

## Relationship between Service Quality and Demographic Factors with Patient Satisfaction at the General Polyclinic of Manguharjo Public Health Center, Madiun City

Nurwijayanti<sup>1\*</sup>, Ayu Elvita Bintama<sup>2</sup>, Panca Radono<sup>3</sup>

<sup>1,2,3</sup> Universitas STRADA Indonesia

\*Corresponding author: [wijayantistikes@gmail.com](mailto:wijayantistikes@gmail.com)

### ABSTRACT

**Background:** Healthcare Manguharjo, a key primary facility in Madiun City, faces challenges like long wait times and limited referrals.

**Purpose:** This study examines how service quality and demographics affect patient satisfaction, aiming to improve care and ensure equitable access for underserved communities.

**Methods:** A cross-sectional survey of 91 patients used SERVQUAL questionnaires to assess five service quality dimensions. Spearman correlation examined relationships with demographics and satisfaction, ensuring ethical protocols and participant confidentiality.

**Results:** Service quality moderately correlated with satisfaction ( $r=0.308$ ,  $p=0.003$ ). Demographics showed weaker but significant influence ( $r=0.258$ ,  $p=0.013$ ). Patients praised staff friendliness and efficiency but highlighted needs for improved communication (e.g., clearer medical instructions) and facility cleanliness.

Service quality significantly drives satisfaction, while demographics play secondary roles. Strengthening communication, modernizing facilities, and reducing administrative delays are recommended to address gaps.

**Conclusion:** Future studies should explore longitudinal impacts of these interventions. Prioritizing patient-centered improvements can enhance Healthcare Manguharjo's community health outcomes.

**Keywords:** demographic factors, patient satisfaction, public health center, service quality, spearman correlation, SERVQUAL

Received February 10, 2025; Revised March 12, 2025; Accepted April 6, 2025

**DOI:** <https://doi.org/10.30994/jnp.v8i3.797>



The Journal of Nursing Practice, its website, and the articles published there in are licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

## **BACKGROUND**

Health centre is a first-level health facility in Indonesia, which provides promotive, preventive, curative, and rehabilitative services.(Erinaputri et al., 2023) Health centre has an important role in improving public health, especially in remote areas, with the aim of providing easy, equitable, and affordable health services.(Sulaiman, 2021) The quality of health services at Health centre greatly influences patient satisfaction, which can be determined by factors such as the quality of medical personnel, facilities, and service processes.(Anathasia & Mulyanti, 2023) Patient satisfaction is also influenced by demographic factors such as age, gender, and socioeconomic status.(Christiani et al., 2024) This study was conducted at the Manguharjo Health Center in Madiun City to analyze the relationship between service quality, demographic factors, and patient satisfaction. This study aims to determine how service quality and demographic factors relate to patient satisfaction at the Manguharjo Health Center General Polyclinic in Madiun City. Research Objectives Analyze service quality at the Manguharjo Health Center General Polyclinic. Analyze demographic factors at the Manguharjo Health Center General Polyclinic. Analyze patient satisfaction at the Manguharjo Health Center General Polyclinic. Assess the relationship between service quality and patient satisfaction.

## **OBJECTIVE**

### **General Objectives**

In general, this study was conducted to analyze the relationship between the quality of services provided at the General Polyclinic with patient demographic factors at the Manguharjo Health Center in Madiun City.

### **Specific Objectives**

- 1) To find out the quality of service in the general polyclinic of Manguharjo Health Center, Madiun City.
- 2) To find out the demographic factors in the general polyclinic of Manguharjo Health Center, Madiun City.
- 3) To find out patient satisfaction in the general polyclinic of Manguharjo Health Center, Madiun City.
- 4) To analyze the relationship between service quality and patient satisfaction in the general polyclinic of Manguharjo Health Center, Madiun City.
- 5) To analyze the relationship between demographic factors and patient satisfaction in the general polyclinic of Manguharjo Health Center, Madiun City.

## **METHODS**

**Research Design:** This study uses a quantitative descriptive research design with a cross-sectional approach.(Arikunto, 1998) The aim is to determine the relationship between service quality and demographic factors on patient satisfaction at the Manguharjo Health Center General Polyclinic, Madiun City.

**Population:** The population in this study was all patients who came for treatment at the Manguharjo Health Center General Polyclinic, Madiun City, with a total of 965 people.

**Sample:** A sample of 91 respondents was taken, and selected based on the purposive sampling technique, which is a sampling technique that considers certain characteristics according to the research objectives.(Notoatmodjo, 2022).

**Sampling Technique:** The technique used is non-probability sampling with the purposive sampling method, where the sample is selected based on criteria set by the researcher.(Agustianti et al., 2022).

**Research Location and Time:** The location of the study was conducted at the Manguharjo Health Center, Madiun City. Data collection was carried out from December 2024 to January 2025, every Monday-Friday during service hours.

**Research Instrument:** The main instrument used was a questionnaire covering aspects of service quality based on the five dimensions of SERVQUAL (tangibles, reliability, responsiveness, assurance, and empathy). (Akbar et al., 2023) The questionnaire also included demographic data of respondents.

**Data Collection Technique:** Data were collected through the following procedures: (Makbul, 2021).

1. Obtain a letter of recommendation from Universitas Strada Indonesia.
2. Request permission from the Madiun City Health Office.
3. Identify and meet respondents to explain the purpose of the study and ask for approval.
4. If approved, respondents fill out the questionnaire.
5. The data was then processed after collection.

**Data Analysis Technique:** Data were analyzed using the Spearman correlation test to test the relationship between service quality and demographic factors with patient satisfaction. The data processing process includes editing, coding, scoring, tabulating, entry, and cleaning. (Alhempri et al., 2024).

**Research Ethics:** This study adheres to ethical principles, including providing research explanation sheets and informed consent sheets to respondents. The identities of respondents are guaranteed confidentiality, and participation in the study is voluntary without coercion. (Jailani, 2023).

## RESULTS

### Respondent Characteristics

Respondents in this study were patients who came for treatment at the Manguharjo Health Center in Madiun City, totaling 91 respondents with the following characteristics of the respondents:

**Table 1.** Characteristics of Respondents Based on Age at Manguharjo Health Center, Madiun City in 2024

No.	Respondent Age	Age range	Frequency	Percentage (%)
1	Teenagers	17 - 25 years old	7	7.7
2	Adults	26 - 45 years old	10	11
3	Early Elderly	46 - 55 years old	30	33
4	Late Elderly	56-65 years old	25	27.5
5	Seniors	> 65 years old	19	20,8
	Total		91	100

Source: Data Analysis Results

### Respondent Characteristics Based on Gender

The distribution of respondents based on gender, consisting of men and women, can be seen in the table as follows:

**Table 2.** Characteristics of Respondents Based on Gender at Manguharjo Health Center, Madiun City in 2024

No.	Gender of Respondents	Frequency	Percentage (%)
1	Male	32	35.2
2	Female	59	64,8
	Total	91	100

Source: Data Analysis Results

Based on Table 2, it shows that of the 91 respondents who became the research sample, the majority of respondents were female, namely 59 people with a percentage of 64.8%. While the male gender has a total of 32 people, or 35.2%.

### Characteristics of Respondents Based on Education

The distribution of respondents based on education level can be seen in the following table.

**Table 3.** Characteristics of Respondents Based on Education Level at Manguharjo Health Centre, Madiun City, 2024

No.	Respondent Education	Frequency	Percentage (%)
1	Low Education or < Senior High School	54	59.3
2	Higher Education or ≥ Senior High School	37	40.7
	Total	91	100

Source: Data Analysis Results

Based on Table 3, it shows that of the 91 respondents who were the research sample, the most had a low educational background, namely 54 people or 59.3%. And the least had a high educational background, namely 37 people, or 40.7%.

### Respondent Characteristics Based on Occupation

The distribution of respondents based on type of work can be seen in the following table :

**Table 4.** Characteristics of Respondents Based on Occupation at Manguharjo Health Center, Madiun City in 2024

No.	Respondent's Occupation	Frequency	Percentage (%)
1	Formal Sector	21	23.1
2	Non-formal sector	70	76.9
	Total	91	100

Source: Data Analysis Results

Based on Table 4, it shows that of the 91 respondents who were the research sample, most had jobs in the non-formal sector, as many as 70 people or 76.9%. And the least had jobs in the formal sector, as many as 21 people, or 23.1%.

## DISCUSSION

### Patient Satisfaction at the Manguharjo Health Center General Polyclinic, Madiun City

A total of 50 patients (54.95%) stated that they were satisfied, and 15 patients (16.48%) stated that they were very satisfied, indicating that more than two-thirds of respondents felt that the explanation of their illness was quite good and clear. However, there were 21 patients (23.08%) who stated that they were dissatisfied, indicating that there were some patients who felt dissatisfied or had not received an adequate explanation. Meanwhile, 5 patients (5.49%) felt doubtful about the explanation. This indicates that there is still room to improve the quality of communication between medical personnel and patients to ensure that all patients can clearly understand their medical condition.

**Table 5.** Frequency distribution of respondents' satisfaction with the General Polyclinic of Manguharjo Health Center, Madiun City.

Statement of Satisfaction	Frequency				Total
	Not satisfied	Doubtful	Satisfied	Very satisfied	
Medical personnel explain the patient's illness well and clearly	21 (23.08%)	5 (5.49%)	50 (54.95%)	15 (16.48%)	91 (100%)
Medical personnel inform	5	9	56	21	91

---

patients of danger signs so they can immediately return for treatment	(5.5%)	(9.9%)	(61.5%)	(23.1%)	(100%)
---	--------	--------	---------	---------	--------

---

Source: Data Analysis Results

**Statistical Test**

Spearman rank correlation analysis can be used to test the relationship between research variables in non-parametric statistics.(Wulansari, 2023) The coefficient value and criteria for the closeness of the relationship between the two variables used in this analysis are the same as those used in the Pearson correlation, except that in the Spearman rank, the existing data will be ranked first, and then the correlation test will be carried out.(Pratama et al., 2023).

In correlation analysis, the concepts of independent variable (X) and dependent variable (Y) are not applicable. This implies that the two variables being correlated are considered to be independent of one another, meaning each variable exists independently and does not rely on the other. (Santoso & Madiistriyatno, 2021).

Based on the results of the Spearman correlation analysis, two main findings were found: Relationship between Service Quality and Patient Satisfaction: There is a significant positive relationship with a correlation coefficient of 0.308, which indicates a fairly strong relationship. The p-value of 0.003 (less than 0.01) indicates significance at a 99% confidence level. This means that the better the quality of service, the higher the patient satisfaction. Relationship between Patient Satisfaction and Demographic Factors: A very weak relationship was found with a correlation coefficient of 0.258 and a p-value of 0.13 (greater than 0.01), indicating that this relationship is not significant. Thus, demographic factors do not affect the level of patient satisfaction at Manguharjo Health Center.

**Variable Characteristics**

Based on a survey of various demographic factors and service quality at the Manguharjo Health Center General Polyclinic in Madiun City, here is a summary of patient responses: Gender Male patients tend to be more satisfied than female patients in various aspects of service quality. They feel more comfortable communicating with medical personnel, maintaining the cleanliness of the facilities, and maintaining the neat and clean appearance of medical personnel. (Dinanty et al., 2024).

Men are also more satisfied with the responsiveness and service that does not discriminate against patients. Age Late elderly patients are satisfied with the quality of service provided. They appreciate clear explanations about the disease, friendly service, clean facilities, and the neat appearance of medical personnel. Although most are satisfied, a friendlier approach to the elderly still needs to be considered. (Nesimnasi et al., 2019) Education Patients with education equivalent to or higher than high school are also satisfied with the service provided. They appreciate the way medical personnel explain information, responsiveness, and cleanliness of the facilities.

The neat appearance of medical personnel gives a very good professional impression. Occupation Patients who work in the formal sector are satisfied with the service provided. They appreciate clear explanations, the responsiveness of medical personnel, and the cleanliness of the facilities. Appearance of Education Personnel Patients with education equivalent to or higher than high school were also satisfied with the services provided. They appreciated the way medical personnel explained information, responsiveness, and cleanliness of the facilities. The neat appearance of the medical personnel gave a very good professional impression. (Muhammad et al., 2023) Occupation Patients who worked in the formal sector were satisfied with the services provided.

They appreciated clear explanations, the responsiveness of medical personnel, and the cleanliness of the facilities. The neat appearance of medical personnel also increased their trust. (Desiana et al., 2024) For patients with formal jobs, adjusting the service schedule more flexibly could further increase satisfaction. (Sudarsono et al., 2024) Overall, patients were satisfied with the quality of services at the Manguharjo Health Center, although each demographic group had several aspects that could continue to be improved to increase comfort and satisfaction.

## CONCLUSION

The correlation between service quality and patient satisfaction is statistically significant, with a correlation coefficient of 0.308 and a p-value of 0.003, indicating a meaningful relationship between the two variables. Fast, responsive, friendly, and patient-oriented services increase the level of satisfaction. Influence of Demographic Factors on Patient Satisfaction: Demographic factors influence patient satisfaction (correlation coefficient 0.258,  $p = 0.013$ ), although the influence is weaker than service quality. Age, gender, education, and occupation factors influence patient perceptions of services. Level of Patient Satisfaction: The majority of patients are satisfied with the services at the Manguharjo Health Center General Polyclinic, with the highest satisfaction being the friendliness of medical personnel and the speed of service.

## ACKNOWLEDGMENT

In preparing this research proposal, the researcher received a lot of guidance and encouragement from various parties. For that, the researcher would like to thank

- 1) Dr. dr. Sentot Imam Suprpto, MM, is the Chancellor of Strada Indonesia University.
- 2) Dr. Nurwijayanti, S.Pd., M.Kes as the Dean of the Faculty of FAKAR and as a supervisor who has provided the opportunity and facilities to follow and complete education in the Public Health Science Study Program
- 3) Amarin Yudhana, S.KM., M.Kes, as the Head of the Public Health Science Study Program, Strada Indonesia Health Science Institute.
- 4) Both parents and siblings have provided encouragement and motivation in preparing this research proposal so that it can be completed properly.
- 5) My beloved husband Ahmad Nurul Huda and my children, Sister Shanum and Little Sister Nuha.
- 6) Subkor Bu Sagita Haryati and friends in the PKSDK Team of the Health Office PP KB of Madiun City.
- 7) Head of Manguharjo Health Center, Madiun City, who has permitted the research data collection activities.
- 8) Panca Radono, SP., M.Kes as the accompanying lecturer who has provided direction and support
- 9) All lecturers and staff of Strada Indonesia University, Kediri, who have provided support and assistance in compiling this research proposal.
- 10) All parties who assisted in the completion of this research proposal.

## CONFLICTS OF INTEREST

This study aims to determine the relationship between service quality and demographic factors on patient satisfaction at the Manguharjo Health Center general polyclinic.

In more detail, these objectives can be described in several important points:

- 1) To describe descriptively the quality of service provided at the Manguharjo Health



Center general polyclinic based on patient perceptions. This is done by measuring five dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangibles.

- 2) To analyze the influence of demographic factors such as gender, age, education, and patient occupation on their level of satisfaction with services at the health center.
- 3) To evaluate the overall level of patient satisfaction with services at the Manguharjo Health Center general polyclinic. This is done by collecting data from respondents through a questionnaire covering various aspects of service.
- 4) Provide input and recommendations to the management of the Manguharjo Health Center to improve service quality based on research findings, especially on aspects that still need to be improved.

This study uses a quantitative descriptive design with a cross-sectional approach to obtain an objective picture of the state of health center services and the level of patient satisfaction. (Wulandari, 2024) With this study, it is expected to provide useful information for health center managers in efforts to improve the quality of health services to the community.

## REFERENCES

- Agustianti, R., Nussifera, L., Angelianawati, L., Meliana, I., Sidik, E. A., Nurlaila, Q., Simarmata, N., Himawan, I. S., Pawan, E., & Ikhrum, F. (2022). *Metode penelitian kuantitatif dan kualitatif*. Tohar Media.
- Akbar, R., Sukmawati, U. S., & Katsirin, K. (2023). Analisis Data Penelitian Kuantitatif: Pengujian Hipotesis Asosiatif Korelasi. *Jurnal Pelita Nusantara*, 1(3), 430–448.
- Alhempri, R. R., Siddiq, I. S., Wahyuni Rosadi, S., Diyanto, R., Elmi Yadi, S. E., Irsyadi Zain, S. E., & Mai Yuliza, S. E. (2024). *Analisis Statistik Deskriptif dengan SPSS dan Interpretasinya*. Takaza Innovatix Labs.
- Anathasia, S. E., & Mulyanti, D. (2023). Faktor-Faktor yang mempengaruhi peningkatan kualitas pelayanan kesehatan di Rumah Sakit: Tinjauan Teoritis. *Jurnal Ilmiah Kedokteran Dan Kesehatan*, 2(2), 145–151.
- Arikunto, S. (1998). Pendekatan Penelitian. *Jakarta: Rineka Cipta*.
- Christiani, A. M., Swarjana, I. K., Wahyuningsih, L. G. N. S., & Sriasih, N. K. (2024). Determinan Kepuasan Pasien di Rumah Sakit Pemerintah dan Rumah Sakit Swasta: Literature Review. *Jurnal Ilmiah Permas: Jurnal Ilmiah STIKES Kendal*, 14(2), 547–560.
- Desiana, C. R., Ichwansyah, F., & Ariscasari, P. (2024). Hubungan Mutu Pelayanan Kesehatan Terhadap Minat Kunjungan Pasien Peserta BPJS di Puskesmas Kopelma Darussalam Tahun 2022. *JOURNAL OF HEALTHCARE TECHNOLOGY AND MEDICINE*, 10(1), 78–88.
- Dinanty, D. D., Arundinasari, I., & Nomor, M. U.-U. R. I. (2024). KUALITAS PELAYANAN PUBLIK DI PUSKESMAS KEPUTIH KECAMATAN SUKOLILO KOTA SURABAYA. *Membangun Ekosistem Digital Pertanian: Solusi Digital Untuk Meningkatkan Efisiensi Dan Produktivitas*, 284.
- Erinaputri, N., Listiani, R., Pramudyawardani, F. D., & Istanti, N. D. (2023). Peran Puskesmas Untuk Mencapai Universal Health Coverage di Indonesia: Literature Review. *Jurnal Medika Nusantara*, 1(2), 190–199.
- Jailani, M. S. (2023). Memahami Etika Dalam Penelitian Ilmiah. *QOSIM: Jurnal Pendidikan Sosial & Humaniora*, 1(1), 24–29.
- Makbul, M. (2021). *Metode pengumpulan data dan instrumen penelitian*.
- Muhammad, S., Ponto, I. S., & Patty, J. T. (2023). Analisis Kinerja Pelayanan Kesehatan Tenaga Medis Di Puskesmas Air Besar Negeri Batu Merah Kecamatan Sirimau

- Kota Ambon Provinsi Maluku. *Professional: Jurnal Komunikasi Dan Administrasi Publik*, 10(1), 197–210.
- Nesimnasi, V., Romeo, P., & Ndoen, E. M. (2019). Indeks Kepuasan Masyarakat (IKM) terhadap Kualitas Pelayanan Publik di Puskesmas Oepoi Kota Kupang. *Lontar: Journal of Community Health*, 1(4), 147–154.
- Notoatmodjo, S. (2022). *Metode penelitian kesehatan*.
- Pratama, R., Aisyah, S. A., Putra, A. M., Sirodj, R. A., & Afgan, M. W. (2023). Correlational research. *JHIP-Jurnal Ilmiah Ilmu Pendidikan*, 6(3), 1754–1759.
- Santoso, I., & Madiistriyatno, H. (2021). *Metodologi penelitian kuantitatif*. Indigo Media.
- Sudarsono, S. E., Nur, R., Yetiani, N. N., Kep, M., Wahyu, S., Vanchapo, A. R., SAP, M. M., MAP, C. D., Putra, N. M. S., & Yuliati, S. K. (2024). *MANAJEMEN PELAYANAN KEPERAWATAN*. Cendikia Mulia Mandiri.
- Sulaiman, E. S. (2021). *Manajemen kesehatan: Teori dan praktik di puskesmas*. Ugm Press.
- Wulandari, L. P. (2024). *Tingkat kepuasan pasien rawat jalan penyakit tuberkulosis terhadap pelayanan kefarmasian di Puskesmas Kota Malang*. Universitas Islam Negeri Maulana Malik Ibrahim.
- Wulansari, A. D. (2023). *Aplikasi Statistika Nonparametrik dalam Penelitian*. Thalibul Ilmi Publishing & Education.