



Analysis of the Quality Health Services on Dental Poly Patient Satisfaction at Drs. Haji Amri Tambunan Regional General Hospital, Deli Serdang

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<p>Track Record Article</p> <p>Accepted: 07 October 2024 Revised: 05 September 2024 Published: 14 October 2024</p> <p>How to cite : Surbakti, A. J. B., Ginting, C. N., & Siregar, S. D. (2024). Analysis of the Quality Health Services on Dental Poly Patient Satisfaction at Drs. Haji Amri Tambunan Regional General Hospital, Deli Serdang. <i>Contagion : Scientific Periodical of Public Health and Coastal Health</i>, 6(2), 1082–1095.</p>	<p style="text-align: center;">Abstract</p> <p><i>Patient satisfaction will encourage high utilization of health services. Patient satisfaction is one of the measures of service quality that will determine hospital performance. Quality and patient satisfaction is one of the factors that make patients come back for treatment because of the feeling of satisfaction they receive or even never come again. This study aims to evaluate the quality of medical services by examining the following dimensions: tangible evidence, reliability, timeliness, confidence, and compassion towards the well-being of dental clinic patients at Haji Amri Tambunan Regional General Hospital. Analytic survey methodology with a cross-sectional design was used in this study. With a sample size of 377, the study population consisted of all dental clinic patients at the Haji Amri Tambunan Regional General Hospital in Deli Serdang from July to December 2023, totaling 1,543 people. Questionnaires were used to collect data, and the Chi-Square test was used to statistically test the findings. Based on the results of the study, it can be stated that there is a significant relationship between the quality of health services based on the dimensions of physical evidence (tangibles) (p-value=0.000), reliability (p-value=0.001), responsiveness (p-value=0.034), assurance (p-value=0.037), and empathy (empathy) (p-value=0.005) to patient satisfaction. Dental polyclinic patient satisfaction is most influenced by the physical evidence variable which is one aspect of health service quality. The dimension of responsiveness is the best dimension of health service quality, while the dimension of physical evidence has the most dominant influence on dental polyclinic patient satisfaction, it is hoped that the Haji Amri Tambunan Deli Serdang Regional General Hospital can improve the reliability dimension, namely providing services as promised accurately and reliably.</i></p> <p>Keywords: <i>Quality of Health Services, Responsiveness Dimension, Patient Satisfaction</i></p>
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INTRODUCTION

Health is vital to physical, mental, and social well-being because it allows people to live creatively and productively in both the social and economic spheres (Sutoyo & Rusdi, 2023). Making dental health a priority is crucial since it plays a significant role in overall bodily health and strongly correlates with it (Afdillah et al., 2023). Problems with teeth and dental health can negatively affect daily life, impairing performance at work or school and decreasing productivity (Safitri et al., 2021).

Every hospital's services are assessed from the perspective of its patients. In addition to being a sign of the calibre of medical care, patient satisfaction promotes extensive use of healthcare services and patient adherence to prescribed treatment plans (Zulmi et al., 2022). A hospital's ability to succeed is mainly dependent on how satisfied its patients are with the level of care they receive (Aquino et al., 2021; Afdillah et al., 2023; Susanty et al., 2023; Sutoyo et al., 2023). A comparison of patient perceptions of oral health services and their expectations before receiving these services is used to measure patient satisfaction (Araujo, 2022).

Recently, the health sector has given much attention to the problem of service quality. Still need to provide the best level of medical service. The level of excellence in which medical services are provided by a set of ethical codes and service standards that guarantee the satisfaction of every patient is known as health service quality (Akbar et al., 2023).

As a developing country, Indonesia actively encourages development in all fields. The Long Term Development Plan for the Health Sector for 2005-2025 includes the health sector as one of the national efforts in this field. To achieve the highest level of public health, this field seeks to increase knowledge, desire and ability to have a healthy life (Sulistiadi, 2023). In actuality, though, Indonesia faces issues with the quality of its health care. As per the Global Health Index, Indonesia is positioned at 117th out of 199 nations. This indicates that Indonesia's health service quality is still below the world standard (Akbar et al., 2023). Thus, hospital managers in Indonesia still need to pay attention to improving service quality and patient views and expectations (Toda, 2019; Heri et al., 2019).

There is a strong correlation between patient happiness and service quality. Good hospital care, especially in dentistry, will make patients happy and create long-term relationships (loyalty) (Wibowo & Junaedi, 2018) in deciding and motivating patients to use dental and oral health services in a hospital's dentistry clinic, state that comfort considerations (75%) and quality of dental treatments (87.1%) are significant variables (Safitri et al., 2021). Five dimensions comprise the SERVQUAL model, which has been used in numerous countries to assess healthcare quality: physical evidence (tangibles), reliability, responsiveness, assurance, and empathy (Pratiwi et al., 2019).

According to previous research findings by Zulmi et al., (2022), patient satisfaction at dental clinics in Guguk Panjang District and service quality are significantly correlated. According to Safitri et al., (2021), patient satisfaction in dentistry and oral health correlates with the quality of health services received. According to another research by Damanik et al., (2024), Patient satisfaction is impacted by views of the aspects of health service quality, such as tangibles, responsiveness, reliability, assurance, and empathy. The results of subsequent research conducted by Aquino et al., (2021), found that empathy was the most dominant variable in patient satisfaction at Bhayangkara Hospital, Medan. Other research by (Pratiwi et al., 2019), states that four of the five dimensions of dental poly service quality are significantly related to patient satisfaction at Banyumanik Hospital Semarang.

The Regional General Hospital Drs. Haji Amri Tambunan in Deli Serdang is a regional hospital located in the city of Lubuk Pakam, the capital of Deli Serdang Regency, North Sumatra Province. Previously known as Deli Serdang Regional Hospital, the Deli Serdang

Regency Government owns it and serves as a referral centre with Class B Educational Status. According to 2023 data, the dental clinic at this hospital sees an average of 9 patients per day, with a total of 2.674 patient visits annually. A preliminary survey revealed that 3 out of 5 patients who had visited the clinic reported dissatisfaction with the services received. Many patients chose to seek care at other dental practices because their issues remained unresolved after treatment. Additionally, patients expressed concerns about the limited operating hours, inadequate waiting area, unfriendly administrative staff, and malfunctioning equipment. Based on this situation, the authors are interested in researching the quality of healthcare services and its impact on patient satisfaction at the dental clinic of Drs. Haji Amri Tambunan Deli Serdang Hospital.

METHODS

This type of research is quantitative analytic with a cross-sectional design. This research was conducted in May and June 2024. The location of this research is the Dental Clinic of Drs. Haji Amri Tambunan Deli Serdang Hospital. The population of this study were all dental patients who had visited the dental clinic from July to December 2023 at Drs. Haji Amri Tambunan Deli Serdang Hospital as many as 1.543 people. Then, the number of samples needed is 377 people.

The sampling technique with consecutive sampling is based on considerations or criteria determined by the research within a certain period. The sample inclusion criteria in this study were patients who had received dental treatment at least once and were cooperative and willing to become respondents. At the same time, the sample exclusion criteria in this study are patients who experience health problems and cannot communicate well. Data collection using questionnaires in the form of direct interviews with patients. Health service quality is measured based on five dimensions tangibles, reliability, responsiveness, assurance, empathy, and patient satisfaction.

This research data analysis uses univariate, bivariate, and multivariate analysis. Univariate analysis with descriptive in the form of frequency distribution and percentage. Bivariate analysis with chi-square test to analyze the quality of health services and the satisfaction of dental clinic patients at Drs. Haji Amri Tambunan Deli Serdang Hospital. Multivariate analysis with logistic regression test to identify the influence between more than one independent variable and one dependent variable. Data processing in this study used computer software in the form of SPSS version 20. The Health Research Ethics Committee of

Drs approved this study. H. Amri Tambunan Hospital with number 445.012/KEPK/RSUD-AT/VI/2024.

RESULTS

Table 1. Characteristics of Dental Clinic Patients (N = 377)

Characteristics	n	%
Age		
1-5 years	3	0.8
6-11 years	7	1.9
12-16 years old	37	9.8
17-25 years old	73	19.4
26-35 years old	122	32.4
36-45 years old	55	14.6
46-55 years old	38	10.1
56-65 years old	25	6.6
>65 years	17	4.5
Gender		
Man	148	39.3
Woman	229	60.7
Type of payment		
Social Security Agency for Health	341	90.5
General	36	9.5

Based on Table 1. shows that the majority are between 26-35 years old, as many as 122 people (32.4%). Followed by 73 people (19.4%) aged 17-25 years, 55 people (14.6%) aged 36-45 years, 38 people (10.1%) aged 46-55 years, 37 people (9.8%) aged 12-16 years, 25 people (6.6%) aged 56-65 years, 17 people (4.5%) above 65 years, 7 people (1.9%) aged 6-11 years, and only 3 people (0.8%) aged 1-5 years. Respondents in this study were mostly female, with 229 people (60.7%) and 148 people (39.3%). Most respondents were covered by the Social Security Administration with 341 people (90.5%) using this method, while only 36 people (9.5%) paid publicly or at their own expense.

Table 2. Quality of Health Services for Dental Poly Patients and Patient Satisfaction (N = 377)

Characteristics	n	%
Tangibles		
Good	345	91.5
Not good	32	8.5
Reliability		
Good	312	82.8
Not good	65	17.2
Responsiveness		
Good	365	96.8
Not good	12	3,2
Assurance		
Good	355	94.2
Not good	22	5.8
Empathy		
Good	360	95.5
Not good	17	4.5
Quality of health services		
Quality	337	89.4
Less quality	40	10.6
Patient Satisfaction		
Satisfied	353	93.6
Not satisfied	24	6.4

Table 2 shows that the majority of dental patients at the Haji Amri Tambunan Deli Serdang Regional General Hospital rated their health services as high quality, with 345 people (91.5%) stating that they were satisfied. Only 32 people (8.5%) found the services could have been better. Each service dimension was predominantly rated positively by respondents: 345 people (91.5%) for tangibles, 312 people (82.8%) for reliability, 365 people (96.8%) for responsiveness, 355 people (94.2%) for assurance, and 360 people (95.5%) for empathy. In addition, most patients reported overall satisfaction with the healthcare they received, with 353 people (93.6%) reporting being satisfied, while only 24 people (6.4%) reporting being dissatisfied.

Table 3. Analysis of Health Service Quality on Dental Clinic Patient Satisfaction at Regional General Hospital Dr. Haji Amri Tambunan Deli Serdang

Variable	Satisfaction				Total		p-value
	Satisfied		Not satisfied		n	%	
	n	%	n	%			
Physical Evidence							
Good	322	95.5	15	4.5	337	100	0,000
Not good	31	77.5	9	22.5	40	100	
Reliability							
Good	299	95.8	13	4.2	312	100	0,001
Not good	54	83.1	11	16.9	65	100	
Responsiveness							
Good	344	94.2	21	5.8	365	100	0,034
Not good	9	75.0	3	25.0	12	100	

Variable	Satisfaction				Total		p-value
	Satisfied		Not satisfied		n	%	
	n	%	n	%			
Assurance							
Good	344	94.1	21	5.9	355	100	0,037
Not good	19	86.4	3	13.6	22	100	
Empathy							
Good	338	93.9	22	6.1	360	100	0,005
Not good	15	88.2	2	11.8	17	100	
Quality							
Quality	322	95.5	15	4.5	337	100	0,000
Less quality	31	77.5	9	22.5	40	100	

Based on Table 3, the results show that out of 337 respondents, the majority (95.5%) who rated the physical evidence dimension as good were satisfied with the health services, while of the 40 respondents who rated the physical evidence dimension as poor, 77.5% were also satisfied. The Chi-Square test shows a p-value of 0.000 ($p < 0.05$), indicating a significant effect of the physical evidence (tangibles) dimension on the satisfaction of dental clinic patients at Drs. Haji Amri Tambunan Deli Serdang Hospital.

Among the 312 respondents who rated the reliability dimension as good, 95.8% were satisfied, while 83.1% of the 40 respondents who rated the reliability dimension as poor were also satisfied. The Chi-Square test shows a p-value of 0.000 ($p < 0.05$), indicating a significant effect of the reliability dimension on patient satisfaction. Of the 365 respondents who rated the responsiveness dimension as good, 94.2% were satisfied, while 75% of the 12 respondents who rated the responsiveness dimension as poor were also satisfied. The Chi-Square test shows a p-value of 0.034 ($p < 0.05$), indicating a significant effect of the responsiveness dimension on patient satisfaction.

Out of 355 respondents who rated the assurance dimension as good, 94.1% were satisfied, while 86.4% of the 22 respondents who rated the assurance dimension as poor were also satisfied. The Chi-Square test shows a p-value of 0.037 ($p < 0.05$), indicating a significant effect of the assurance dimension on patient satisfaction. Among the 360 respondents who rated the empathy dimension as good, 93.9% were satisfied, while 88.2% of the 17 respondents who rated the empathy dimension as poor were also satisfied. The Chi-Square test shows a p-value of 0.005 ($p < 0.05$), indicating a significant effect of the empathy dimension on patient satisfaction. Finally, of the 337 respondents who rated the quality of service as good, 95.5% were satisfied, and of the 40 respondents who rated the quality as poor, 77.5% were also satisfied. The Chi-Square test shows a p-value of 0.000 ($p < 0.05$), indicating a significant effect of service quality on dental clinic patient satisfaction.

Table 4. Analysis of the influence on the satisfaction of dental clinic patients at the Drs. Haji Amri Tambunan Deli Serdang Regional General Hospital

		B	S.E	Wald	df	Sig.	Exp(B)
Step 1a	quality	1,602	,862	3,456	1	,063	4,963
	physical evidence	1,543	,623	6,135	1	.013	4,679
	credibility	,848	,565	2,251	1	.134	2,336
	responsiveness	-.573	1,108	,268	1	,605	,564
	katassurance	-1,280	1,044	1,504	1	,220	,278
	katemanhy	-.728	1,022	,507	1	,476	,483
	Constant	-4,743	1,665	8,120	1	,004	,009
Step 2a	quality	1,324	,687	3,715	1	,054	3,758
	physical evidence	1,440	,596	5,827	1	.016	4,220
	credibility	,892	,551	2,618	1	.106	2,439
	katassurance	-1,027	,925	1,231	1	,267	,358
	katemanhy	-.572	,982	,339	1	,560	,564
	Constant	-5,386	1,111	23,522	1	,000	,005
Step 3a	quality	1,204	,656	3,366	1	,067	3,333
	physical evidence	1,451	,593	5,981	1	.014	4,269
	credibility	,926	,541	2,929	1	,087	2,525
	katassurance	-1,208	,873	1,913	1	,167	,299
	Constant	-5,712	,942	36,739	1	,000	,003
Step 4a	quality	,826	,630	1,718	1	,190	2,283
	physical evidence	1,210	,586	4,272	1	,039	3,355
	credibility	,898	,541	2,757	1	,097	2,454
	Constant	-6,245	,826	57.103	1	,000	,002
Step 5a	physical evidence	1,543	,513	9,041	1	,003	4,678
	credibility	1,209	,465	6,763	1	,009	3,351
	Constant	-6,052	,821	54,288	1	,000	,002

According to Table 4, the multivariate analysis's findings indicate that only physical evidence and reliability variables have a p-value < 0.05, meaning that they indicate the variables that have the most influence on patient satisfaction at the dental polyclinic at RSUD Drs. Haji Amri Tambunan Deli Serdang is a physical evidence variable. The magnitude of the influence is shown by the EXP value (B). Based on Table 4.13 in step 5, the Exp (B) value for the physical evidence variable is 4.678, so dental poly patients who get suitable physical evidence dimensions are 4.678 times more likely to be satisfied than dental poly patients who get poor physical evidence dimensions. As with the B value results in Table 10, the equation model formed includes:

$$\text{Dental clinic patient satisfaction} = -6.052 + 1.543 + 1.209$$

Based on the equation above, it was obtained that dental poly patients at RSUD Drs. Haji Amri Tambunan Deli Serdang, who received good physical evidence and reliability to feel satisfaction with the quality of health services, was 49.09%. Therefore, from these results, it can be interpreted that other variables outside of this research could cause 50.91%.

DISCUSSION

The Effect of Health Service Quality Based on the Dimensions of Physical Tangibles on Dental Poly Patient Satisfaction

Tangibles are the ability of physical facilities and infrastructure that can be relied upon to show their existence in the surrounding environment as tangible evidence of the services provided by service providers (Engkus, 2019). Based on the results of the study, it is stated that there is a significant effect of health service quality based on the dimensions of physical evidence on the satisfaction of dental clinic patients at the Drs. Haji Amri Tambunan Deli Serdang Regional General Hospital (p value = 0.000). Dental clinic patients at the Drs. Haji Amri Tambunan Deli Serdang Regional General Hospital, who gets good physical evidence, will have a 28.969 times chance of being satisfied.

The results of this research align with Zulmi et al. (2022) that there is a significant influence of physical evidence on the satisfaction of patients of the dental clinic of the health centre in Guguk Panjang District (p = 0.000). Research by Jalias et al. (2020) shows an effect of the quality of oral health services on patient satisfaction at the Tamalate Makassar Health Center (p = 0.000). Research by Aquino et al. (2021) that the physical evidence dimension significantly influences patient satisfaction at the Dental and Oral Polyclinic.

This dimension of physical evidence includes facilities, equipment, officer appearance, facilities and information. The better the physical evidence displayed, the higher the patient satisfaction (Zulmi et al., 2022). Physical evidence will affect a person's comfort level so that patients feel satisfied and comfortable in the environment (Afdillah et al., 2023). In addition, physical evidence can also influence patients to assess service quality (Pasya dkk., 2022). The better the physical evidence, the higher the patient satisfaction (Aquino et al., 2021).

The Effect of Health Service Quality Based on the Dimensions of Reliability on Dental Clinic Patient Satisfaction

Reliability is the ability of health workers to provide services as promised accurately and reliably (Engkus, 2019). Based on the results of the study, it is stated that there is a significant influence on the quality of health services based on the dimensions of reliability on the satisfaction of dental clinic patients at the Drs. Haji Amri Tambunan Deli Serdang Regional General Hospital (p value = 0.001).

The results of this study align with the research by Zulmi et al. (2022) that there is a significant effect of reliability with patient satisfaction of the dental clinic of the health centre in Guguk Panjang District ($p=0.000$). Research results in Jalias et al. (2020) that the quality of oral health services in the reliability dimension positively and significantly affects patient

satisfaction ($p = 0.000$). Similarly, in research Aquino et al., (2021), the reliability dimension significantly influences patient satisfaction at the Dental and Oral Polyclinic of the Bhayangkara TK II Medan Hospital in 2021 ($p=0,000$).

The service provided by the officer is one of the supports for the success of the services provided to patients undergoing examination or treatment, of course, with the attitude shown and behaviour that meets the norms desired by patients and families. Also, how officers respond to complaints and provide information to patients quickly and according to the expectations of patients and families certainly affects the patient's satisfaction with the services provided (Toda, 2019). The better the reliability, the higher the patient satisfaction (Aquino et al., 2021).

The Effect of Health Service Quality Based on the Dimensions of Responsiveness on Dental Clinic Patient Satisfaction

Responsiveness is a policy that helps provide fast and precise service to patients with clear information delivery (Engkus, 2019). Based on the study's results, it is stated that there is a significant influence on the quality of health services based on the dimension of responsiveness to the satisfaction of dental clinic patients at the Drs. Haji Amri Tambunan Deli Serdang Regional General Hospital.

This research result is in line with Zulmi et al., (2022), that there is a significant effect of the dimension of responsiveness with patient satisfaction at the dental clinic of the Guguk Panjang Sub-district Health Center. Research Jalias et al., (2020), that the quality of oral health services in the responsiveness dimension positively and significantly affects patient satisfaction ($p = 0.000$). Research Aquino et al., (2021), that the responsiveness dimension significantly affects patient satisfaction at the Dental and Oral Polyclinic of the Bhayangkara TK II Medan Hospital in 2021 ($p=0,001$).

The ability of officers to provide services quickly, immediately respond to any patient complaints, provide transparent information about medical actions and therapies provided, pay attention to each patient's needs, and ensure the flow of services is informed is what determines the status of a good service predicate at a health facility (Pasya et al., 2022). The better the responsiveness, the higher the patient satisfaction (Aquino et al., 2021).

The Effect of Health Service Quality Based on the Dimensions of Assurance on Dental Clinic Patient Satisfaction

Assurance is health workers' knowledge, courtesy and ability to foster trust in patients (Engkus, 2019). Based on the study's results, it is stated that there is a significant influence on the quality of health services based on the guarantee dimension on the satisfaction of dental

clinic patients at the Drs. Haji Amri Tambunan Deli Serdang Regional General Hospital (p value = 0,037; $p < 0,05$).

This research result is in line with Zulmi et al. (2022), who stated that there was a significant relationship between the guarantee dimension and the satisfaction of dental clinic patients in Guguk Panjang District ($p=0.000$). Research Jalias et al., (2020), that the quality of dental and oral health services in the guarantee dimension positively and significantly affects patient satisfaction ($p = 0.000$). Research Aquino et al., (2021), shows results that are by this study that the responsiveness dimension has a significant influence on patient satisfaction at the Dental and Oral Polyclinic of the Bhayangkara TK II Medan Hospital in 2021 ($p=0,010$).

Factors that affect the quality of service towards the guarantee felt by patients are expected service and perceived service. If the service obtained can guarantee the patient, then the quality of service is included in the satisfactory category. Conversely, if the perceived service is not what the patient expects, then the quality of service is included in the less or unsatisfactory category (Afdillah et al., 2023). Assurance is service providers' knowledge, politeness and ability to convey trust and confidence (Pasya et al., 2022). Thus, the better the guarantee, the higher the patient satisfaction (Aquino et al., 2021).

The Effect of Health Service Quality Based on the Empathy Dimension on Dental Clinic Patient Satisfaction

Empathy is the sincere and individualized or personal attention given to health workers by understanding consumer desires (Engkus, 2019). Based on the study's results, it is stated that there is a significant influence on the quality of health services based on the empathy dimension on the satisfaction of dental clinic patients at the Drs. Haji Amri Tambunan Deli Serdang Regional General Hospital (p value = 0.005).

This research result is in line with Zulmi et al. (2022), who stated that there is a significant relationship between the empathy dimension and patient satisfaction at the dental polyclinic of the health centre in Guguk Panjang District ($p=0.000$). Aquino et al., (2021), that the empathy dimension significantly influences patient satisfaction at the Dental and Oral Polyclinic of Bhayangkara Hospital Class II Medan in 2021 ($p=0,000$).

The results of the respondents' good assessment of the empathy dimension illustrate that the quality of the officers' services has met government standards. Patients feel comfortable communicating with dentists, dental nurses, and hospital staff. Patients feel they do not have to wait in line for too long. The main complaints about hospital services are responsiveness and empathy related to slow service and short consultation times (Pasya et al., 2022); Rahmiati et al., 2020). The better the empathy, the higher the patient satisfaction (Aquino et al., 2021).

The Influence of Health Service Quality on Patient Satisfaction in Dental Clinics

Quality of health services is expected and has become a basic need for everyone. Therefore, hospitals must provide quality services according to patient expectations (Afdillah et al., 2023). Indications of the quality of this service can be measured based on patient satisfaction with the service provided (Jalias et al., 2020). The better the quality of health services, the more satisfied patients are (Sadaningsih et al., 2022).

Based on the study's results, it was stated that the quality of health services significantly influenced patient satisfaction in the dental polyclinic at the Drs. Haji Amri Tambunan Deli Serdang Regional General Hospital (p value = 0.000). The results of this research by Zulmi et al. (2022) show that there is a significant relationship between service quality and patient satisfaction at the dental polyclinic of the health centre in Guguk Panjang District ($p=0.000$). Engkus (2019) states that service quality strongly influences patient satisfaction at the Cibitung Health Center, Sukabumi Regency. Patient satisfaction with the quality of service at the Lepo-Lepo Health Center dental clinic is in the satisfied category (Afdillah et al., 2023).

Patient satisfaction with dental and oral health services compares patient perceptions of the services received with patient expectations before receiving the service. If patient expectations are met, the service is provided quality and will result in high satisfaction. (Mahzalina et al., 2021). Research by Latif et al. (2023) shows that there is an influence of the quality of dental and oral health services on the level of patient satisfaction, and there is a disparity in patient satisfaction at the dental polyclinics at the Mulyoharjo and Bantarbolang Health Centers in Pemalang Regency (Haeruddin et al., 2021).

Perceived quality improvements increase patient satisfaction (Kataria et al., 2020). The need for and expectation for fast and precise service, cheap medical costs, skilled medical personnel, and friendly and communicative attitudes are some of the demands of patients. However, only some health services can fulfil them. Satisfied patients are precious assets. Patients satisfied with the services provided will continue using the services they choose. On the other hand, if patients are dissatisfied, they will tell others twice as much about their bad experiences (Mahzalina et al., 2021).

Dimensions of the Best Quality of Service at the Drs. Haji Amri Tambunan Deli Serdang Regional General Hospital Dental Clinic

Based on the results of this study, the dimension of physical evidence (tangible) is the most dominant variable influencing the satisfaction of dental polyclinic patients at Drs. Haji Amri Tambunan Deli Serdang Regional General Hospital. Dental polyclinic patients who receive suitable physical evidence dimensions are 4.678 times more likely to be satisfied than

those who receive poor physical evidence dimensions. Physical evidence is a dimension of health service quality that is very important for patients because patients can directly feel this dimension. The better the patient's perception of physical evidence, the higher the patient's satisfaction will be. If the patient's perception of physical evidence is poor, the patient's satisfaction will be lower (Herudiansyah et al., 2023).

The results of this research are based on Pratiwi et al. (2019), who state that the tangible direct evidence dimension factor is the most critical factor that can increase patient satisfaction with dental polyclinic services at Banyumanik Hospital Semarang. Respondents who feel that the health service is responsive and sound have a 21.006 times greater chance of being satisfied than respondents who state that the health service is less responsive. The less responsive the health service is, the more patients are less satisfied with the dental and oral health service (Astuti et al., 2020).

CONCLUSIONS

Based on the study's results, the service dimensions that include tangibles, reliability, responsiveness, assurance, and empathy affect the satisfaction of dental polyclinic patients at Drs. Haji Amri Tambunan Deli Serdang General Hospital. The physical evidence dimension is proven to have the most significant influence, as much as 4.678 times more satisfied compared to dental polyclinic patients who get less physical evidence. It is recommended that Drs. Haji Amri Tambunan Deli Serdang Regional General Hospital can make optimal and comprehensive improvements to all aspects of the dimensions concerning service quality by providing direction and control to all health workers and employees, as well as improving performance in order to achieve more satisfying services for patients who are treated.

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