

Gambaran Tingkat Kepuasan Pada Pasien Yang Berkunjung Ke Klinik Pratama Santa Elisabeth Medan Tahun 2024

Description of the Level of Satisfaction of Patients Visiting Clinic Pratama Santa Elisabeth Medan 2024

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Abstrak

Kepuasan merujuk pada penilaian yang dilakukan oleh pelanggan terhadap sejauh mana suatu produk atau layanan memenuhi kebutuhan dan harapan mereka. Ketika produk atau layanan tersebut tidak dapat memenuhi ekspektasi atau kebutuhan pelanggan, hal ini dianggap sebagai penyebab ketidakpuasan terhadap produk atau layanan tersebut. Tingkat kepuasan pada pasien memiliki beberapa aspek dimensi yang terdiri dari keandalan (reliability), jaminan (assurance), kenyataan (tangible), Empati (emphaty) dan daya tanggap (responsiviness). Penelitian ini bertujuan untuk mengetahui Tingkat Kepuasan Pasien Yang Berkunjung Di Klinik Pratama Santa Elisabeth Medan. Penelitian dilakukan di Klinik Pratama Santa Elisabeth Medan. Populasi dalam penelitian ini 100 orang. Jenis penelitian deskriptif dengan metode pengambilan data yang digunakan dalam penelitian yaitu teknik accidental sampling. Hasil penelitian menunjukkan kepuasan pasien yang berkunjung ke Klinik Pratama Santa Elisabeth Medan dengan kategori sangat Puas sebanyak 34 responden (34,0%), kategori Puas sebanyak 51 responden (51,0 %), Kurang Puas sebanyak 10 responden (10%), Tidak Puas sebanyak 2 responden (2%) dan hasil penelitian Sangat Tidak Puas sebanyak 3 responden (3%). Kesimpulan penelitian ini yaitu semakin baik komunikasi yang dilakukan tenaga kesehatan pada pasien rawat jalan maka akan semakin meningkatkan kepuasan pasien rawat jalan. Pihak Klinik perlu membuat angket tingkat kepuasan pasien dan dievaluasi secara rutin untuk mencari tahu sampai sejauh mana tingkat kepuasan yang dirasakan pasien setelah mendapatkan pelayanan

Kata Kunci: Kepuasan; Klinik; Komunikasi; Pasien

Abstract

Satisfaction refers to the assessment made by customers of the extent to which a product or service meets their needs and expectations. When the product or service cannot meet customer expectations or needs, this is considered a cause of dissatisfaction with the product or service. The level of patient satisfaction has several dimensional aspects consisting of reliability, assurance, tangibility, empathy and responsiveness. This study aims to determine description of the level of satisfaction of patients vsiting clinic pratama Santa Elisabeth Medan. The research is conducted at Santa Elisabeth Clinic Pratama Medan. The population in this study are 100 people. This type of research is descriptive with the data collection method used in the research, namely the accidental sampling technique. The results of the research show that the satisfaction of patients who visited Clinic Pratama Santa Elisabeth Medan is in Very Satisfied category of 34 respondents (34.0%), the Satisfied category of 51 respondents (51.0%), the Dissatisfied category of 10 respondents (10%), No 2 respondents (2%) are satisfied and 3 respondents (3%) are very dissatisfied. The conclusion of this research is that the better the communication provided by health workers with outpatients, the greater the outpatient satisfaction will be. The clinic needs to create a questionnaire on patient satisfaction levels and evaluate them regularly to find out the extent of satisfaction felt by patients after receiving services.

Keywords: Satisfaction; Clinic; Communication; Patient

INTRODUCTION

Satisfaction refers to the assessment made by customers of the extent to which a product or service meets their needs and expectations. When the product or service cannot meet customer expectations or needs, this is considered to be the cause of dissatisfaction with the product or service Manek (2020). Patient satisfaction is closely related to how they assess the performance of the health services they receive. If the service meets or even exceeds their expectations, the patient will feel satisfied. However, if the services provided do not meet their expectations, then patients will feel dissatisfied and may look for other health care facilities that are considered better Dewi M.P (2023). Patient satisfaction in particular can be measured through their emotional responses, such as pleasure and satisfaction, that arise when their expectations or desires are fulfilled during the nurse's service (Maila, 2021).

The relationship between service quality and customer satisfaction is very important, because service quality can encourage customers to form a strong relationship with the company. In the long run, this kind of relationship allows the company to better understand the expectations and needs of customers. Therefore, customer satisfaction can be considered as the level of satisfaction that arises after customers assess the quality of service received based on their expectations. When the quality of service meets or exceeds customer expectations, so they will feel satisfied (Dewi, 2019).

According to data released by the WHO in 2021, there are variations in patient satisfaction levels in hospitals in different countries. Countries such as

Sweden, Finland, and Norway show high levels of patient satisfaction, with satisfaction indices reaching 92.37%, 91.92%, and 90.75%, respectively. On the other hand, countries such as Kenya and India showed lower levels of patient satisfaction, reaching only 40.4% and 34.4% respectively. This data illustrates significant differences in patient experiences and perceptions of health care in different countries (Karno, 2023).

Sustainable Lestari (2023) The level of patient satisfaction in Drug Information Services (PIO) at the Ummi HC Kedaton Clinic has been measured based on several dimensions, namely Reliability, Assurance, Tangible, Emphaty and Responsiveness. The results of the study show that the level of patient satisfaction in each dimension is as follows: Reliability of 88.18%, Assurance of 96.81%, Tangible of 99.68%, Emphaty of 97%, and Responsiveness of 73.75%. Overall, the average percentage of patient satisfaction level in Drug Information Services (PIO) at Ummi HC Kedaton Clinic is 91.08%, which is included in the category of very satisfied.

According to research conducted by Sinurat (2023) at the Santa Elisabeth Primary Clinic in Medan, of the 147 respondents who participated, the survey results showed that 18.5% of them stated that they were very satisfied with the services provided. As many as 74.3% of patients expressed satisfaction with the services provided by the clinic. However, as many as 6.8% of patients expressed dissatisfaction with the cost of treatment which is considered relatively expensive. None of the respondents said they were very dissatisfied with the clinic services. Based on the results of an initial survey

conducted by researchers in interviews with 10 patients at the Santa Elisabeth Primary Clinic in Medan, the majority of patients expressed different levels of satisfaction. Of the 10 respondents, 6 of them expressed dissatisfaction for several reasons, such as the quality of nurse services that were considered poor, lack of clarity in conveying information, and difficulties in obtaining the necessary medicines. On the other hand, 4 patients were satisfied with the services provided by the nurses, especially regarding the response and speed in providing services when visiting for treatment.

One of the effective strategies to improve patient satisfaction and service quality in the clinic is to establish good relationships with stakeholders, including patients, staff, and healthcare workers. This can be achieved by listening carefully to all complaints and inputs provided by patients regarding the health services received at the clinic. By paying attention to and responding well to every input and complaint, clinics can increase patient trust and satisfaction. Not only that, to increase patient satisfaction, clinics can also consider several practical steps such as adding staff if needed to reduce waiting times and improve services, increase drug stocks so that patients do not run out of necessary drugs, and consider accepting more types of health insurance cards to expand patient access to health services (Hamdani, 2024). The formulation of the problem is to find out the level of satisfaction of patients who visit the Santa Elisabeth Primary Clinic Medan. To find out the level of satisfaction of patients who visit the Santa Elisabeth Primary Clinic Medan.

RESEARCH METHODS

The research design used in this study is a type of descriptive research. Descriptive research intends to gain a better understanding of the phenomenon being studied by describing it in detail. In this context, the study will focus on obtaining the level of satisfaction of patients who visit the Santa Elisabeth Primary Clinic Medan.

In the context of this study, the population in question is all patients who visited for treatment at the Santa Elisabeth Primary Clinic Medan totaling 3,781 people in the last 1 year. Sampling uses the accidental sampling method, which is a technique for determining samples based on chance or chance. The formula used by the researcher to calculate the number of samples uses the Vincent formula: $n = 100 \text{ sampel}$.

The independent variable of this study is the level of patient satisfaction. Dependent variables are said to be output variables, criteria, consequences, or bound variables. This variable is influenced or generated by the existence of independent variables.

Satisfaction level questionnaire, The dimensions of satisfaction level are Reability, Assurance, Tangibles, Empathy, and Responsiveness. $p = (\text{nilai tertinggi} - \text{nilai terendah}) / (\text{banyak kelas})$
 $p = ((25 \times 5) - (25 \times 1)) / 5$ $p = 100 / 5$. $P = 20$. Therefore, the value of the satisfaction level interval in patients who visit the Santa Elisabeth Primary Clinic in Medan is: Very Dissatisfied : 25-44. Dissatisfied : 45-64. Dissatisfied: 65-84. Satisfied: 85-104. Very satisfied: 105-125.

This research was carried out at the Santa Elisabeth Primary Clinic located on Jalan Bunga Terampet No.118,

Sempakata Village, Medan Selayang District, Medan City, North Sumatra. Penelitian ini dilaksanakan tanggal 27 Mei hingga 4 Juni tahun 2024.

Primary data for the study were collected directly from respondents through the use of distributed questionnaires. This ensures that the data obtained is a direct response and response from the respondents so that it has high relevance and accuracy for analysis in the study. In this study, secondary data was taken from the medical record books of patients who visited the Santa Elisabeth Primary Clinic Medan. The validity test in the patient satisfaction level questionnaire was not carried out because it was standard from the book (Nursalam, 2022). Reliability test in questionnaire The level of patient satisfaction is not carried out because it is standard from the book Nursalam, 2022.

The researcher has conducted a feasibility test from the KEPK of the Santa Elisabeth College of Health Sciences Medan with letter number No. 163/KEPK-SE/PE-DT/V/2024.

RESULTS AND DISCUSSION

This research was carried out from May 27 to June 04, 2024 at the Santa Elisabeth Primary Clinic Medan. The number of respondents to this study is 100 people. The results of the univariate analysis of this study are presented in a table based on demographic data of patients who visited the Santa Elisabeth Primary Clinic Medan with details

Table 1 Distribution of Frequency and Percentage of Respondents Based on

Demographic Data of Patients Visiting the Santa Elisabeth Primary Clinic in Medan in 2024 (n=100)

Characteristic	F	(%)
Gender		
Man	13	13,0
Woman	87	87,0
Total	100	100
Age		
12-16 (Early Teens)	1	1,0
17-25 (Late Teens)	82	82,0
26-35 (Early Adulthood)	9	9,0
36-45 (Late Adulthood)	4	4,0
46-55 (Early Elderly)	1	1,0
56-65 (End-of-Life Elderly)	2	2,0
65 Keatas (Seniors)	1	1,0
Total	100	100

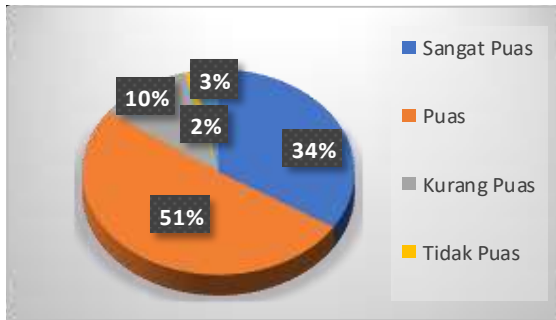
Sumber : data primer (diolah tahun 2024)

Table 2. Distribution of Frequency and Percentage of Respondents Based on the Level of Patient Satisfaction Heading to Santa Elisabeth Primary Clinic Medan in 2024 (n=100)

Characteristic	F	(%)
Satisfaction Level		
Highly satisfied	34	34%
Satisfied	51	51%
Dissatisfied	10	10%
Dissatisfied	2	2%
Very Dissatisfied	3	3%
Total	100	100

1. Description of Patient Satisfaction Levels Leading to Santa Elisabeth Primary Clinic Medan in 2024

Picture 1. Description of Patient Satisfaction Levels Leading to Santa Elisabeth Primary Clinic Medan in 2024



From the results of the study with 100 respondents, the level of satisfaction of patients who visited the Santa Elisabeth Primary Clinic Medan can be concluded in the very satisfied category of 34 respondents (34%), the satisfied category of 51 respondents (51%), the dissatisfied category of 10 respondents (10%), the dissatisfied category of as many as 2 respondents (2%) and the very dissatisfied category of 3 respondents (3%).

The results of this study showed that some respondents said they were satisfied with the services at the Pratama Santa Elisabeth clinic in Medan. This can be seen from the aspect of reliability where nurses can handle care problems appropriately and professionally, as well as provide clear information about the available facilities and rules that must be followed in treatment. From the aspect of assurance, nurses show attention to patient complaints, are able to answer questions about treatment actions, are honest in conveying information related to the patient's condition, greet and smile, and are meticulous and skilled in carrying out treatment actions.

Meanwhile, from the aspect of Empathy, it can be seen from the nurse who provides clear information about the treatment action to be carried out, the nurse is easy to contact and meet when

needed, conducts a good examination of vital signs, does not look at the patient's status and always gives attention and moral support to the patient's condition. And from the aspect of responsiveness that can be seen from the nurse who is ready to offer help even if not asked, immediately handle the patient when arriving at the examination room, help with the need to defecate and urinate, change the patient's sleeping position, help get medication and help the patient in the implementation of other services needed.

The researcher assumes based on the results of the questionnaire that the level of satisfaction of patients who visit the Santa Elisabeth Primary Clinic in Medan has the highest results in the satisfied category. This is because nurses are quick in examining patients when they arrive at the clinic, nurses are honest in providing information about the patient's condition, doctors continue to ask patient complaints and are able to diagnose patient complaints quickly, the availability of facilities such as registration and administration rooms, patient waiting rooms, doctor consultation rooms for both general polyclinics and emergency rooms, dentists, pharmacy or medicine rooms, and bathrooms, and nurses always keep the room where the examination is conducted and the medical equipment that will be used

This is supported by research carried out by Wuryano (2023) said that the quality of patient satisfaction services in clinics is affected by facilities. Patients will feel satisfied if the health facilities and facilities and infrastructure are good and complete. This research also agrees with Wijaya (2024) who said that by improving

facilities and infrastructure, it can make the environment safer and more comfortable. The process of providing health services can be made simpler and more convenient with the use of technology. Patient happiness in the clinic is positively influenced by high-quality service, with responsiveness and dependability having a major impact on patient satisfaction. Meanwhile, according to research from Yasir (2022) who argues that to increase patient satisfaction, health facilities must take a number of steps. Health institutions must be able to control their internal systems in order to maintain the number of patient visits and attract patients. In order to succeed in the healthcare market and win the hearts of patients, healthcare institutions need to implement a variety of methods.

The researcher assumes that based on the results of the questionnaire that has been obtained, some respondents showed dissatisfaction and were very dissatisfied with the service when visiting the Santa Elisabeth Primary Clinic Medan. Factors that affect this dissatisfaction include the age factor where respondents in early adolescence show dissatisfaction because they are already able to think critically and digest every statement in the questionnaire.

When their expectations do not match reality, they tend to judge or criticize the services received. Meanwhile, in the aspect of responsiveness where nurses lack empathy such as not offering their help to patients, lack of interpersonal communication such as there is a lack of interpersonal communication between nurses and patients so that it can create ineffective communication, providing information quickly such as providing

information too quickly can lead to ineffective communication, lack of assistance in basic needs such as nurses who are less helpful in the need for bowel movements and urination. For example, when a patient asks about the location of the toilet, the nurse simply explains the place without providing any further assistance to clearly indicate the location.

This is supported by research by Kurniati (2023), showing that age affects a person's ability to think and digest every question. This is because age also affects a person's memory, so patients will better understand their perception and be able to remember the services that have been provided during the service period. In the context of health services, patients' understanding and ability to remember the services received can affect their perception of the quality of the services. Meanwhile, according to research from Tamara (2021), it is said that in addition to physical, service requirements are mainly focused on empathy and attention in the form of successful interpersonal interactions between patients and medical staff. One of the healing processes involves a high level of interpersonal communication between the patient and the medical team. Because, in theory, advice, input, and empathy from the medical team greatly determine the patient's ability to control and cure his disease.

This is in line with Nababan's research (2024), stating that the reason patients react this way when receiving services from the police is because the average officer is not attentive and sensitive to their needs. As a result, health workers must provide treatment seriously

and fairly without considering the social status of each patient.

Nurses who are able to empathize with patients play an important role in nursing services. Empathizing allows nurses to understand more deeply the feelings experienced by patients without being emotionally involved, so that nurses can provide more optimal and effective health services. This has a positive impact on patient recovery expectations and can ultimately affect the level of patient satisfaction with health services in the clinic.

CONCLUSION

From the results of a study with a sample of 100 respondents on the Overview of the Satisfaction Level of Patients Who Visited the Santa Elisabeth Primary Clinic Medan in 2024, it can be said that the level of patient satisfaction has a distribution where in the satisfied category: 51%, very satisfied category: 34%, less satisfied category: 10%, very dissatisfied category: 3% and dissatisfied category: 2%. Based on this data, the majority of patients who visited the Santa Elisabeth Medan Primary Clinic in 2024 showed a fairly high level of satisfaction, with most patients feeling satisfied or very satisfied with the services provided. Although there is a small percentage of patients who express dissatisfaction, this proportion is relatively small compared to the number of satisfied or very satisfied patients. This indicates that in general, the clinic has managed to provide satisfactory service for most of the patients who visit.

It is hoped that the next researcher will focus on researching the empathetic attitude of nurses towards

patients with the aim of increasing patient satisfaction who visits the clinic..

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