

Public Service: Health Service Satisfaction At Dumai City Hospital

Pelayanan Publik : Kepuasan Pelayanan Kesehatan Di RSUD Kota Dumai

E. Maznah Hijeriah¹, Dila Erlianti², Fara Shaliza³, Sofyan⁴, Dedy Afrizal^{*5}

STIA Lancang Kuning Dumai^{1,2,3}, STIE Mahaputra Riau⁴, STIE Tuah Negeri⁵

[¹hijeriah.jir@gmail.com](mailto:hijeriah.jir@gmail.com), [²dilaerliantierlianti@gmail.com](mailto:dilaerliantierlianti@gmail.com), [³fadrija79@gmail.com](mailto:fadrija79@gmail.com),

[⁴sofyanyan@gmail.com](mailto:sofyanyan@gmail.com), [⁵dedyafrizal26@gmail.com](mailto:dedyafrizal26@gmail.com)

ABSTRACT

Dumai City Hospital activities center on community satisfaction. Improving the quality of health services is accomplished by enhancing the elements whose goal is to promote patient satisfaction. Several issues were discovered throughout its deployment, which became essential notes in carrying out its community activities. As a result, the purpose of this research is to examine service implementation, community satisfaction, and the effect of service on community satisfaction at the Dumai City Hospital. The study used a quantitative technique with 164 respondents and data analysis, especially descriptive statistics. The study's findings revealed that there was an impact of service on community satisfaction at the Dumai City Hospital. The advice given is to enhance the guaranteed waiting time for services that will be provided to patients, particularly in the acts of doctors at the Outpatient Polyclinic, in order to prevent complaints from the public due to the long wait to be serviced by a doctor. Furthermore, continue to enhance the skills of all staff so that they can better serve the community.

Keywords : Public Service, Hospital, Patient Satisfaction

ABSTRAK

Kegiatan RSUD Kota Dumai berpusat pada kepuasan masyarakat. Peningkatan mutu pelayanan kesehatan dilakukan dengan meningkatkan unsur-unsur yang bertujuan untuk meningkatkan kepuasan pasien. Beberapa masalah ditemukan selama penyebarannya, yang menjadi catatan penting dalam menjalankan aktivitas komunitasnya. Oleh karena itu tujuan dari penelitian ini adalah untuk mengetahui pelaksanaan pelayanan, kepuasan masyarakat, dan pengaruh pelayanan terhadap kepuasan masyarakat di RSUD Kota Dumai. Penelitian menggunakan teknik kuantitatif dengan 164 responden dan analisis data khususnya statistik deskriptif. Temuan penelitian mengungkapkan bahwa terdapat pengaruh pelayanan terhadap kepuasan masyarakat di RSUD Kota Dumai. Saran yang diberikan adalah memperbanyak jaminan waktu tunggu pelayanan yang akan diberikan kepada pasien, khususnya tindakan dokter di Poliklinik Rawat Jalan, agar tidak terjadi komplain dari masyarakat akibat lama menunggu dilayani oleh dokter. Selanjutnya, terus tingkatkan keterampilan seluruh staf agar dapat melayani masyarakat dengan lebih baik.

Kata Kunci: Pelayanan Publik, Rumah Sakit, Kepuasan Pasien

1. Introduction

Hospitals play an essential role in meeting the community's health service requirements in Indonesia. It is crucial that everyone in the nation has access to high-quality health care (Hildawati et al., 2022). All individuals must have access to health care (Wijayanta et al., 2022). Due to the significance of hospitals in the health service system, efforts to enhance the quality of hospital services are a top priority in health sector development (Widiasari et al., 2019). The state organizes public services with the goal of meeting the basic requirements and civil rights of every citizen for government-provided goods, services, and administration (Afrizal, 2020).

Hospitals are required to provide community-focused services (Wiguna & Gunawan, 2022). Improving the quality of health services can be initiated by analyzing each factor that influences

patient satisfaction. Through clinical channels and services, as well as patient perspectives, such as the quality of the health services they require, the health care system can be enhanced. Patients will be satisfied if their expectations and the actuality of the health services they receive correspond. Medical and non-medical health service outcomes, such as adherence to treatment, comprehension of medical information, and continuity of care, are closely associated with the satisfaction of health service consumers.

Based on the Decree of the Head of the Investment Service and One-Stop Integrated Services for the City of Dumai, number 503/DPMPTSP/IZIN-KES-97, the Dumai City Hospital obtained an Operational Permit for a Class B Hospital in 2018. The classification of Dumai City Hospital is based on its services, resources, equipment, advice, infrastructure, administration, and management.

The Dumai City Hospital offers a variety of outpatient polyclinic services, including Pediatric Clinics, Internal Clinics, Obstetrics Clinics, Surgical Clinics, General Clinics, Oral Dental Clinics, VCT Clinics, Pediatric Dental Specialist Clinics, Eye Specialist Clinics, Neurology Specialist Clinics, ENT Clinics, Orthopedic Specialist Clinics, Oral Surgery Specialist Clinics, Skin and Venereal Specialist Clinics, and Mental/Psychiatric Specialist Clinic

Emergency Room (ER) is one of the components that contribute to the provision of vital services. The emergency room is a component of a hospital that provides initial treatment for patients with life-threatening illnesses and injuries. Emergency services are available 24 hours a day, seven days a week, under the supervision of qualified medical personnel. The Emergency Room provides the following amenities: 24-hour medical and nursing personnel, contactable specialists, 24-hour radiology, 24-hour laboratory, and 24-hour ambulance service.

Inpatient services also contribute to the delivery of health services. Inpatient care involves a patient's hospitalization for observation, diagnosis, treatment, medical rehabilitation, and other health care efforts. The Inpatient Installation at Dumai City Hospital includes Inpatient A for Male and female, Inpatient B, Inpatient C, Inpatient D, ICU & Perinatology, Midwifery, VIP, and VVIP (RS Online, 2021).

Understanding the patient's requirements and desires is crucial to ensuring patient satisfaction (Natawirarindry et al., 2022). Patients who are satisfied will continue to use the services of their choice, whereas dissatisfied patients will share their negative experiences with twice as many people. For hospitals to achieve patient satisfaction, they must develop and administer a system to acquire and retain more patients (Wowor et al., 2019).

In general, a person's level of satisfaction is determined by comparing what he received to what he anticipated. To become a loyal consumer, one must evaluate their level of contentment and raise their expectations (Widya Astari et al., 2021). When an individual's expectations are met, he or she will naturally feel satisfied. Service satisfaction is defined as the excellence of a service product delivered by a service provider (Hildawati & Afrizal, 2021). Internal service providers also influence customer satisfaction (Afrizal & Sahuri, 2012).

Patients who are satisfied will continue to use the services of their choice, whereas dissatisfied patients will share their negative experiences with twice as many people. For hospitals to achieve patient satisfaction, they must develop and administer a system to acquire and retain more patients.

Community satisfaction as a patient is a feeling a person (client/patient) has after experiencing an action or result that satisfies his expectations. Therefore, satisfaction is a combination of anticipations and perceptions of actions or outcomes. There were community complaints regarding the services provided by the Dumai City Hospital. As reported in multiple

media, specifically online media (Iswandi, 2021) with the headline "Patient's Families Rampage at Dumai Hospital Due to Poor Service" In addition, complaints were reported in the Kompas.com online daily article titled "Patients at the Dumai Hospital Angry Feeling Abandoned, Mayor: It's Engineering of the Patient's Family" (Tanjung, 2023). indicating that there is still community discontent with the Dumai City Hospital's services. Aside from that, (Hildawati et al., 2022) reported that her research observations revealed that there were still community complaints about the provided services.

This phenomenon describes the fact that the Dumai City Hospital continues to provide inadequate care on a technical level. Numerous factors influence patient satisfaction, with service quality having a significant impact on behavior decisions. As evidenced by the author's observations, the community's expectations regarding hospital services have not been fully met. Specifically, the Dumai City Hospital process for delivering health services to its patients has been identified as an indication of issue. At the Dumai City Hospital, the research aimed to ascertain the implementation of services, community satisfaction, and the effect of service on community satisfaction

2. Methods

This study was conducted at the class II B Dumai City Hospital. The research sample utilized the Census or Saturated Sampling technique for the Hospital section, consisting of 15 staff and a proportionate stratified random sampling technique for the medical and non-medical personnel (Sugiyono, 2012). The proportionate stratified random sampling technique takes into account the elements or categories in the study population. In this investigation, the number of samples is determined as 5% of 700 medical personnel or 35 individuals, and 5% of 280 non-medical personnel, or 14 individuals. While the sample for the community is based on a technique of accidental sampling, with a sample size of 100 individuals, the total number of respondents is 164. This study employs Kotler's (Tjiptono, 2017) public service theory, namely Reliability, Tangible, Responsiveness, Assurance, and Empathy. In the meantime, indicators of service quality, product quality, price, circumstance, and personality are used to measure public satisfaction. Data collection techniques using observation, interviews and questionnaires. The authors of this study conducted a descriptive analysis of the data, which was followed by a qualitative analysis.

3. Results and Discussion

Respondent Identity

The study's authors distributed the questionnaire to research participants based on gender, age, and level of education. This study's respondent data can be seen from the data that follows:

1. Respondent's Identity Based on Gender

The abilities of each individual, both men and women, are not significantly different, as demonstrated by the large number of women who participate in the organization's activities. Individuals, both men, and women, are required to be able to collaborate in order to accomplish the set objectives. The quantity of respondents by gender can be found in the table that follows.

Table 1. Respondents by Gender

| Number | Gender | Responden | | Total | Percentage % |
|--------------|--------|----------------|------------|------------|--------------|
| | | Hospital staff | Community | | |
| 1 | Male | 23 | 46 | 69 | 42% |
| 2 | Female | 41 | 54 | 95 | 58% |
| Total | | 64 | 100 | 164 | 100% |

Source: Research data, 2022

The first table reveals that the majority of research respondents were male, comprising 69 or (42%) individuals, while the number of female respondents was 95 or (58%).

2. Respondent's Identity Based on Age

Age is one of the factors that determine the decline or improvement of a person's abilities and skills. Obviously, this is the concern of every organization and individual in a society where the age of being in the productive period has a significant impact on achieving objectives or vice versa.

In this study, the age level is also one of the authors' bases for delineating the age of the respondents who became the author's research, so that the difference in age can aid in finding answers from the author's research's findings. The quantity of respondents by age group is provided in the table below.

Table 2. Respondents by Age

| Number | Age | Responden | | Total | Percentage % |
|--------------|---------|----------------|------------|------------|--------------|
| | | Hospital staff | Community | | |
| 1 | 16 - 25 | - | 50 | 50 | 31% |
| 2 | 26 - 35 | 20 | 28 | 48 | 29% |
| 3 | 36 - 45 | 32 | 12 | 44 | 27% |
| 4 | 46 - 55 | 10 | 8 | 18 | 11% |
| 5 | >56 | 2 | 2 | 4 | 2% |
| Total | | 64 | 100 | 164 | 100% |

Source: Research data, 2022

The age level of the research respondents ranges from 16 to 25 years for a total of 50 people, from 26 to 35 years for a total of 48 people, from 36 to 45 years for a total of 44 people, from 46 to 55 years for a total of 18 people, and from 56 years and older for a total of 4 people.

3. Respondent's Identity Based on Education

Education can be used as a measuring point for a person's intelligence. The higher the level of education, the greater the intellect. The quantity of respondents by level of education can be found in the table below.

Table 3. Respondents by Education

| Number | Education | Responden | | Total | Percentage % |
|--------|--------------------|----------------|-----------|-------|--------------|
| | | Hospital staff | Community | | |
| 1 | Junior High School | - | 5 | 5 | 3% |
| 2 | Senior High School | 1 | 72 | 73 | 44% |
| 3 | Diploma | 25 | 4 | 29 | 18% |
| 4 | Bachelor | 38 | 19 | 57 | 34% |
| Jumlah | | 64 | 100 | 164 | 100% |

Source: Research data, 2022

The table above describes the respondents' educational backgrounds, ranging from junior high school to bachelor's degree 5 respondents or 3%, had a junior high school education followed

by 73 respondents with a high school education or 44%, 29 respondents with a diploma or 18%, and 57 respondents with an undergraduate degree or 33%.

4. Respondent's Identity Based on Occupation

Occupation influences a person's behavior and decisions frequently. In addition, work as a whole reflects a particular type of purchasing behavior toward a service product. To determine the number of respondents based on their Occupation the table below:

Table 4. Respondents by Occupation

| Number | Education | Responden | | Total | Percentage % |
|--------|-------------------|----------------|-----------|-------|--------------|
| | | Hospital staff | Community | | |
| 1 | Director | 1 | - | 1 | 1% |
| 2 | Staff | 15 | 27 | 42 | 26% |
| 3 | Medical Staff | 35 | - | 35 | 21% |
| 4 | Non Medical staff | 13 | - | 13 | 8% |
| 5 | Laborer | - | 17 | 17 | 10% |
| 6 | Self-employed | - | 56 | 56 | 34% |
| Total | | 64 | 100 | 164 | 100% |

Source: Research data, 2022

According to the table above, respondents have a variety of professional backgrounds, including 1 director or 1%, 42 employees or 26%, 35 medical staff or 21%, 13 non-medical staff or 8%, 17 laborers or 10%, and 56 self-employed or 34%.

Public Services at the Dumai Hospital

People served by a government agency or institution will have varying levels of satisfaction. Several indicators, including Reliability, Tangibel, Responsiveness, Assurance, and Empathy, will be evaluated as part of the research conducted at the Dumai Hospital regarding its services. See the following recapitulation table for specifics.

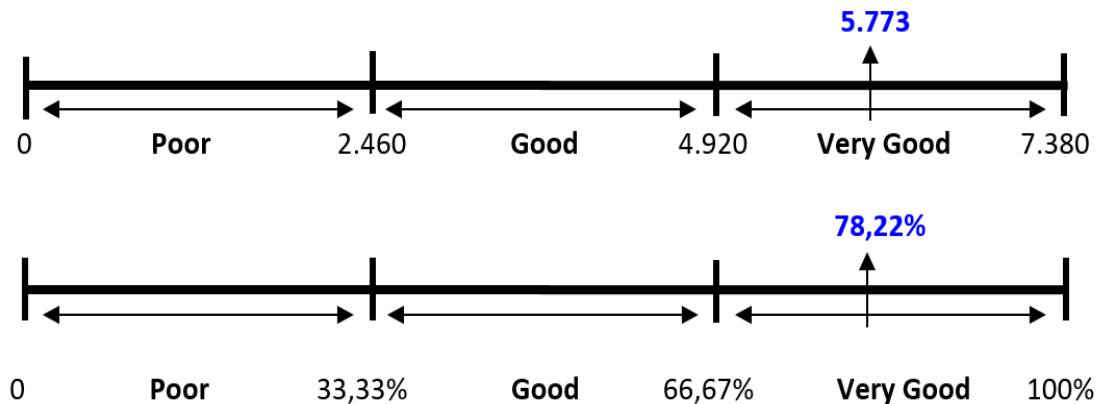
Tabel 5. Recapitulation of Services on Community Satisfaction

| Number | Indicator | Type | Assessment Indicator | | | frequency score total |
|--------|----------------|-----------|----------------------|-------|------|--------------------------|
| | | | Very Good | Good | Poor | |
| 1 | Reliability | frequency | 231 | 261 | 0 | 492 |
| | | score | 693 | 520 | 0 | 1.213 |
| 2 | Tangible | frequency | 203 | 277 | 12 | 492 |
| | | score | 609 | 554 | 12 | 1.175 |
| 3 | Responsiveness | frequency | 177 | 284 | 31 | 492 |
| | | score | 531 | 568 | 31 | 1.130 |
| 4 | Assurance | frequency | 162 | 314 | 16 | 492 |
| | | score | 486 | 628 | 16 | 1.130 |
| 5 | Empathy | frequency | 169 | 295 | 28 | 492 |
| | | score | 507 | 590 | 28 | 1.125 |
| Total | | frequency | 942 | 1.431 | 87 | 2.460 |
| | | score | 2.826 | 2.860 | 87 | 5.773 |

Source: Research data, 2022

The responses of respondents regarding the influence of service on community satisfaction at the Dumai City Hospital can be deduced from the following five (five) indicators, as shown in the table above: Dependability, Tangibility, Responsiveness, Confidence, and Empathy.

Reliability responses received a frequency of 492 and 1,213 scores, Tangible responses received a frequency of 492 and 1,175 scores, Responsiveness responses received a frequency of 492 and 1,130 scores, Assurance responses received a frequency of 492 and 1,130 scores, and Empathy responses received a frequency of 492 and 1,125 scores. From the five aforementioned indicators, a cumulative score of 5,773 is derived. For additional information, see the continuum line below:



On the basis of the continuum line depicting the responses of respondents to the five indicators of Service to Community Satisfaction at the Dumai City Hospital, a score of 5,773 with a percentage of 78.22% was determined. This demonstrates that Service to Community Satisfaction at the Dumai City Hospital falls within the Very Good range.

2. Community Satisfaction

Community Satisfaction is a feeling that results from the fulfillment of community requirements and desires in accordance with expectations of expected performance. Community contentment with public organizations is crucial because it relates to citizens' trust in the government (Hildawati & Afrizal, 2021). As service providers, government agencies are accountable and continue to endeavor to provide the best possible service to the community. The community has a negative perception of the government due to the poor quality of services provided by government agencies (Afrizal et al., 2021). Some individuals who have interacted with the bureaucracy are perpetually dissatisfied with the services provided. There are still some individuals who have a negative view of service performance.

Several indicators, including service quality, product quality, price, circumstance, and personality, will be evaluated as part of the Community Satisfaction research being conducted at the Dumai Regional General Hospital. service personnel). Following a thorough understanding of Community Satisfaction factors such as Service Quality, Product Quality, Price, Situation, and Personality (attitude of service personnel), the authors summarize respondents' opinions of Community Satisfaction in Hospitals. General Region of the city of Dumai. The accompanying table provides a summary of the evaluation of respondents' responses to the Community Satisfaction survey at the Dumai City Hospital.

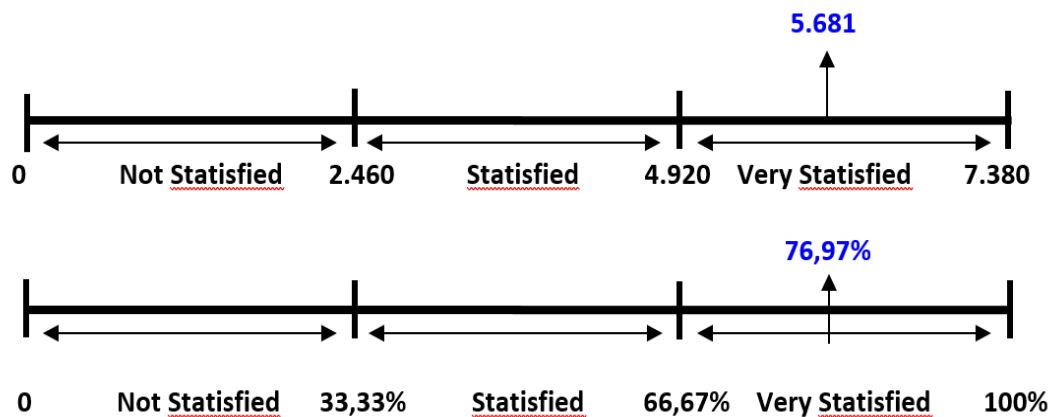
Table 6. responses to community satisfaction

| Number | Indicator | Score |
|--------|-----------------|-------|
| 1 | Service quality | 1.147 |
| 2 | Product quality | 1.146 |

| | | |
|-------|-------------|-------|
| 3 | Price | 1.108 |
| 4 | Situation | 1.136 |
| 5 | Personality | 1.144 |
| Total | | 5.681 |

Source: processed research results, 2022

Indicators for Service Quality received a score of 1.147, Product Quality received a score of 1.146, Price received a score of 1.108, Situation received a score of 1,136, and Personality received a score of 1,144, for a combined score of 5,681. The category of respondents' responses to the Community Satisfaction variable at the Dumai City Hospital falls into the satisfied category based on the obtained total. As evidenced by the continuum line below:



From the above continuum line, it can be deduced that 76.97% of the responses to the variable Community Satisfaction at the Dumai City Hospital, as measured by the indicators Service Quality, Product Quality, Price, Situation, and Personality, are in the satisfied category, with a total score of 5,681 between 4,920 and 7,380.

B. Validity Test and Reliability Test

a. Validity test

a) Results of the Service Variable Validity Test of Dumai City Hospital (X)

Table 7. Service Item Validity Test Results (X)

| Number | Item | Coefficient Correlations | | explanation |
|--------|------|--------------------------|---------|-------------|
| | | Rxy | R tabel | |
| 1. | X-1 | 0,763 | 0,159 | Valid |
| 2. | X-2 | 0,455 | 0,159 | |
| 3. | X-3 | 0,877 | 0,159 | |
| 4. | X-1 | 0,223 | 0,159 | |
| 5. | X-2 | 0,344 | 0,159 | |
| 6. | X-3 | 0,867 | 0,159 | |
| 7. | X-1 | 0,737 | 0,159 | |
| 8. | X-2 | 0,273 | 0,159 | |
| 9. | X-3 | 0,351 | 0,159 | |
| 10. | X-1 | 0,768 | 0,159 | |
| 11. | X-2 | 0,738 | 0,159 | |

| | | | |
|-----|-----|-------|-------|
| 12. | X-3 | 0,838 | 0,159 |
| 13. | X-1 | 0,383 | 0,159 |
| 14. | X-2 | 0,738 | 0,159 |
| 15. | X-3 | 0,237 | 0,159 |

Source: processed research results, 2022

Due to the fact that the value of R_{xy} (r count) is greater than r table (0.159), it can be concluded that all 15 items of the statement variable Services at the Dumai City Hospital (X) are valid.

a) Validity Test Results for Community Satisfaction (Y)

Table 8. Validity Test Results

| Number | Item | Coefficient Correlations | | explanation |
|--------|------|--------------------------|---------|-------------|
| | | R_{xy} | R tabel | |
| 1. | Y-1 | 0,889 | 0,159 | Valid |
| 2. | Y-2 | 0,982 | 0,159 | |
| 3. | Y-3 | 0,202 | 0,159 | |
| 4. | Y-1 | 0,788 | 0,159 | |
| 5. | Y-2 | 0,192 | 0,159 | |
| 6. | Y-3 | 0,342 | 0,159 | |
| 7. | Y-1 | 0,838 | 0,159 | |
| 8. | Y-2 | 0,532 | 0,159 | |
| 9. | Y-3 | 0,998 | 0,159 | |
| 10. | Y-1 | 0,689 | 0,159 | |
| 11. | Y-2 | 0,539 | 0,159 | |
| 12. | Y-3 | 0,680 | 0,159 | |
| 13. | Y-1 | 0,738 | 0,159 | |
| 14. | Y-2 | 0,899 | 0,159 | |
| 15. | Y-3 | 0,828 | 0,159 | |

Source: processed research results, 2022

Given that the value of R_{xy} (r count) is greater than r table (0.159), it can be concluded that all 15 items of the Public Satisfaction variable statement (Y) are valid.

b. Reliability Test

The purpose of the reliability test is to determine the consistency of the questionnaire when the measurement is repeated. Therefore, a questionnaire is considered reliable if the Cronbach alpha value is greater than 0.60 (Hanafi & Fadilah, 2017) based on the SPSS 25 For Windows application test of questionnaire results. The results of the reliability test are presented in the table below:

Table 9. X and Y reliability test results

| Variable | Correlation coefficient | cronbach alpha | explanation |
|----------|-------------------------|----------------|-------------|
| X | 0,6 | 0.883 | Reliabel |
| Y | 0,6 | 0.902 | |

Source: processed research results, 2022

The above table demonstrates that Cronbach's alpha is greater than 0.6, indicating that all statements in the questionnaire regarding statement items for service variables (X) and

community satisfaction (Y) have a reliability score greater than the reliability standard value of 0.6 in the category of reliable.

B. The Influence of Services on Community Satisfaction at Dumai Hospital

1. Moment product correlation and linear regression

The correlation coefficient is a metric that may be used to assess how closely two variables are related to one another. The moment product correlation value is 0.813 according to the calculation findings. where it is indicated that the Coefficient Interval 0.80–1.000 is Very Strong.

A = 60,189 is used in a straightforward linear regression study to determine how hospital services (X) affect community satisfaction (Y).

a. Constant (a)

The constant number in the equation above is 60,189, which indicates that if the hospital service variable's score is equal to zero, the level of community satisfaction will be 0,933. The regression equation is created as follows based on the findings of the simple linear regression study discussed above:

$$Y = a + bX$$

$$Y = 60.189 + 0.933$$

b. Regression coefficient for Dumai City hospital services

In the equation above, the service regression coefficient is 60,189 (positive), which means that if the score for the service variable goes up, community satisfaction goes up by 0.933, and if the score for the hospital service variable goes down, community satisfaction goes down by 0.933.

3. Significance Test

This test, referred to as the significance test, is used to determine the significance of the relationship between the independent variable X and the dependent variable Y. The calculated t-value is 177.717, which is then tested using tables in accordance with the following rules:

a. If $t_{\text{count}} < t_{\text{table}}$ then H_0 is accepted and H_a is rejected.

b. If $t_{\text{count}} > t_{\text{table}}$ then H_a is accepted and H_0 is rejected.

The results of the calculations and tests are statistically significant with an error rate of $\alpha = 5\%$, a confidence level of 95%, and a sample size of $N = 164$, yielding a t table value of 0.159. Consequently, it is determined that the t count is 177,717, which is greater than the t table, which is 0.159. In statistical notation, this would be represented as $177,717 > 0.159$. Comparing the calculated t value of 177.717 from the t table of 0.159 with a 95% confidence level, (H_a) is accepted and (H_0) is rejected, indicating that the alternative hypothesis (H_a) that Hospital Services influence Community Satisfaction is accepted. The alternative hypothesis (H_a) states that Dumai City Hospital services have an effect on community satisfaction. This indicates that the independent variable has an effect on the dependent variable

4. Conclusions

Five indicators are used to evaluate the quality of public services: Reliability, Tangible, Responsiveness, Assurance, Empathy. Overall, this can be classified as Good. A study of 164 respondents with a total score of 5,773 and a percentage of 78.22% demonstrates this fact. Community Satisfaction, as measured by five indicators including Service Quality, Product Quality,

Price, Situation, and Personality can be classified as Satisfied. A study of 164 respondents with a total score of 5,681 and a percentage of 76.97% demonstrated this fact.

On the basis of the results of the author's product moment analysis research, it can be concluded that with a total of 164 respondents and a margin of error of 5%, the relationship between service variables and community satisfaction variables is extremely strong with a value of 0.813. For simple linear regression analysis, the regression coefficient of the service function in this equation is 60,189 (positive), which indicates that if the score on the service variable increases, community satisfaction will increase by 0.933%, and if it decreases, community satisfaction will decrease by 0.933%. And a significant test of the effect of service on community satisfaction, because the t count of 177,717 is greater than the t table of 0.159, with a 95% confidence level, then (H_0) is rejected and (H_a) is accepted in the sense that the statistical test indicates that there is an influence of service on community satisfaction at the Dumai City Hospital.

It is suggested to the Director of Dumai City Hospital to increase the guaranteed waiting time for services that will be given to patients, particularly in the actions of doctors at the Outpatient Polyclinic so that people do not complain about the lengthy wait to be seen by a doctor. In addition, it is recommended that the Director of Dumai City Hospital continue to enhance competencies such as job training for personnel serving the community so that the services provided have a positive impact on the individuals who receive them.

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