfaction

Langi & Winarti (2023) in their research emphasized that the provision of effective health services plays an important role in meeting the increasing needs and expectations of patients. This study emphasizes that patient satisfaction does not only depend on the effectiveness of health care services or the achievement of benchmark indicators but also includes subjective assessments of patients' overall body experience. The patient's perspective is very important in determining the success of health care services.

Quality of Service with Inpatient Patient Satisfaction in Hospital: Literature Review

Utomo et al. (2023) analyzed various documents including 7 articles, 2 theses and 1

dissertation to explore the relationship between service quality and inpatient satisfaction. The results of the study showed that quality indicators such as service availability, responsiveness, comfort and speed play an important role in increasing patient satisfaction. This emphasizes the importance of fulfilling the basic needs of patients in hospitals to create a positive experience during treatment.

Analysis of Health Service Quality on Patient Satisfaction: Literature Review

Sari et al. (2024) provide insight into the influence of service quality dimensions, especially assurance, empathy, responsiveness, tangibility (physical evidence), and reliability on patient satisfaction. This study also found that although these aspects generally have a positive impact, the health care insurance aspect is still not optimal. Therefore, it is recommended that health service providers not only maintain service quality but also continue to innovate to improve aspects in order to better meet patient expectations.

The Influence of Service Quality on Patient Satisfaction in Hospitals: Literature Review

Bambela & Temesvari (2021) found that tangibles had the greatest influence on patient satisfaction, followed by reliability, responsiveness, and empathy. At the same time, insurance factors also had a significant impact on patient satisfaction. Overall, this study found that more than 50% of patient satisfaction can be explained by the quality of service provided. These results indicate the need for a comprehensive approach that covers all aspects of service to ensure high levels of patient satisfaction.

The Influence of Service Quality on Patient Satisfaction in Outpatient Registration at Sayegan Health Center

Sari et al. (2020) assessed the relationship between service quality and patient satisfaction in the outpatient registration department of Sayegan Medical Center. This study concluded that service quality dimensions such as reliability, responsiveness, assurance, empathy and tangibles have a significant relationship with patient satisfaction. The higher the quality of service provided in each of these aspects, the higher the level of patient satisfaction. This study also highlights the importance of consistent, affordable and accessible services in creating a positive patient experience.

Analysis of the Relationship between the Quality of Health Worker Services and the Level of Patient Satisfaction at the Wanakaya Health Center, Haurgeulis District, Indramayu Regency

Alhayat et al. (2023) analyzed the relationship between the quality of health worker services and patient satisfaction levels at the Wanakaya Health Center, Haurgeulis District, Indramayu Regency. Using quantitative methods, the results of the Pearson Product Moment test showed that all dimensions of health worker service quality (tangibles, reliability, responsiveness, assurance, and empathy) had a significant effect on patient satisfaction. The results of multiple linear regression tests confirmed that each dimension of service quality including reliability, responsiveness, assurance, empathy, and physical facilities had a significant relationship with patient satisfaction levels, with a p value = 0.000 for all dimensions. In conclusion, to improve patient satisfaction, the Health Center needs to focus on improving the quality of facilities (tangibles), reliability, responsiveness, professionalism (assurance), and empathy of health workers. This recommendation aims to create better services and improve patient experience at the Wanakaya Health Center.

Literature Review Results

The literature review conducted in this study produced various findings that revealed a

significant influence between the quality of health services on patient satisfaction. Based on the analysis of 5 selected studies, it was found that high service quality contributes to patient satisfaction in several key dimensions, including reliability, responsiveness, assurance, empathy, and physical evidence.

1. Reliability:

Most studies confirm that reliability, which is the ability of a hospital or health facility to provide services as promised consistently, is the most influential factor in patient satisfaction. A study by Lestari & Hidayati (2020) showed that patients feel satisfied when they receive services that are in accordance with expectations and without any disruption during the service process. Patients who feel that the hospital is reliable tend to give a positive assessment of the services received.

2. Responsiveness

The responsiveness dimension, which refers to how quickly and promptly the service provider responds to patient needs, was also found to have a significant effect. A study by Al-Dubai et al. (2015) found that responding quickly to patient complaints and their urgent needs increased overall satisfaction levels. Patients who feel cared for and appreciated tend to be more satisfied with the services provided.

3. Guarantee

Assurance, including the competence of medical personnel and their professional attitude, has been shown to be an important factor in creating patient satisfaction. In a study conducted by Han et al. (2019), it was found that patients who felt safe and comfortable with the medical skills demonstrated by doctors and nurses tended to be more satisfied with their experience in the hospital. The knowledge, confidence, and friendly attitude of medical personnel increased the level of patient satisfaction.

4. Empathy

The empathy dimension, which focuses on attention and understanding of patient needs, also received significant attention in the reviewed literature. Sahin et al. (2014) found that patients who felt understood and cared for in both emotional and physical aspects tended to report higher levels of satisfaction. The experience of patients being served with empathy often creates a positive relationship between the patient and the healthcare provider.

5. Physical Evidence

Finally, physical evidence, including clean, comfortable, and modern hospital facilities, plays a role in patient satisfaction. Although not as strong as other dimensions, physical evidence still contributes to creating a positive impression of service quality. Research by Zeithaml et al. (2013) shows that adequate facilities can provide patients with confidence that they will receive quality care.

Discussion

Based on the existing findings, it can be concluded that good service quality has a positive effect on patient satisfaction. The relationship between the two is very complex and is influenced by various factors, both technical and emotional. Reliability and responsiveness are the two dimensions that have the most influence in increasing patient satisfaction, followed by assurance and empathy. Meanwhile, physical evidence, although important, does not have as much influence as other dimensions.

This study also identified challenges in ensuring consistent service quality, especially in situations involving limited resources. For example, hospitals with limited medical staff may struggle to respond quickly to patient needs, which in turn can reduce patient satisfaction. Furthermore, although empathy is essential, the application of empathy in health care is often hampered by work pressure and high patient volumes, making it difficult for medical staff to

provide full attention to each patient (Sahin et al., 2014).

However, despite these challenges, many studies also show that improvements in the quality of service, both technically and interpersonally, can significantly increase patient satisfaction. Hospital or health facility managers need to understand the importance of training for medical personnel in terms of empathy and communication, as well as providing adequate facilities to support patient comfort. In addition, it is important for hospital management to maintain consistency in providing reliable, fast, and responsive services to patient needs.

These findings also have practical implications for healthcare providers. Based on the results of this study, hospitals and clinics should continuously evaluate the quality of their services using patient feedback and make continuous improvements, both in terms of technical quality and interpersonal relationships. This will help improve patient satisfaction and strengthen their relationship with healthcare facilities.

CONCLUSION

Overall, this study shows that service quality has a significant impact on patient satisfaction. Reliability, responsiveness, assurance, empathy, and tangibles are key dimensions that healthcare providers should consider to improve patient satisfaction. Hospital managers need to implement strategies that combine technical quality with attention to the emotional aspects of patients in order to increase higher levels of satisfaction. However, there are challenges in the consistency of service quality that need to be addressed to ensure optimal results in improving patient satisfaction.

REFERENCES

- Al-Dubai, S. A. R., Rampal, L., & Qureshi, A. M. (2015). The Impact of Service Quality on Patient Satisfaction in Healthcare Services. *Journal of Clinical and Diagnostic Research*, 9(2), 47–50.
- Alhayat, M. F. S., Nuryani, D. D., Yanti, D. E., & Muhani, N. (2023). The Influence of the Quality of Health Worker Services on the Level of Patient Satisfaction at the Wanakaya Health Center, Haurgeulis District, Indramayu Regency. *Professional Health Journal*, 5(1), 257–274.
- Bambela, I. D. N., & Temesvari, N. A. (2021). The Effect of Service Quality on Patient Satisfaction in Hospitals: Literature Review. *Journal of Hospital Management*, 4(02), 61–65.
- Han, H., Lee, H., & Kim, Y. (2019). The Influence of Customer Satisfaction and Loyalty on Patient Loyalty: A Case of The Korean Healthcare Industry. *International Journal of Hospitality Management*, 75, 31–39.
- Indonesian Journal of Medical Sciences*, 3(1), 31–39.
- Kotler, P., Keller, K. L., & Chernev, A. (2017). *Marketing Management* (15th ed.). Pearson Education.
- Langi, S., & Winarti, E. (2023). The Influence of Service Quality on Patient Satisfaction.
- Lestari, D. A., & Hidayati, N. (2020). The Effect of Service Quality and Patient Satisfaction on Patient Loyalty in Public Health Centers in Indonesia. *International Journal of Health Economics and Management*, 20(1), 55–67.
- Okoli, Chitu, & Schabram, K. (2010). *Working Papers on Information Systems A Guide to Conducting a Systematic Literature Review of Information Systems Research*. Working Papers on Information Systems 10.
- Sahin, A., Ozdemir, S., & Kucuk, O. (2014). Healthcare Service Quality and Its Impact on Patient Satisfaction: A Study of The Turkish Healthcare System. *The Service Industries Journal*, 34(1), 56–69.
- Sari, A. D. ., Faiza, S., & Nugroho, S. (2020). The Influence of Service Quality on Patient

- Satisfaction of Outpatient Registration at Sayegan Health Center. *Bhakti Setya Medika Health Science Journal*.
- Sari, A. N., Kusuma, N. T. A., Dahlan, U. A. Z., Ritonga, P. A., & Purba, S. H. (2024). Analysis of Health Service Quality on Patient Satisfaction: Literature Review. *Journal of Health and Medical Technology (JKTM)*, 6(3).
- Suwuh, M., Maramis, F., Wowor, R., Health, F., University, M., Ratulangi, S., & Patients, K. (2018). No Title. *Public Health*, 7(3).
- Tranfield, D., Denyer, D., & Smart, P. (2003). Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review. *British Journal of Management*, 14(3), 207–222.
- Utomo, A. Y. S., Widjanarko, B., & Shaluhayah, Z. (2023). Quality of Service with Inpatient Satisfaction in Hospitals: Literature Review. *Indonesian Health Promotion Publication Media (MPPKI)*, 6(9), 1708–1714.
- Zeithaml, Valerie, A., Bitner, Mary, J., & Gremler, D. D. (2013). *Services Marketing. Integrating Customer Focus across the Firm*, 6th Edition. New York: McGraw-Hill Irwin.