

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, FACILITIES AND PROMOTION ON PATIENT SATISFACTION AT THE MAIN GENERAL HOSPITAL (RSUD) OF AMURANG CITY, SOUTH MINAHASA REGENCY

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Abstract: *The progress of the global economy has had a competitive impact on industry, including the service industry, this requires all service companies to pay attention to the quality of the services they sell. Hospitals are a form of health service facility that can be provided by the government and the private sector. Hospitals are increasingly required to provide adequate supporting facilities, doctors, nurses and non-medical staff as well as carrying out marketing activities through promotions so that this becomes important because their services determine the impression for patients about the services they receive, in other words hospitals are health facilities. which is required to create patient satisfaction. In this research, the analysis method used is validity testing, reliability testing, the classic assumption of calculating*

Keywords: *patient satisfaction, service quality, facilities, promotions*



the least squares (ordinary least squares) or multiple regression using the SPSS application where patient satisfaction is the independent variable and service quality, facilities and promotions are the independent variables. By using the primary data collection method or by using a questionnaire distributed to 100 patients at the South Minahasa Regency Regional Hospital who were the samples for this research. With the calculation results, it was found that together the quality of facility services and promotions had a positive and significant influence, but using t-calculations the results showed that the quality of services and facilities had a positive and significant influence, while promotions did not have a positive and significant influence. significant.

INTRODUCTION

Background

Hospitals are a form of health service facility that can be provided by the government and the private sector. Looking at the trend, the number of hospitals continues to increase every year. According to DataIndonesia.Id, in 2011 the number of hospitals in Indonesia was only 1,721 units. Ten years later it increased by 80.8% to 3,112 units.

The increasing socio-economic situation of society causes people to become more aware of quality, this encourages competition between hospitals to improve the quality of their services. Hospitals are increasingly required to provide adequate supporting facilities, doctors, nurses and non-medical staff as well as carrying out marketing activities through promotions so that this becomes important because their services determine the impression for patients about the services they receive, in other words hospitals are health facilities. which is required to create patient satisfaction. According to Kotler and Keller (2016: 153) customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product received against the expected performance (results). Patient satisfaction will be fulfilled if they get what they want, when they need it, in the place they want and in the way they determine.

South Minahasa District Hospital has a key role in providing access to quality health care for residents in the South Minahasa Regency area. This hospital provides a variety of medical services including inpatient care, emergency services, surgical services, medical consultations, as well as diagnostic services such as radiology and laboratories. In this way, this RSUD becomes a primary health care center for the local population. Apart from that, the South Minahasa Regional Hospital also has an important role in supporting public health programs, such as immunization programs, prevention of infectious diseases, and health education. By making these efforts, the hospital makes a real contribution to improving the health status of its community.



Table 1. Number of New Outpatient and Inpatient Visits in 2021 - 2022 at Amurang Regional Hospital

Year	Outpatient			Inpatient			Total
	L	P	L+P	L	P	L+P	
2020	1563	1968	3531	236	344	580	4111
2021	1708	1983	3691	66	87	153	3844
2022	1903	2043	3946	132	152	284	4230

Source: Amurang Regional Hospital (2023)

From table 1, it is known that the level of patient visits at Amurang District Hospital fluctuates, where in 2020 the number of inpatient and outpatient patients was 4,111 patients, in 2021 it decreased to 3,844 patients and in 2022 it increased to 4,230 patients.

Table 2. Number of New Outpatient and Inpatient Visits from 2021 to 2022 at RSU Kalooran Amurang

Year	Outpatient			Inpatient			Total
	L	P	L+P	L	P	L+P	
2021			21,433			7,893	29,326
2022	9,927	18,435	28,362	3,808	7,070	10,878	39,240

Source: South Minahasa district Health Service (2023)

Table 1. 4 Number of New Outpatient and Inpatient Visits from 2021 to 2022 at RSU Cantia Tompaso Baru

Year	Outpatient			Inpatient			Total
	L	P	L+P	L	P	L+P	
2021	3,443	4,923	8,366	1,554	2,060	3,614	11,980
2022	4,359	6,157	10,516	2,128	2,505	4,633	15,149

Source: South Minahasa district Health Service (2023)

Based on tables 1 and 2, it can be seen that patient visits at 2 other public hospitals in South Minahasa Regency show numbers that are much greater than the data on patient visits at Amurang Regional Hospital shown in the previous table. Patient visits to the Kalooran Hospital in 2021 were 29,326 patients or seven times more than the number of patients visiting the Amurang Regional Hospital (762%) and increased again in 2022 by 39,240 patients or 927% compared to the number of patients visiting the Regional Hospital Amurang, as well as the number of patient visits to the new Cantia Tompaso Hospital in 2021 as many as 11,980 patients or around 311% more when compared to the number of patients visiting the Amurang Regional Hospital and in 2022 it will increase to 15,149 patients or 358% more than the number of patients who visited Amurang



Regional Hospital.

Table3. Percentage of Inpatient Population in Private Hospitals in South Minahasa

Regency/City	Percentage of Population Inpatients in the Last Month at Private Hospitals by Regency/City in North Sulawesi Province (%)		
	2018	2020	2021
South Minahasa	55.59	79.86	57.87

Source: BPS North Sulawesi (2022)

Table4. Percentage of Inpatient Population at Government Hospitals in South Minahasa

Regency/City	Percentage of Inpatient Population in the Last Month at Government Hospitals by Regency/City in North Sulawesi Province (%)		
	2018	2020	2021
South Minahasa	37.73	20.02	21.86

Source: BPS North Sulawesi (2022)

Data from the Central Statistics Agency shown in tables 3 and 4 can be seen quite a significant comparison where the percentage of the population hospitalized in private hospitals is higher, namely 57.87%, while the percentage of the population hospitalized in government hospitals is only 21.86%.

From the data displayed, it could indicate that there is a problem at Amurang Regional Hospital, this could be due to inadequate service quality or incomplete health facilities. In terms of services, currently the South Minahasa District Hospital still lacks the number of doctors and nurses available. And there is a lack of specialist doctors who are able to handle cases that require special treatment. And in terms of facilities, currently they are still quite lacking because the South Minahasa District Hospital still relies on funding from the regional government. Likewise, in terms of promotion, it is still lacking so that people still don't know what kind of treatment they can get at the South Minahasa District Regional Hospital. This makes them or patients prefer to undergo or receive treatment elsewhere.

Research purposes

1. To analyze how big the influence of service quality is on patient satisfaction at South Minahasa Regional Hospital?
2. To analyze how big an influence facilities have on patient satisfaction at South Minahasa Regional Hospital?
3. To analyze how big the influence of promotion is on patient satisfaction at South Minahasa Regional Hospital?



4. To analyze how much influence quality, facilities and promotion have on patient satisfaction at South Minahasa Regional Hospital?

LITERATURE REVIEWS

Marketing Management

The definition of marketing, according to terminology, comes from the word "market" which means the place where buying and selling transactions occur or the place where sellers and buyers meet. Due to the dynamics of society and economic pressures, the term "marketing" is known, which means carrying out sales and purchase activities of a product or service, based on the interest or desire to buy and sell.

This basic understanding gave birth to the marketing theory put forward by Kotler, as market theory. Kotler then provides the limitation that market theory has two dimensions, namely the social dimension and the economic dimension. The social dimension is that transaction activities occur on a consensual basis. And the economic dimension is the occurrence of profits from transaction activities that provide mutual satisfaction.

Economic review, the term marketing according to Saladin (2012) is the activity of selling a product or service that can be accepted or purchased by buyers because the product or service is useful for the buyer and profitable for the seller. It is said that marketing involves two related elements, namely demand and supply. This basis refers to the theory of demand and supply. The theory of demand and supply according to Douglas in Saladin is that demand increases if production is lacking and supply increases if production is large or abundant.

Marketing Mix

The marketing concept has a set of marketing tools that are controlled in nature, namely better known as the Marketing Mix. According to Arif and Rianto (2010) Marketing Mix is a marketing activity carried out in an integrated manner. This means that this activity is carried out jointly between the elements in the marking. Each element cannot run independently without support from other elements.

Thorik Gunara and Utus Hardiono Sudibyo (2008) argue that marketing mix is a level that combines important elements of marketing goods or services, such as product excellence, pricing, product packaging, advertising, inventory of distribution goods and marketing budget, in business. Marketing a product or service is a clear illustration of the marketing mix. So it can be concluded that the marketing mix is a series of variables owned by the company or marketing tools that can be controlled by the company to serve its target market segments. The essence of the marketing mix refers to the subject and object of marketing strategy, which in aggregate consists of product, price, distribution and promotion, so that it is very appropriate to provide satisfaction to customers, So it is appropriate for management to implement a marketing mix strategy to increase sales volume.

The concept of product marketing mix regarding the 4 P concept (Product, Price, Promotion and Place), Kotler (2018) defines the marketing mix as a set of marketing tools used by a company



to achieve marketing objects determined in the target market according to the product.

Customer satisfaction

According to Kotler (2018) customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing his perception or impression of performance which is below expectations, the customer is dissatisfied. But, if performance exceeds expectations, customers are very satisfied and happy. If the perceived performance is below expectations, the customer will feel disappointed, if the performance meets the customer's expectations, the customer will feel satisfied, whereas if the performance exceeds expectations then the customer will feel very satisfied. This satisfaction will certainly be felt after the customer concerned consumes the product.

Service quality

According to Arianto (2018:83) quality of Service Quality can be defined as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service Quality applies to all types of services provided by the company while the client is at the company. According to Kotler and Keller (2018: 143) "quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need". According to Kasmir (2017:47), service quality is defined as the actions or actions of a person or organization aimed at providing satisfaction to customers or employees.

Facility

Facility physical may include the appearance of facilities or physical elements, equipment, personnel, and communications materials. The aim is to strengthen the impression of the quality, comfort and safety of the services offered to consumers. Physical evidence includes physical facilities, employee equipment, and communication facilities. Real physics is reflected in indicators of the use of equipment and technology in operations. (Yazid, 2003)

A service cannot be seen, cannot be smelled and cannot be touched, so a facility becomes important as a measure of service. According to Wahyuningrum(2004: 4), states that facilities are "anything that can facilitate and expedite the implementation of a business". Based on the definition above, it can be concluded that the facility dimension is the facilities and infrastructure needed to carry out or facilitate an activity. (Christea Frisdiantara 2013).

Promotion

According to Fandy Tjiptono, promotion is essentially a form of marketing communication. What is meant by marketing communications is marketing activities that seek to disseminate information, influence or persuade, and remind the target market of its products so that they are willing to accept, buy and be loyal to the products offered by the company in question. (Tjiptono,



Fandi, 2015)

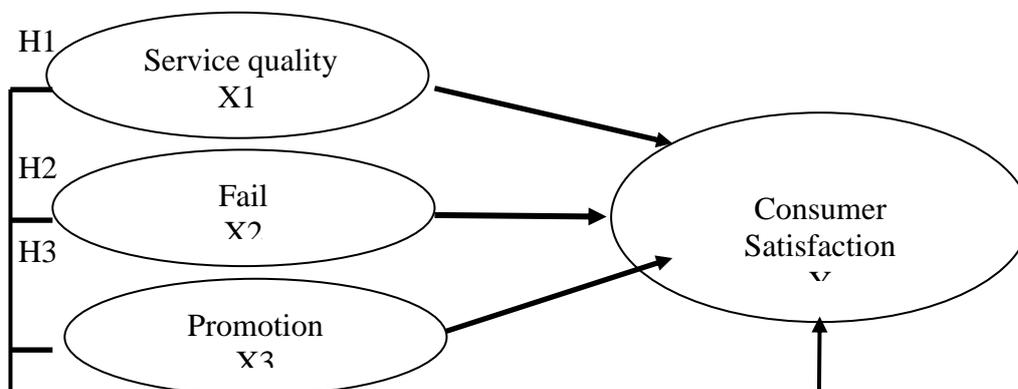
Study Previous

Risna Erlianti's research (2022) entitled The Influence of Service Quality, Facilities and Image on outpatient satisfaction at the Parigi Health Center UPT. This study aims to determine: 1. The influence of service quality on patient satisfaction at UPT Puskesmas Parigi, 2. The influence of facilities on patient satisfaction at UPT Puskesmas Parigi, 3. The influence of image on patient satisfaction at UPT Puskesmas Parigi. The type of research used in this research is quantitative research. The research used a sample of 100 respondents. The sample collection technique used was non-probability sampling. Testing the instrument in this research is a validity test and a reliability test. The data collection technique uses a questionnaire with alternative answers using a Likert scale. The analysis technique uses descriptive analysis, multiple linear regression analysis with t test and classical assumption test. Research results show that; 1) Service quality (x1) shows a calculated t value of 4,561 which is greater than 1,984 (t calculated > t table). Partially, service quality has a significant effect on outpatient patient satisfaction (Y) at the UPT Puskesmas Parigi 2) Facilities (x2) shows the calculated t value for facilities (x2) of 2,922 which is greater than 1,984 (t calculated .t table). Partially, facilities have a significant effect on patient satisfaction (y) outpatient care at the UPT Puskesmas Pairigi, 3) Image (x3) shows a t value of image (x3) of 2,966 which is greater than 1,984 (t count> t table) partially image has a significant effect on outpatient patient satisfaction (Y) at the UPT Puskesmas Parigi, the coefficient of determination (R2) shows that the adjusted R square value is 0.652 or 65.2% of patient satisfaction is influenced by the quality of service, facilities and image while the remaining 34.8% is influenced by other variables that are not examined in this research.

Research Model and Hypothesis

Based on the background of the problem and theoretical review, the model in this research is as follows:

Figure 3.2 Research Model and Hypothesis



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H4

Research Hypothesis

H1: Service quality (X1) influences patient satisfaction (Y) at Amurang Regional Hospital

H2: Facilities (X2) influence Patient Satisfaction (Y) at Amurang Regional Hospital

H3: Promotion (X3) influences Patient Satisfaction (Y) at Amurang Regional Hospital

H4: Service quality (X1), facilities (X2), and promotions (X3) influence patient satisfaction (Y) at Amurang Regional Hospital

RESEARCH METHODS

Types of Research and Data Sources

This research is quantitative research. Quantitative Research according to Sugiyono (2019) is a research method based on the philosophy of positivism, as a scientific or scientific method because it meets scientific principles in a concrete or empirical way, objectively, measurably, rationally and systematically. This quantitative method is used with the aim of testing hypotheses that have been previously determined to examine the existing population and samples. The data used in this research is primary data, namely questionnaires distributed at the relevant agency, namely South Minahasa Regional Hospital.

Method of collecting data

1. **Questionnaire method.** A questionnaire is a research instrument in the form of a list of questions to obtain information from a number of respondents (sources from which data was taken through a questionnaire). In preparing this questionnaire, researchers used the Likert scale method..

2. **Documentation Method**The documentation method is data collection where researchers investigate written objects such as books, magazines, documents, regulations, journals, articles and so on. This method is used to determine the development of the number of patients.

Population and Research Sample

According to Martono (2011), population is all objects or subjects that are in an area and meet certain requirements related to the research problem or all units or individuals within the scope to be studied. The population in this study is the average number of patients at Amurang Regional Hospital, South Minahasa district in 2021 and 2022, which is 4,821 patients.

The sample is part of the characteristics and numbers of the population (Sugiyono, 2012: 81). This sampling technique was carried out using accidental sampling, namely sampling based on spontaneity factors. In this case, whoever the patient is met, that person will be used as a sample



(respondent). To determine the sample size, this study used the Slovin formula. In this study, the confidence level was 90% or the error rate was 10%. So from a total population of 4,821, the required sample size is 98 respondents.

Analysis Model

The analysis model used in this research is a multiple regression model with the Ordinary Least Square (OLS) method. This model is used to see the influence of service quality, facilities and promotions on consumer satisfaction at the South Minahasa District Hospital. Using the t test, F test, R², classical assumption test. All calculations in data processing and analysis in this research were carried out using the SPSS program.

RESEARCH RESULT AND DISCUSSION

Validity and Reliability Test

Table 5. Validity Test Results

Variable	Statement	r table	r count	sig	Status
Service Quality (X1)	Indicator 1	0.1654	0.575	0,000	Valid
	Indicator 2	0.1654	0.629	0,000	Valid
	Indicator 3	0.1654	0.703	0,000	Valid
	Indicator 4	0.1654	0.603	0,000	Valid
Facility (X2)	Indicator 5	0.1654	0.646	0,000	Valid
	Indicator 6	0.1654	0.740	0,000	Valid
	Indicator 7	0.1654	0.753	0,000	Valid
	Indicator 8	0.1654	0.841	0,000	Valid
Promotion (X3)	Indicator 9	0.1654	0.882	0,000	Valid
	Indicator 10	0.1654	0.867	0,000	Valid
	Indicator 11	0.1654	0.811	0,000	Valid
	Indicator 12	0.1654	0.876	0,000	Valid
Patient Satisfaction (Y)	Indicator 13	0.1654	0.824	0,000	Valid
	Indicator 14	0.1654	0.640	0,000	Valid
	Indicator 15	0.1654	0.399	0,000	Valid
	Indicator 16	0.1654	0.824	0,000	Valid

Source: Data processing, 2023

Based on these results, it can be concluded that all statement items for each variable in the questionnaire are valid because the correlation value is > 0.1654 in the r table and the significance value is < 0.05

Table 6. Reliability Test

Variable	Cronbach's Alpha	Information
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Service Quality (X1)	0.738	Reliable
Facilities (X2)	0.798	Reliable
Promotion (X3)	0.831	Reliable
Patient Satisfaction (Y)	0.774	Reliable

Source: Data Processing 2023

Based on the results of reliability testing in table 6, it can be seen that all instrument variables have a Cronbach's Alpha value of more than 0.6, this means that all items are reliable. Thus the entire statement can be used.

Classic Assumption Test Results

Multicollenarity Test

Table7.multicorrelation

Model		Col-linearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service Quality	,866	1,154
	Facility	,884	1,131
	Promotion	,972	1,029

Source: Data Processing 2023

From Table 7 it is known that the multicollinearity test is as follows:

1. The Service Quality variable (X1) has a tolerance value of 0.866 and a VIF value of 1.154, which means the tolerance value is >0.100 and the VIF value is <10.00 , so it is stated that there are no symptoms of multicollinearity.
2. The Facility variable (X2) has a tolerance value of 0.884 and a VIF value of 1.131, which means the tolerance value is >0.100 and the VIF value is <10.00 , so it is stated that there are no symptoms of multicollinearity.
3. The Promotion Variable (X3) has a tolerance value of 0.972 and a VIF value of 1.029, which means the tolerance value is >0.100 and the VIF value is >10.00 , so it is stated that there are no symptoms of multicollinearity.

Heteroscedicity Test



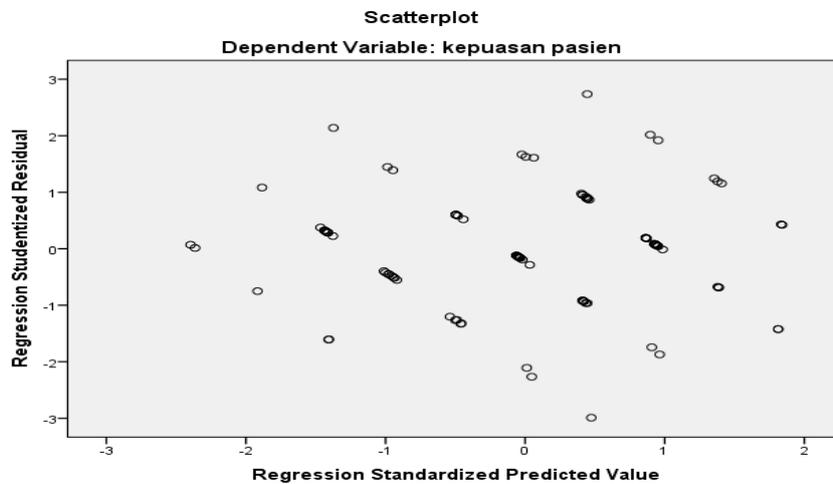


Figure 1. Heteroscedicity Test

From Figure 1, the results of the heteroscedasticity test show that the scatterplot image does not appear to have a clear pattern and the points are spread above and below the number 0 on the Y axis. This shows that in this study there was no heteroscedasticity.

Normality test

Table8. Kolmogorov-Smirnov test for normality test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		100
Normal Parameters, b	Mean	,0000000
	Std. Deviation	,13394128
Most Extreme Differences	Absolute	,085
	Positive	,063
	Negative	-,085
Kolmogorov-Smirnov Z		,846
Asymp. Sig. (2-tailed)		,471

Source: Data Processing 2023

Based on table 8, it can be seen that the data is normally distributed, by looking at the unstandardized residual Kolmogorov Smirnov z results which are greater than 0.05.

Determination Correlation Coefficient Results

Table9.R-Square Determination Results

Model Summary



Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.859a	.738	.730	.13602	.738	90.246	3

Source: Data Processing 2023

In looking at the influence of the Independent Variables of service quality, facilities and promotion combined on the Dependent variable of RSUD patient satisfaction, it can be seen in Table 9 Model Summary above. The relationship or correlation between Service Quality (X1), Facilities (X2) and Promotion (X3) on patient satisfaction (Y) can be seen through the correlation coefficient. The correlation coefficient result or R is 0.859, this shows that the relationship between Service Quality (X1), Facilities (X2) and Promotion (X3) on patient satisfaction (Y) at Amurang Hospital, South Minahasa Regency is 85.9%. And the coefficient of determination value is found at an adjusted R square value of 0.730, this means that the ability of the independent variable to explain the dependent variable is 73%, the remaining 27% is explained by other variables not discussed in this research. It can also be seen in this table that the coefficient of determination or R square is 0.738 which shows 73.8% of service quality (X1), facilities (X2) and promotion (X3) and the remaining 26.2% is influenced by other variables not discussed in this research.

Hypothesis Testing Results

Table 10. F Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5,009	3	1,670	90.246	.000b
	Residual	1,776	96	.019		
	Total	6,785	99			

a. Dependent Variable: patient satisfaction

b. Predictors: (Constant), service quality, facilities, promotions

Source: Data processing (2023)

The results of calculations using SPSS show that the calculated F number is 90.246 > F table of 2.70 and the significant value is 0.000 < 0.05, so the conclusion is that service quality (X1), facilities (X2) and promotion (X3) simultaneously influence patient satisfaction at RSUD Amurang, South Minahasa Regency, so Hypothesis 4 (H4) can be accepted.

Table 11. Significance Test Results (t Test)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.973	.318		3,057	.003
	service quality	.438	.049	.504	8,981	.000



Facility	,409	.041	,549	9,879	,000
Promotion	-.006	,020	-.017	-.327	,744

Data source: Data Processing, 2023

Hypothesis 1 (H1):

H1: There is an influence between the Independent Variable of service quality on the Dependent Variable of patient satisfaction at Amurang Regional Hospital, South Minahasa Regency.

The results of calculations using SPSS show that the calculated t number is $8.981 > t$ table of 1.660. Thus, the conclusion is that H1 is accepted. This means that there is an influence between the Independent Variable of service quality on the Dependent Variable of patient satisfaction at Amurang Hospital, South Minahasa Regency. So the Independent Variable of service quality influences the Dependent Variable of patient satisfaction.

The magnitude of the influence of the Independent Variable quality of service on the Dependent Variable patient satisfaction is known from the significance value/probability of the results listed in the Sig column $0.00 < 0.05$.

Hypothesis 2 (H2):

H2: There is an influence between the Independent Variable Facilities on the Dependent Variable patient satisfaction at Amurang Regional Hospital, South Minahasa Regency.

The results of calculations using SPSS show a calculated t number of $9.879 > t$ table of 1.660. Thus, the conclusion is that H2 is accepted. This means that there is an influence between the Independent Variable of Facilities on the Dependent Variable of patient satisfaction at South Minahasa District Hospital. So the Independent Variable Facilities influences the Dependent Variable patient satisfaction.

The magnitude of the influence of the Independent Variable Facility on the Dependent Variable of patient satisfaction is known from the Beta Coefficient value (in the Standardized Coefficients Beta column) which is 0.5494. Significant because the significance value/probability of the results listed in the Sig column is $0.00 < 0.05$.

Hypothesis 3 (H3)

H3: There is an influence between the Independent Variable Promotion on the Dependent Variable of patient satisfaction at Amurang Hospital, South Minahasa Regency.

The results of calculations using SPSS show that the calculated t number is $-.327 < t$ table of 1.660. Thus the conclusion is that H3 is rejected. This means that there is no influence between the Independent Variable promotion on the Dependent Variable patient satisfaction at Amurang Hospital, South Minahasa Regency. So the Independent Variable promotion has no effect on the Dependent Variable patient satisfaction.

The magnitude of the influence of the Independent Variable promotion on the Dependent Variable of patient satisfaction is known from the Significant value because the significance value /



probability of the results listed in the Sig column is $0.744 > 0.05$.

Regression Model Feasibility Test

Table 11. Due Diligence

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5,009	3	1,670	90.246	,000b
Residual	1,776	96	.019		
Total	6,785	99			

Data source: Data Processing, 2023

The results of calculations using SPSS obtained a calculated F number of $90.246 > F$ table of 2.70. This means that there is a linear relationship between the Independent Variables of service quality, facilities and promotion and the Dependent Variable of patient satisfaction at South Minahasa District Hospital. With a Sig value of 0.000, the conclusion is that the regression model above is feasible and correct.

DISCUSSION

The Influence of Service Quality on Patient Satisfaction at Amurang Regional Hospital, South Minahasa

From the results of the research above, the quality of service influences patient satisfaction at the Amurang Regional Hospital, South Minahasa, the regional hospital must continue to maintain the quality of service and continue to strive to improve the services provided to patients who visit the Amurang Regional Hospital. Improving the quality of service can be done in many ways, including by improving the capabilities of health workers and other officers who have direct contact with patients or visitors to Amurang Regional Hospital, South Minahasa.

The Influence of Facilities on Patient Satisfaction at Amurang Regional Hospital, South Minahasa

From the research above, it was found that facilities influence patient satisfaction at Amurang Hospital, South Minahasa. This is in accordance with the hypothesis that has been formulated, namely that facilities influence patient satisfaction at Amurang Regional Hospital. From the results of this research, Amurang Regional Hospital needs to maintain and improve the facilities owned by Amurang Regional Hospital by carry out improvements to facilities and equipment that support activities at RSUD and also update examination tools with the latest and more sophisticated models.

The Effect of Promotion on Patient Satisfaction at Amurang Regional Hospital, South



Minahasa

From the research results, it was found that promotion had no effect on patient satisfaction at Amurang Hospital, South Minahasa. This also canceled or rejected the hypothesis that had been formulated where promotion had a significant effect on patient satisfaction at Amurang Regional Hospital. . Research results that are not in accordance with this hypothesis occur because generally patients who come to visit Amurang Regional Hospital, South Minahasa are referral patients from Community Health Centers or other health facilities. This is also an input for Amurang Regional Hospital to improve existing promotional media so that it is easier to accessible to the wider community.

The Influence of Service Quality, Facilities and Promotion on Patient Satisfaction at Amurang Regional Hospital, South Minahasa

Based on the results of calculations carried out on the impact of the quality of service, facilities and promotion on the level of patient satisfaction at the South Minahasa District Hospital, the results showed that the quality of service provided by hospital staff and the facilities available had a very positive and significant influence on the level of community satisfaction. who carries out treatment at the South Minahasa district hospital.

This can be an illustration that the level of service and facilities have made a positive contribution to the level of community satisfaction where the performance shown by the hospital staff has been very good and felt by the community, thus it can be said that the community around the Amurang Hospital, South Minahasa district has feel that the service is adequate in terms of health services.

CLOSING

Conclusion

Based on the results of research conducted to analyze the influence of service quality, facilities and promotion on patient satisfaction at the Amurang Regional General Hospital (RSUD), South Minahasa Regency, the following conclusions can be drawn:

1. Partially, service quality influences patient satisfaction at Amurang Regional Hospital, South Minahasa
2. Partially, facilities influence patient satisfaction at Amurang Regional Hospital, South Minahasa
3. Partially, promotion has no effect on patient satisfaction at Amurang Regional Hospital, South Minahasa
4. Quality of Service, Facilities and Promotion influence patient satisfaction at Amurang Regional Hospital, South Minahasa

This means that the higher the quality of service provided and the better the facilities available, the higher the level of patient satisfaction, while promotions have not had a significant influence on the level of patient satisfaction.



Suggestion

Based on the research results, the author tries to provide suggestions:

1. The service pattern that must be further improved at the South Minahasa District Regional Hospital includes providing skilled and adequate health personnel to be able to provide treatment for various kinds of patient health complaints.
2. Providing better and more up-to-date facilities to support the performance of expert staff or doctors and nurses in carrying out various necessary medical procedures.
3. Providing more open information to the public regarding the types of services provided and which can be obtained at the South Minahasa District Hospital

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