



## AN OVERVIEW OF OUTPATIENT SERVICE QUALITY AT RSIA AISYIYAH SAMARINDA IN 2025

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### Abstrak

**Latar Belakang** Mutu pelayanan merupakan faktor krusial bagi kepuasan dan loyalitas pasien di fasilitas kesehatan. Pemerintah Indonesia, melalui Keputusan Menteri Kesehatan (Kemenkes) Republik Indonesia Nomor 129/Menkes/SK/II/2008, telah menetapkan Standar Pelayanan Minimal (SPM) untuk kepuasan pasien rawat jalan sebesar  $\geq 90\%$ . Sebuah studi pada tahun 2024 menunjukkan adanya hubungan antara mutu pelayanan dengan kepuasan pasien di RSIA Aisyiyah Samarinda, dan laporan survei internal periode Januari-Juni 2024 mengindikasikan bahwa kepuasan pasien rawat jalan masih berada di bawah ambang batas 90%. **Tujuan** Penelitian ini bertujuan untuk memberikan gambaran umum mutu pelayanan rawat jalan di RSIA Aisyiyah Samarinda pada tahun 2025. **Metode Penelitian** Metode penelitian yang digunakan adalah kuantitatif deskriptif menggunakan teknik accidental sampling dengan data yang dikumpulkan sebanyak 110 responden ( $n=110$ ). Variabel mutu pelayanan diukur menggunakan lima dimensi (*Tangibles, Reliability, Responsiveness, Assurance, Empathy*). **Hasil** Penelitian menunjukkan Rata-rata mutu pelayanan secara keseluruhan di RSIA Aisyiyah Samarinda mencapai 90,6%, dengan kategori "Sangat Baik" dan telah memenuhi standar minimal Kemenkes. Dimensi yang melampaui standar adalah *Assurance* (92,5%), *Empathy* (92,1%), dan *Reliability* (91,0%) serta. Namun, dua dimensi masih berada di bawah standar 90%, yaitu *Responsiveness* (89,3%) dan *Tangibles* (88,0%). **Kesimpulan** Gambaran umum mutu pelayanan rawat jalan di RSIA Aisyiyah Samarinda pada tahun 2025 dikategorikan sangat baik.

**Kata Kunci:** Mutu pelayanan, *Tangibles, Reliability, Responsiveness, Assurance, Empathy, Rawat Jalan*

### Abstract

**Background:** Service quality is a crucial factor for patient satisfaction and loyalty in healthcare facilities. The Government of Indonesia, through the Minister of Health Decree (Kemenkes) RI Number 129/Menkes/SK/II/2008, has set Minimum Service Standards (SPM) for outpatient satisfaction at  $\geq 90\%$ . A study in 2024 showed a relationship between service quality and patient satisfaction at RSIA Aisyiyah Samarinda, and an internal survey report for the January-June 2024 period indicated that outpatient patient satisfaction was still below the 90% threshold. **Objective:** This study aims to provide an overview of outpatient service quality at RSIA Aisyiyah Samarinda in 2025. **Methods:** This was a descriptive quantitative study using accidental sampling technique, with data collected from 110 respondents ( $n=110$ ). The service quality variable was measured using five dimensions (*Tangibles, Reliability, Responsiveness, Assurance, Empathy*). **Results:** The results showed that the overall average service quality at RSIA Aisyiyah Samarinda reached 90.6%, which falls into the "Very Good" category and meets the minimum standards set by the Ministry of Health (Kemenkes). The dimensions that exceeded the standard were *Assurance* (92.5%), *Empathy* (92.1%), and *Reliability* (91.0%). However, two dimensions remained below the 90% threshold, namely *Responsiveness* (89.3%) and *Tangibles* (88.0%). **Conclusion:** The overview of outpatient service quality at RSIA Aisyiyah Samarinda in 2025 was categorized as very good.

**Keywords:** Service Quality; *Tangibles; Reliability; Responsiveness; Assurance; Empathy; Outpatient*

## INTRODUCTION

The quality of healthcare services and patient comfort are paramount in delivering healthcare at advanced health facilities. In practice, non-compliance with procedures or misinformation provided to patients frequently occurs, which can lead to physical, psychological, or financial losses. Such situations ultimately result in public dissatisfaction with the healthcare services provided. Patient satisfaction is a crucial component as it reflects the discrepancy between their expectations and their actual experiences in receiving care (Supartiningsih, 2017).

Maternal and Child Hospitals (RSIA) play a vital role in providing specialized healthcare services for women and children. In an increasingly competitive healthcare environment, understanding patient perceptions of service quality is essential. The assessment of service quality serves not only as a tool to evaluate internal performance but also as a foundation for continuous service improvement to enhance patient satisfaction and engagement (Vigaretha & Handayani, 2018; Mulyadi, 2020).

The Indonesian government emphasizes the importance of service quality through applicable regulations. The Decree of the Minister of Health of the Republic of Indonesia No. 129/Menkes/SK/II/2008 stipulates that the customer satisfaction level in outpatient services must reach  $\geq 90\%$  as part of the Minimum Service Standards (MSS). However, several studies indicate that many healthcare facilities still struggle to meet this benchmark. For

example, research at RSUD dr. T.C. Hillers Maumere showed that patient satisfaction levels from 2019 to 2022 consistently remained below 90% (Wahyuni & Adelia, 2025). Similarly, a study at Hospital X found that 60% of patients were dissatisfied with outpatient services in 2023.

Furthermore, a study at Islam Malahayati Hospital in Medan revealed that the indicator for prescription waiting time only reached 55%, falling significantly short of the 100% target (Purwaningsih et al., 2025). Waiting time issues were also a primary concern in a study at Wava Husada Hospital in Malang, where aspects such as schedule accuracy, staff responsiveness, and service speed were identified as critical factors requiring improvement due to a significant gap between patient expectations and reality (As'ady et al., 2025). These findings reinforce that the disparity between expectations and reality in healthcare delivery remains a major issue in outpatient services across Indonesia.

Conversely, not all healthcare facilities exhibit poor performance. A 2024 study at Suaka Insan Hospital in Banjarmasin found that 83.2% of patients were highly satisfied with outpatient services, demonstrating that high satisfaction levels can be achieved if the five dimensions of service quality are appropriately implemented (Hermawati, Machelia & Oktovin, 2024). As elucidated in the literature, the SERVQUAL model comprising five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy is a frequently utilized framework for evaluating healthcare

service quality. This model has also proven effective in identifying the factors that influence patient satisfaction (Agustina, 2024).

In the context of RSIA Aisyiyah Samarinda, secondary data indicates a highly significant increase in outpatient visits from 2022 to 2025. In 2022, there were 9,839 visits, which escalated to 18,689 in 2023 and 19,124 in 2024. As of July 2025, the number of visits had already reached 10,501. This upward trend suggests growing public trust in RSIA Aisyiyah Samarinda, while concurrently raising their expectations regarding service quality.

An internal study conducted in 2024 demonstrated a significant correlation between service quality and patient satisfaction at RSIA Aisyiyah Samarinda. Nevertheless, the outpatient satisfaction level remains below the Minimum Service Standards (MSS), which mandates a minimum of 90% (Wardani et al., 2024). Therefore, periodic monitoring of service quality is imperative to ensure that the growth in patient volume aligns with the enhancement of the care they receive.

Based on the aforementioned background, this study aims to conduct an in-depth analysis of outpatient service quality at RSIA Aisyiyah Samarinda in 2025. It utilizes the five dimensions of the SERVQUAL model and compares the findings against the Minimum Service Standards (MSS) established by the Ministry of Health of the Republic of Indonesia.

## METHOD

This study employed a quantitative approach with a descriptive research design. The objective of this method is to describe the characteristics of the research variables numerically, without analyzing the relationships between variables. The research was conducted in the outpatient clinics of RSIA Aisyiyah Samarinda, utilizing data that reflects the service conditions in 2025.

Primary data were collected from a total of 110 respondents using an accidental sampling technique. The respondents were selected from visitors attending the outpatient clinics at RSIA Aisyiyah Samarinda in October 2025.

The measured variables included respondent characteristics, encompassing gender, age, education, occupation, type of insurance coverage, visited clinic, and the number of visits. Service quality was evaluated using a questionnaire consisting of 22 statements covering the five SERVQUAL dimensions (Tangibles, Reliability, Responsiveness, Assurance, and Empathy). Respondents provided their assessments using a Likert scale (Strongly Dissatisfied, Dissatisfied, Moderately Satisfied, Satisfied, and Strongly Satisfied). Data analysis was conducted univariately to describe the respondent characteristics and provide an overview of service quality for each statement and dimension. The satisfaction percentages were calculated, categorized, and subsequently compared against the Minimum Service Standards (MSS) set by the Indonesian Ministry of Health, which is  $\geq 90\%$ .

**RESULT AND DISCUSSION****Table 1. Respondent Characteristics**

Varibel	Frekuensi (n=110)	Persentase (%)
<b>Gender</b>		
Male	20	18,2 %
Female	90	81,8 %
<b>Age</b>		
<20 Years	8	7,3 %
20-29 Years	41	38,2 %
30-39 Years	51	46,4 %
40-49 Years	8	7,3 %
>50 Years	1	9 %
<b>Education</b>		
No School	0	0 %
Elementary School	6	5,5 %
Junior High School (or equivalent)	8	7,3 %
High School/Vocational (or equivalent)	44	40 %
Diploma/Bachelor's Degree	50	45,5 %
Postgraduate	2	1,8 %
<b>Occupation</b>		
Housewife	66	60 %
Civil Servant/State Employee	14	12,7 %
Private Employee	12	10,9 %
Entrepreneur	6	5,5 %
Student	3	2,7 %
Others	9	8,2 %
<b>Payer/Guarantor</b>		
BPJS	57	51,8 %
Out-of-pocket (Umum)	46	41,8 %
Insurance/Company	7	6,4 %
<b>Outpatient Polyclinic Visited</b>		
Pediatric Polyclinic	46	41,8 %
Obgyn/Maternity Polyclinic	57	51,8 %
Immunization Polyclinic	7	6,4 %
<b>Number of Polyclinic Visits</b>		
1 time	24	21,8 %
2-3 times	56	50,9 %
>3 times	30	27,3 %

Source: Primary Data 2025

Based on the respondent

characteristics from the 2025 study at RSIA Aisyiyah Samarinda, the majority of respondents were female, accounting for 81.8%. This finding aligns with the hospital's specialized focus on maternal and child healthcare services. The predominant age groups fell within the productive and reproductive brackets, specifically 30–39 years (46.4%) and 20–29 years (38.2%). The educational attainment of the respondents was relatively high, with 45.5% holding a diploma or bachelor's degree, and 40% having completed senior high or vocational school. This demographic composition suggests that the respondents possessed a sufficient capacity to adequately evaluate the quality of hospital services.

The majority of respondents were homemakers (approximately 60%), which corresponds with the most frequently visited outpatient units: Obstetrics and Gynecology (Ob/Gyn) at 51.8%, followed by Pediatrics at 41.8%. Regarding healthcare financing, the primary insurance utilized by the respondents was BPJS/KIS (51.8%), followed by out-of-pocket or general payments (41.8%). Furthermore, approximately 50.9% of the respondents had visited the facility 2–3 times, and 27.3% had visited more than three times. This indicates that the respondents' assessments were grounded in repeated experiences rather than mere first impressions, thereby yielding a more objective representation of service quality (Hermawati et al., 2024).

**Table 2. Overview of Outpatient Service Quality at RSIA Aisyiyah Samarinda in 2025**

Statement	Very Dissatisfied	Dissatisfied	Sufficiently Satisfied	Satisfied	Very Satisfied
<b>Tangibles (Physical Evidence)</b>					
Waiting rooms and examination rooms are clean and comfortable	0 (0%)	2 (1,8%)	9 (8,2%)	45 (40,9%)	54 (49,1%)
Medical equipment in the polyclinic looks complete and adequate	0 (0%)	0 (0%)	8 (7,3%)	42 (38,2%)	60 (54,5%)
Staff wear neat uniforms and identification	0 (0%)	1 (0,9%)	11 (10%)	37 (33,6%)	61 (55,5%)
Adequate supporting facilities (toilets, chairs, parking) are available	0 (0%)	4 (3,6%)	21 (19,1%)	37 (33,6%)	48 (43,6%)
The patient registration system is well-organized and easy to access	0 (0%)	0 (0%)	6 (5,5%)	37 (33,6%)	67 (60,9%)
<b>Reliability</b>					
Doctor and nurse services are provided according to schedule	0 (0%)	2 (1,8%)	14 (12,7%)	35 (31,8%)	59 (53,6%)
Service procedures are carried out accurately and are not complicated	0 (0%)	0 (0%)	8 (7,3%)	31 (28,2%)	71 (64,5%)
Examination results are consistent with the patient's complaints	0 (0%)	0 (0%)	5 (4,5%)	28 (25,5%)	77 (70%)
Administrative staff provide clear and accurate information	0 (0%)	0 (0%)	8 (7,3%)	35 (31,8%)	67 (60,9%)
Patient complaints are handled quickly and appropriately	0 (0%)	0 (0%)	4 (3,6%)	35 (31,8%)	71 (64,5%)
<b>Responsiveness</b>					
Staff serve patients quickly	0 (0%)	0 (0%)	7 (6,4%)	38 (34,5%)	65 (59,1%)
Service waiting time is not too long	0 (0%)	3 (2,7%)	20 (18,2%)	43 (39,1%)	44 (40%)
Staff promptly help when patients need assistance	0 (0%)	0 (0%)	4 (3,6%)	36 (32,7%)	70 (63,6%)
Staff provide clear information regarding service procedures	0 (0%)	0 (0%)	7 (6,4%)	34 (30,9%)	69 (62,7%)
<b>Assurance</b>					
Staff have good competence and skills	0 (0%)	0 (0%)	6 (5,5%)	34 (30,9%)	70 (63,6%)
Staff are polite and professional.	0 (0%)	0 (0%)	4 (3,6%)	34 (30,9%)	72 (65,5%)
Patients feel safe when receiving medical services	0 (0%)	0 (0%)	6 (5,5%)	29 (26,4%)	75 (68,2%)
Doctors, nurses, and administration provide explanations that are easy to understand	0 (0%)	0 (0%)	5 (4,5%)	25 (22,7%)	80 (72,7%)
<b>Empathy</b>					
Staff show concern for patient complaints	0 (0%)	0 (0%)	8 (7,3%)	31 (28,2%)	71 (64,5%)
Doctors provide sufficient time for consultation	0 (0%)	1 (0,9%)	7 (6,4%)	30 (27,3%)	72 (65,5%)
Staff provide service without discriminating against patient status (BPJS/Out-of-pocket/Insurance)	0 (0%)	0 (0%)	2 (1,8%)	35 (31,8%)	73 (66,4%)
Staff listen to and understand patient needs	0 (0%)	0 (0%)	5 (4,5%)	31 (28,2%)	74 (67,3%)

Source: Primary Data 2025

Overall, the data indicates a highly satisfactory level of patient satisfaction regarding the quality of outpatient services at RSIA Aisyiyah Samarinda. Across nearly all statements, the majority of respondents rated their experience as "Satisfied" or "Strongly Satisfied." There were absolutely no "Strongly Dissatisfied" responses (0%) for any item, and "Dissatisfied" responses were minimal, demonstrating consistent satisfaction across the various service dimensions.

The Tangibles dimension evaluates physical facilities and staff appearance. The highest satisfaction was observed in the registration system and staff appearance. Out of 110 respondents, 67 (60.9%) were "Strongly Satisfied" with the well-organized and easily accessible registration system, 61 (55.5%) were "Strongly Satisfied" with the neatness of staff uniforms and identification, and 60 (54.5%) were "Strongly Satisfied" that the medical equipment appeared complete and adequate. The item with relatively lower satisfaction was the availability of adequate supporting facilities (restrooms, seating, and parking), which recorded "Moderately Satisfied" responses from 21 respondents (19.1%) and "Dissatisfied" responses from 4 respondents (3.6%). Additionally, regarding the cleanliness and comfort of the waiting and examination rooms, 2 respondents (1.8%) reported being "Dissatisfied," while 9 respondents (8.2%) were "Moderately Satisfied."

The Reliability dimension measures the hospital's ability to provide accurate and dependable services. The

satisfaction level in this dimension was notably high; out of 110 respondents, 77 (70%) were "Strongly Satisfied" that the examination results corresponded with their complaints. Straightforward service procedures and the prompt, appropriate handling of patient complaints both received "Strongly Satisfied" responses from 71 respondents (64.5%). Furthermore, clear and accurate information provided by administrative staff garnered "Strongly Satisfied" responses from 67 respondents (60.9%). The punctuality of doctors and nurses adhering to the schedule was the item with relatively lower satisfaction in this dimension, with 14 respondents (12.7%) feeling "Moderately Satisfied" and 2 respondents (1.8%) feeling "Dissatisfied."

The Responsiveness dimension evaluates the speed and readiness of staff in providing services. Out of 110 respondents, 70 (63.6%) were "Strongly Satisfied" that staff provided immediate assistance when needed. Sixty-nine respondents (62.7%) were "Strongly Satisfied" with the clarity of service procedure information provided by the staff, and the promptness of staff service received "Strongly Satisfied" responses from 65 respondents (59.1%). However, the statement "Service waiting time is not excessively long" was the item with the lowest satisfaction level across the entire table. This item had the lowest percentage of "Strongly Satisfied" responses (44 respondents, or 40%), the highest percentage of "Moderately Satisfied" responses (20 respondents, or 18.2%), and the highest percentage of "Dissatisfied" responses (3 respondents,

or 2.7%).

The Assurance dimension measures the knowledge, courtesy, and ability of staff to build patient trust. This dimension achieved a very high satisfaction score. The highest-rated item was "Doctors, nurses, and administrative staff provide easily understandable explanations," with 80 respondents (72.7%) feeling "Strongly Satisfied." Additionally, 75 respondents (68.2%) were "Strongly Satisfied" with the sense of security they felt while receiving medical care, and 72 respondents (65.5%) were "Strongly Satisfied" with the polite and professional demeanor of the staff. The competence and expertise of the staff received "Strongly Satisfied" responses from 70 respondents (63.6%).

The Empathy dimension assesses the individualized attention and care that staff provide to patients. Similar to Assurance, this dimension demonstrated very high satisfaction levels. Out of 110 respondents, 74 (67.3%) were "Strongly Satisfied" because the staff listened to and understood their needs. Seventy-three respondents (66.4%) were "Strongly Satisfied" that the staff provided services without discriminating based on patient status, and 72 respondents (65.5%) were "Strongly Satisfied" with the amount of time doctors allocated for consultations. Finally, staff demonstrating attentiveness to patient complaints received "Strongly Satisfied" responses from 71 respondents (64.5%).

**Table 3. Analysis Results of Outpatient Service Quality at RSIA Aisyiyah Samarinda in 2025**

Service Dimension	Mean	Satisfaction Percentage (%)	Category	Kemenkes RI Minimum Standard (≥90%)	Remarks
Tangibles (Physical Evidence)	4.4018	88.0	Good	90	Slightly below standard
Reliability	4.5491	91.0	Very Good	90	Meets standard
Responsiveness	4.4636	89.3	Good	90	Approaching standard
Assurance	4.6273	92.5	Very Good	90	Exceeds standard
Empathy	4.6045	92.1	Very Good	90	Exceeds standard
Average Service Quality	4.5293	90.6	Very Good	90	Exceeds standard

Source: Primary Data 2025

As illustrated in Table 3, RSIA Aisyiyah Samarinda has achieved an overall patient satisfaction rate of 90.6%, surpassing the national Minimum Service Standards (MSS) threshold of 90%. This achievement indicates a significant improvement compared to the preliminary internal survey report in early 2024, which recorded a satisfaction rate below 90% (Wardani et al., 2024).

The Tangibles dimension received

the lowest score at 88.0%, falling below the MSS requirement of at least 90%. Although categorized as "Good," this score highlights that the physical facilities are the primary area of weakness in the services provided by RSIA Aisyiyah. The items with the lowest scores in this dimension were: supporting facilities (such as restrooms, seating, and parking), which received 19.1% "Moderately Satisfied" and 3.6% "Dissatisfied"

responses; and the cleanliness and comfort of the waiting rooms, which scored 8.2% "Moderately Satisfied" and 1.8% "Dissatisfied."

Basic facilities such as restrooms are fundamentally available at RSIA Aisyiyah Samarinda, with two restrooms located in the pediatric and obstetrics/gynecology clinics accessible to patients. However, greater attention to cleanliness is required to enhance patient comfort during use. The number of seats is generally adequate; nevertheless, coordination among units is necessary to ensure sufficient seating availability and prevent visitors from standing, particularly during peak hours. The limited parking area, which occasionally spills over onto the main road, requires immediate attention given the variety of vehicles used by visitors. RSIA Aisyiyah Samarinda must actively seek solutions to address this issue. The cleanliness of the waiting rooms and the availability of adequate seating, restrooms, and parking are critical factors that significantly influence the overall comfort, safety, and satisfaction of patients and visitors, ultimately impacting the hospital's service quality.

These findings are consistent with various studies conducted in Indonesia. Research at RSUD dr. T.C. Hillers Maumere identified the cleanliness of restrooms and the comfort of waiting rooms as primary complaints (Wahyuni & Adelia, 2025). Similarly, a study at Islam Malahayati Hospital in Medan highlighted the comfort of waiting and examination rooms as a priority for immediate improvement (Purwaningsih et al., 2025). Furthermore, findings by As'ady et al. (2025) at Wava Husada Hospital in Malang emphasized that physical

facilities, cleanliness, and comfort are major drivers of patient dissatisfaction and must be prioritized for enhancement. Consequently, despite the highly rated medical services at RSIA Aisyiyah, negative perceptions regarding restroom cleanliness, waiting room comfort, seating availability, and limited parking remain the primary factors depressing the Tangibles dimension score.

The Reliability dimension achieved a score of 91%, successfully meeting the minimum service standards. This indicates that patients have confidence in the consistency, procedural integrity, and accuracy of the services provided by RSIA Aisyiyah Samarinda. The reliability of the service is bolstered by clear examinations, organized procedures, consistent staff performance, and adequate complaint handling.

However, the item "Doctors and nurses provide services according to the schedule" emerged as the weakest indicator within this dimension, recording 12.7% "Moderately Satisfied" and 1.8% "Dissatisfied" responses. Schedule inaccuracies can lead to extended patient waiting times. This highlights the need to improve the punctuality of medical staff to enhance the perceived reliability of the service and reduce patient wait times.

A study by As'ady et al. (2025) demonstrated that schedule accuracy is a highly sensitive factor in outpatient services, falling into the category of low performance but high expectation at Wava Husada Hospital. This finding reinforces the notion that schedule inaccuracy is a nationwide issue that directly affects patient perceptions of service reliability.

The Responsiveness dimension obtained a score of 89.3%, slightly below

the minimum service standard. Although the staff were perceived as friendly and quick to respond when prompted, service waiting time was the primary cause for the lower score in this dimension. This result presents a paradox: patients are satisfied with the staff's attitude and promptness; however, overall satisfaction in this dimension is compromised by prolonged waiting times. The item "Service waiting time is not excessively long" was the worst-performing metric in the entire survey, exhibiting the lowest percentage of "Strongly Satisfied" responses (40%) and the highest percentages of both "Moderately Satisfied" (18.2%) and "Dissatisfied" (2.7%) responses.

While the staff are deemed responsive and helpful, the overall waiting time remains problematic. The punctuality of doctors and nurses is a critical issue for RSIA Aisyiyah Samarinda; if medical professionals do not adhere to their schedules, patient waiting times are inevitably prolonged.

These findings align with previous research identifying waiting time as a primary complaint in many hospitals. A study by Fachri (2024) stated that responsiveness is a key factor in patient satisfaction, and excessive waiting times can negate the positive impacts of interpersonal aspects. Research across various healthcare facilities in Indonesia also confirms that waiting time is the most sensitive indicator for patients and frequently serves as the main source of complaints (Wahyuni, 2020; Sari & Nurhayati, 2020). Strategic interventions to improve this dimension could include upgrading the queuing system, adjusting medical staff allocation during peak hours, and implementing digital-based patient

flow management.

The Assurance dimension achieved the highest score at 92.5%. This indicator encompasses the professional conduct of the staff, their ability to elucidate medical conditions, their polite demeanor, and the sense of security instilled in the patients. According to Suryadi & Rachmiana (2024), the Assurance dimension is a vital factor influencing the level of patient trust in a hospital.

The results indicate that patients possess a high degree of confidence in the competence of the medical staff at RSIA Aisyiyah. The performance of this dimension is consistent with findings from various hospitals in Indonesia, where the capability of medical personnel is a primary contributor to patient satisfaction (Prihartini et al., 2019). With the highest score, the Assurance dimension stands as a core strength of RSIA Aisyiyah that must be maintained.

The Empathy dimension received a score of 92.1%, indicating that the staff effectively demonstrate attentiveness, friendliness, and excellent communication. A meta-analysis examining factors that influence outpatient satisfaction revealed that empathy is the strongest determinant, increasing the likelihood of patient satisfaction by 3.41 times (Ismail & Maghfiroh, 2025). Other studies have also shown that patients who feel valued, heard, and treated with respect tend to report higher satisfaction levels (Yuniar & Handayani, 2016).

The findings of this study explain why the empathy dimension is one of RSIA Aisyiyah's principal strengths. The hospital's success in exhibiting genuine

empathy by actively listening, allocating sufficient time, and providing non-discriminatory care is a major determinant of its high-quality service.

## CONCLUSION

Overall, the quality of outpatient services at RSIA Aisyiyah Samarinda in 2025 is categorized as excellent, successfully meeting the Minimum Service Standards (MSS) established by the Ministry of Health of the Republic of Indonesia.

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