

ABSTRACT

Rofiyatul Laili 21170010005 S1 Health Administration	Advisor Bdn.Nailufar Firdaus, S.ST.,M.A.P.,M.Kes NIDN. 0701078906
THE EFFECT OF HEALTH SERVICE QUALITY DIMENSION ON OUTPATIENT PATIENT SATISFACTION AT JADDIH PUBLIC HEALTH CENTER SOCAH DISTRICT	
ABSTRACT <i>Patient satisfaction is a crucial indicator for successful healthcare delivery. A preliminary study conducted by the Bangkalan Regency Health Office in 2023 found that outpatient satisfaction at the Jaddih Community Health Center was relatively low (89.32%). This study aimed to analyze factors influencing outpatient satisfaction at the Jaddih Community Health Center, Socah District, Bangkalan Regency.</i> <i>This study used a quantitative research method with a cross-sectional approach and was conducted at the Jaddih Community Health Center in May 2025. The study population was 90 patients with a sample of 73 patients selected using accidental sampling technique. Data collection was carried out using a questionnaire and data analysis using the Chi-Square statistical test.</i> <i>The bivariate test results shows that study, it shows that all dimensions of health service quality including tangible, reliability, responsiveness, assurance, and empathy aspects have a significant influence on outpatient satisfaction at the Jaddih Community Health Center. Furthermore, the results of the multivariate test identified that the responsiveness aspect is the most dominant dimension influencing outpatient satisfaction with a p-value = 0,000 or $p < \alpha$ (0,05), and a PR (prevalensi ratio) = 1,615 ; CI 95% (1,155-2,259) covering > 1 which is interpreted that good responsiveness has a 1.6 times more likely of outpatient satisfaction.</i> <i>It is recommended that the Jaddih Community Health Center improve the quality of health services, especially in the responsiveness aspect, by optimizing the provision of information that is easy to understand, timely, and in accordance with procedures, improving the examination flow, and providing comprehensive drug administration information to support increased outpatient satisfaction.</i>	
Keywords: Service Quality Dimensions, Patient Satisfaction	