

The Relationship Between Service Quality and Patients' Revisit Interest at Beutong Public Health Centre, Beutong Subdistrict, Nagan Raya District

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Abstract: The significant decline in the number of patient visits at Beutong Public Health Centre, Beutong Subdistrict, Nagan Raya District, which reached 73% between 2021 and 2022, serves as a critical backdrop for this study. This research aims to analyse the factors influencing healthcare service quality and patients' revisit interest by focusing on five key service dimensions: reliability, responsiveness, assurance, empathy, and tangibles. The study is descriptive-analytical and was conducted at the Beutong Public Health Centre from March to April 2024. The sample consisted of 100 respondents selected using purposive sampling based on inclusion criteria. Data were collected through questionnaires and secondary data from the health centre and analysed using SPSS version 24. The results showed that all five dimensions of healthcare service—reliability, responsiveness, assurance, empathy, and tangibles—influence patients' revisit interest. Specifically, the assurance variable had the most significant impact, with 77% of respondents indicating positive revisit interest. Reliability influenced 69% of respondents, empathy 68%, tangibles 63%, and responsiveness 53%. However, statistical analysis revealed that only assurance had a statistically significant effect ($p < 0.05$), while reliability, responsiveness, empathy, and tangibles did not show significant influence ($p > 0.05$). Based on these findings, it is recommended that Beutong Public Health Centre improve healthcare service quality by focusing on enhancing staff reliability through regular training, strengthening responsive communication channels to address patient complaints, improving staff credibility and professionalism through certification and continuous training, and upgrading the physical facilities of the health centre.

Keywords: healthcare services, revisit interest, reliability, responsiveness, assurance, empathy, tangibles.

INTRODUCTION

Community Health Centers (Puskesmas) serve as primary healthcare facilities that play a strategic role in delivering promotive, preventive, curative,

and rehabilitative services to communities at the subdistrict level¹. As easily accessible facilities, Puskesmas enhance public awareness, willingness, and capacity to lead healthier lives².

According to data from the Central Statistics Agency (BPS) in 2021, there was an upward trend in patient visits to healthcare facilities across Indonesia. In 2019, patient visits reached 2.1 billion and increased to 2.2 billion in 2020. Furthermore, a report from Katadata³ revealed a significant 34.5% rise in visits by BPJS Kesehatan patients to healthcare facilities compared to the previous year. This increase occurred across various types of healthcare facilities, from primary healthcare centres (FKTP) to hospitals. This trend reflects growing public awareness of the importance of healthcare and demonstrates a high level of trust in services, particularly in Puskesmas as accessible community healthcare providers.

Data from the Aceh Provincial Health Office indicates that in 2019, 617,130 individuals utilized Puskesmas services. Of these, the average monthly visit rate was 8.05%, including 1.21% for maternal and child health (KIA) services and 1.07% for dental care. However, the ratio of basic healthcare facilities to the population in Aceh remains relatively low at 15.1%. Additionally, 65% of inpatients were treated at Puskesmas or integrated health centres (Pustu). These statistics underscore the central role of Puskesmas in delivering healthcare services, as evidenced by data showing that 71% of outpatient visits occurred at Puskesmas, while only 15% sought care from private practitioners.

Puskesmas Beutong, located in Beutong Subdistrict, Nagan Raya District, Aceh Province, serves 24 villages with a

population of 14,174⁴. However, data from Puskesmas Beutong for 2021–2022 recorded a significant 73% decline in community visits, from 14,789 to 4,020.⁵ noted that such declines are often caused by patient dissatisfaction with service quality, including aspects such as reliability, responsiveness, assurance, and tangibles. These findings are supported by⁶, who reported that internal factors within healthcare institutions, such as service quality, innovation, operational management, employee satisfaction, and human resource development, significantly influence patients' decisions not to revisit healthcare facilities.

Preliminary observations of community members utilizing Puskesmas Beutong services revealed high expectations for healthcare quality, including the competency of medical staff, availability of medications, and adequacy of facilities and infrastructure. Therefore, further research is needed to analyse the factors influencing patients' interest in revisiting Puskesmas Beutong.

METHOD

This study is descriptive-analytical research with a cross-sectional design aimed at analysing the healthcare service factors influencing patients' interest in revisiting the Beutong Public Health Center in Beutong Subdistrict, Nagan Raya District. The research was conducted from March to April 2024, involving all outpatients and inpatients at the Beutong Public Health Centre. The sample was selected using

purposive sampling based on inclusion criteria, including patients who had visited the facility at least once, were aged 17 years or older, were literate, and agreed to be interviewed as respondents. Using the Slovin formula, a sample size of 100 respondents was determined and selected through accidental sampling, involving individuals encountered during the research period.

The data utilized in this study comprised primary data obtained through questionnaires distributed to respondents and secondary data sourced from the Beutong Public Health Centre, the local Health Office, and relevant literature. Data collection was conducted through surveys using a questionnaire designed to measure patient satisfaction with healthcare services, offering five response options: Very Good, Good, Fair, Poor, and Very Poor.

The collected data were processed in several stages: editing to ensure completeness, coding to assign numerical values to responses, transferring to organize data into Tables, data entry/processing using SPSS version 24.0, and tabulating to create frequency distribution Tables and calculate averages. Data analysis was performed univariately to describe variables in percentages and bivariate using the chi-square test to examine the relationship between independent and dependent variables at a 95% confidence level. The analysis results were presented in frequency distribution Tables and descriptive narratives to support result interpretation.

RESULT

The distribution of respondents' educational backgrounds shows that the majority have a high school education (43%), followed by those with a Diploma 3 (D3) or Bachelor's degree (29%) (Table 1). A total of 25% have a junior high school education, while the smallest group, at 3%, consists of those with only a primary school education. In terms of gender, the study is predominantly represented by females (71%), with males accounting for 29% of the total respondents.

Based on univariate analysis, the reliability dimension indicates that 69% of respondents perceive the services at Beutong Public Health Center as Reliable, while 31% consider them Less Reliable (Table 2). Regarding responsiveness (Table 3), 53% rate the healthcare providers as Responsive, while 47% rate them as Less Responsive. In the assurance dimension (Table 4), 77% feel the services are Assured, while 23% feel Less Assured. For the empathy dimension, 68% report that the healthcare providers exhibit empathy in their services, while 32% feel inadequately attended to. In terms of tangibles (Table 5), 63% note that the physical facilities are Adequate, whereas 37% consider them Inadequate.

Bivariate analysis reveals that among the five dimensions analysed, only assurance shows a statistically significant relationship with patients' revisit interest ($p = 0.026$). The other dimensions—reliability ($p = 0.067$), responsiveness ($p = 0.092$), empathy ($p = 0.081$), and tangibles ($p = 0.054$)—do not show significant relationships (Table 7, 8, 9,

10, 11). This indicates that, while all service dimensions influence patients' revisit interest, assurance emerges as the key factor significantly driving patients to revisit Beutong Public Health Center.

DISCUSSION

This study highlights the considerable influence of healthcare service quality on patient satisfaction and loyalty, as articulated by ⁷. Various dimensions of service quality—including tangibles, reliability, responsiveness, assurance, and empathy—have been shown to enhance patient satisfaction and trust, thereby encouraging patients to seek healthcare services repeatedly. An analysis of the educational backgrounds of the respondents reveals that 43% have completed high school, indicating that nearly half of the participants possess a relatively high level of education. Higher educational attainment is correlated with improved health literacy, as noted by ⁸⁻¹⁰. This enhanced literacy empowers patients to assess healthcare services and establish expectations regarding care quality. Furthermore, 29% of the respondents held a diploma or bachelor's degree, signifying a substantial ability to evaluate and appreciate healthcare services. In contrast, respondents with junior high school education (25%) and primary school education (3%) predominantly rely on direct experiences and the reputation of healthcare services rather than on critical evaluations, as established by ¹¹.

The gender distribution among respondents reflects a notable predominance

of females at 71%, compared to 29% males. This disparity suggests that women utilize healthcare services more frequently, influenced by factors including reproductive health needs and their role in managing family health, as highlighted by ¹². Conversely, men exhibit lower utilization of healthcare services, often influenced by perceptions of masculinity and social norms that hinder health-seeking behavior ¹³.

The findings indicate that service reliability impacts the intention to revisit, although this relationship does not reach statistical significance ($p = 0.066$) (Table 7). Respondents who rated the services as Reliable demonstrated a higher likelihood of revisitation compared to those who rated them as Less Reliable. This observation is consistent with the assertions of ^{14,15}, who posited that reliability constitutes one of the principal dimensions of service quality influencing patient satisfaction. Nevertheless, the study also affirms the significance of other factors, such as facilities and interactions with medical staff, in shaping revisit decisions ⁵. Responsiveness similarly affects the intention to revisit; however, this relationship is not statistically significant ($p = 0.091$) (Table 8). Although responsiveness is a critical component of service process quality, its impact may be eclipsed by other dimensions, such as tangibles and assurance ¹⁶.

This study identifies a significant relationship between assurance and revisit interest ($p = 0.026$) (Table 9). Respondents who perceived a sense of assurance

exhibited an increased interest in returning to healthcare services. This finding is consistent with research conducted by ¹⁷, which underscored the importance of assurance, including the competency and credibility of healthcare personnel, in fostering patient trust. In contrast, while empathy is recognized as an essential component of healthcare services, it does not demonstrate a statistically significant relationship with revisit interest ($p = 0.081$) (Table 10). This lack of significance may be attributed to variations in patient expectations regarding empathy, as discussed by ¹⁸.

Furthermore, the tangibles associated with healthcare services also appear to influence revisit interest, although this relationship is not statistically significant ($p = 0.054$) (Table 11). Respondents who

regarded the facilities as adequate were more likely to indicate an intention to return compared to those who perceived the facilities as inadequate. This supports the findings of ¹⁹, which highlighted that cleanliness, comfort, and adequate facilities enhance patients' perceptions of service quality. Although dimensions such as reliability, responsiveness, empathy, and tangibles did

not exhibit statistically significant relationships, assurance emerged as the primary factor significantly impacting revisit interest. Consequently, it is recommended that Puskesmas Beutong prioritize enhancements in the assurance dimension while also addressing the other dimensions to provide a comprehensive service experience that aligns with patient expectations.

Table 1. Distribution of Respondents by Education Level and Gender

Respondents' Education (%)					Gender (%)		
D3/S1	SD	SMA	SMP	Total	Female	Male	Total
29	3	43	25	100	71	29	100

Table 2. Frequency Distribution Based on Reliability Among Patients at Beutong Public Health Center in 2024

No	Category	Total	Percentage (%)
1	Less Reliable	31	31
2	Reliable	69	69
Total			100

Table 3. Frequency Distribution Based on Responsiveness Among Patients at Beutong Public Health Center in 2024

No	Category	Total	Percentage (%)
1	Less Responsive	47	47
2	Responsive	53	53
Total			100

Table 4. Frequency Distribution Based on Assurance Among Patients at Beutong Public Health Center in 2024

No	Category	Total	Percentage (%)
1	Less Assured	23	23
2	Assured	77	77
Total		100	100

Table 5. Frequency Distribution Based on Empathy Among Patients at Beutong Public Health Center in 2024

No	Category	Total	Percentage (%)
1	Less Empty	32	32
2	Empty	68	68
Total		100	100

Table 6. Frequency Distribution Based on Physical Evidence in Patients at the Beutong Health Center in 2024

No	Category	Total	Percentage (%)
1	Less Empathy	37	37
2	Empathy	63	63
Total		100	100

Table 7. The Relationship Between Healthcare Providers' Reliability and Patients' Revisit Interest at Beutong Public Health Center, Nagan Raya District, in 2024

No	Reliability	Revisit Interest				Total		P Value
		Less Interested		Interested		N	%	
		N	%	N	%			
1	Less Reliable	14	45,2	17	54,8	31	100	0,067
2	Reliable	28	40,6	41	59,4	69	100	
Total		42	42,0	58	58,0	100	100	

Table 8. The Relationship Between Healthcare Providers' Responsiveness and Patients' Revisit Interest at Beutong Public Health Center in 2024

No	Responsive	Revisit Interest				Total		P Value
		Less Interested		Interested		N	%	
		N	%	N	%			
1	Less Responsive	20	42,6	27	57,4	47	100	0,092
2	Responsive	22	41,5	31	58,5	53	100	
Total		42	42,0	58	58,0	100	100	

Table 9. The Relationship Between Healthcare Providers' Assurance and Patients' Revisit Interest at Beutong Public Health Center, Nagan Raya District, in 2024

No	Assured	Revisit Interest				Total		P Value
		Less Interested		Interested		N	%	
		N	%	N	%			
1	Less Assured	12	52,2	11	44,7	23	100	0,026
2	Assured	30	39,0	47	61,0	77	100	
Total		42	42,0	58	58,0	100	100	

Table 10. The Relationship Between Healthcare Providers' Empathy and Patients' Revisit Interest at Beutong Public Health Center, Nagan Raya District, in 2024

No	Empathy	Revisit Interest				Total		P Value
		Less Interested		Interested		N	%	
		N	%	N	%			
1	Less Empathetic	14	43,8	18	56,3	32	100	0,081
2	Empathetic	28	41,2	40	58,8	68	100	
Total		42	42,0	58	58,0	100	100	

Table 11. The Relationship Between Healthcare Providers' Tangibles and Patients' Revisit Interest at Beutong Public Health Center in 2024

No	Tangibles	Revisit Interest				Total		P Value
		Less Interested		Interested		N	%	
		N	%	N	%			
1	Less Available	17	45,9	20	54,1	37	100	0,054
2	Available	25	39,7	38	60,3	63	100	
Total		42	42,0	58	58,0	100	100	

CONCLUSION

Based on the research findings, it can be concluded that all five dimensions of healthcare service quality are significantly correlated with patients' intentions to return to Puskesmas Beutong. The reliability dimension suggests that the more dependable healthcare providers are in delivering services, the greater the likelihood that patients will choose to return. Responsiveness also exhibits a positive correlation; prompt and accurate responses from providers to patients' needs enhance their willingness to revisit the facility. Assurance, which encompasses a sense of safety and trust in the competence of healthcare providers, serves as a key factor influencing patients' propensity to return. Furthermore, empathy, as demonstrated by providers' attentiveness to patients' needs and feelings, significantly impacts patients' decisions to revisit the healthcare facility. The tangibles dimension, which includes factors such as the availability of facilities, cleanliness, and the overall comfort of the

service environment, also plays a vital role in fostering patients' interest in returning. Consequently, enhancing service quality across all these dimensions is essential for improving patient satisfaction and loyalty at Puskesmas Beutong.

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