

The Impact of Healthcare Quality with a Patient Satisfaction-Based Approach: A Case Study

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ABSTRACT

The purpose of this study is to examine the partial and simultaneous effects on public satisfaction of the responsiveness and assurance aspects of public service quality. The Sebulu 1 Community Health Center in Sebulu Sub-District, Kutai Kartanegara Regency, East Kalimantan Province, Indonesia, served as the site of this case study. Multiple regression, an inferential statistical analysis method, is used in this study's quantitative research design. Eighty Puskesmas guests served as the sample. According to the study's findings, responsiveness (X1) has a positive and significant impact on public satisfaction at the Sebulu 1 Community Health Center in the Sebulu District (Y). The estimated t value is 14.687, the significance value (α) is 0.000, and the responsiveness regression coefficient (X1) is 0.683. At Sebulu 1 Community Health Center, Sebulu Sub-District (Y), assurance (X2) has a favourable and considerable impact on community satisfaction. The estimated t value of 12.138, the significance value (α) of 0.000, and the assurance regression coefficient (X2) of 0.956 all demonstrate this. At Sebulu 1 Community Health Center, Sebulu Sub-District (Y), responsiveness (X1) and assurance (X2) have a positive and large simultaneous impact on community satisfaction. This is demonstrated by the significance value of 0.000, which is less than 0.05 (0.000, < 0.05), and the computed F value of 1157.837, which is higher than the F table value of 2.34 (1157.837 > 2.34). The suggestions that can be made are that Sebulu 1 Health Center should work to ensure that all medical staff members have certifications that are updated on a regular basis, constantly enhance the safety standards of medical procedures and the friendliness of officers, implement or optimise online registration to shorten wait times, and establish a unit or fast channel (hotline/WhatsApp) to promptly address public complaints.

KEYWORDS – Public satisfaction, Service quality, Responsiveness, Assurance.

1. INTRODUCTION

One important factor that has a big impact on patient satisfaction and immediately affects general public health is the quality of healthcare services. Community Health Centers (Puskesmas) are essential basic healthcare providers in Indonesia. Nonetheless, several Puskesmas, such as Puskesmas Sebulu I, situated in the Sebulu Sub-District of Kutai Kartanegara Regency, East Kalimantan Province, Indonesia, encounter a variety of obstacles in their endeavours to deliver superior services. This is a grave worry, particularly in light of Ministry of Health data and study findings that show only 63% of patients are satisfied with the medical care they receive at Puskesmas. [1].

This issue is made worse by a number of reasons, such as inadequate facilities, extremely lengthy wait times, and a lack of patient interaction skills among healthcare professionals. According to observations, patients expressed dissatisfaction with the attitude of healthcare personnel and complained about unnecessarily lengthy wait times. This case illustrates how patients' expectations and the services they actually receive differ significantly. This condition emphasizes the need for a more in-depth evaluation of the quality of health services at the Sebulu Community Health Center, with an emphasis on patient satisfaction as the main indicator in this assessment [2]. A patient satisfaction-based strategy becomes extremely pertinent and important in this situation. Prior research has demonstrated that non-technical elements like empathy, effective communication, and perceived patient comfort have an impact on patient satisfaction in addition to the technical aspects of the services rendered.

2. LITERATURE REVIEW

2.1 Patient Satisfaction

The level of service quality is determined by patient satisfaction. This will undoubtedly demonstrate the effectiveness of delivering high-quality care in line with patient expectations and values. The desired service quality standards can be specified by this service provider with complete authority. Patient satisfaction is the term used to describe a person's feelings of satisfaction or dissatisfaction that occur from comparing perceived performance (results) with predicted performance (results). In order to satisfy patients' wants and wishes and win their loyalty to the hospital, quality services must be provided in accordance with Quality Standards. Because service quality is crucial for raising the calibre of healthcare services, patient happiness and service quality are measures of the effectiveness of hospital service delivery. Fundamentally, though, as patient and stakeholder needs, expectations, and aspirations change, good service quality is not only attained but also maintained and perpetuated. As a result, the healthcare sector is projected to offer more reliable and high-quality services. Fostering patient loyalty requires meeting or beyond expectations for patient care quality. The quality of patient care has been discussed by a number of researchers. Irawan and Sitanggang analyzed the level of patient satisfaction with the quality of hospital services and reported that overall patients were satisfied, but in terms of dimensions there was still a score gap that was still negative or dissatisfied in the responsiveness dimension [3]. SERVQUAL, which stands for service and quality, was used in the development of a study model to examine satisfaction levels. Numerous research on patient satisfaction have made extensive use of this assessment method, which has demonstrated its applicability in the healthcare industry. Parasuraman et al. created SERVIQUAL [4].

2.2 Quality of Service

The quality of treatment, which focuses on completely satisfying patient requirements and expectations, is one of the most crucial elements of a healthcare system. The growing number of complaints regarding healthcare services, according to Noviyanti, indicates that patients' expectations for hospital healthcare services are rising [5]. Service quality is a key factor influencing patient satisfaction at community health centers. Service quality can be measured across several dimensions, including reliability, responsiveness, assurance, empathy, and tangibles [6],[7]. The Servqual approach, which gauges the difference between patient expectations and perceptions of the services rendered, can be used to assess service quality in the context of Sebulu I Community Health Center. The quality of healthcare services at a community health center is largely determined by the facilities that are available, and Sebulu I Community Health Center is no exception. Better services and greater patient comfort can be supported by adequate facilities. The Sebulu I Community Health Center features a number of standard amenities, including a pharmacy, exam rooms, and a waiting area. However, the quantity of patients served is frequently out of proportion to the facilities' availability. According to Harefa, there is a strong correlation between service quality and patient happiness in healthcare facilities, especially hospitals [8].

The purpose of this study is to assess the Sebulu Community Health Center's healthcare services using a patient satisfaction-based methodology. This study's specific goal is to examine how public satisfaction (Y) at the Sebulu 1 Community Health Center, Sebulu Sub-District, Kutai Kartanegara Regency, is impacted by the responsiveness (X1) and assurance (X2) aspects of public service quality, both partially and simultaneously. Additionally, a conceptual framework is created and shown in Figure 1.

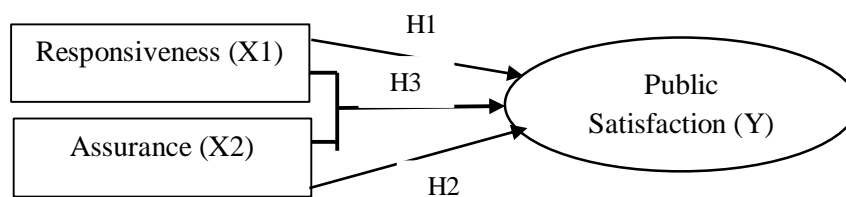


Figure 1. The conceptual framework

Based on the conceptual framework presented in Figure 1, the hypotheses proposed in this study can be stated as follows:

1. H1: Responsiveness (X1) has a positive and significant effect on Public Satisfaction (Y) at the Sebulu 1 Community Health Center, Sebulu District, Kutai Kartanegara Regency.
2. H2: Assurance (X2) has a positive and significant effect on Public Satisfaction (Y) at the Sebulu 1 Community Health Center, Sebulu District, Kutai Kartanegara Regency.
3. H3: Responsiveness (X1) and Assurance (X2) simultaneously have a significant effect on Public Satisfaction (Y) at the Sebulu 1 Community Health Center, Sebulu District, Kutai Kartanegara Regency.

RESEARCH METHODOLOGY

This study employs an inferential statistical approach and a quantitative research strategy. This study's primary goal is to assess patient satisfaction. Patients who have gotten services at the Community Health Center will be given questionnaires to complete in order to gather data for this purpose. It is anticipated that this study will gather more extensive and representative data by using the survey approach, allowing the findings to offer a clear and complete picture of patient satisfaction with the treatments they get. Based on the positivist ideology, quantitative research is a method for studying specific populations or samples. Data is collected using research tools, and data is analysed quantitatively or statistically to evaluate preconceived hypotheses [9].

The Sebulu 1 Community Health Center, Sebulu Sub-District, Kutai Kartanegara Regency, East Kalimantan Province, Indonesia, was the site of this study. People who sought medical attention at the Sebulu Sub-District Community Health Center during the study period made up the study's population. The patient registration book indicates that, on average, ten persons attended for services every day. Since the study lasted 40 days, 400 people were thought to make up the population. Consequently, applying the Slovin formula with a 10% sampling error rate [10], Next, the formula used is:

$$n = \frac{N}{1 + Ne^2} \dots \dots \dots (1)$$

Description:

- N = population
- n = sample size
- e = sampling error rate

Based on formula (1), the sample size was 80 respondents. Data analysis used multiple regression analysis techniques. This analysis aims to determine the direction and magnitude of the influence of each independent variable on the dependent variable simultaneously and partially [9]. In general, the form of the multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e \dots \dots \dots (2)$$

Description:

- Y = Public Satisfaction
- a = Constant
- b₁, b₂ = Regression coefficients of each independent variable
- X₁ = Responsiveness
- X₂ = Assurance
- e = Error term (level of measurement error)

Next, hypothesis testing was conducted using the t-test (partial) and F-test (simultaneous). The t-test criteria are:

- 1) If the significance value (Sig.) is < 0.05 or the calculated t-test is > the table t-test, then the independent variable has a significant effect on the dependent variable.
- 2) Conversely, if the Sig. value is > 0.05 or the calculated t-test is < the table t-test, then the independent variable does not have a significant effect on the dependent variable.

The F-test criteria are:

- 1) If the significance value (Sig.) is < 0.05 or F_calculated > F_table, then it can be concluded that the regression model is simultaneously significant, meaning that all independent variables simultaneously influence the dependent variable.
- 2) Conversely, if Sig. > 0.05 or F_calculated < F_table, then the regression model is insignificant, meaning that the independent variables collectively do not have a significant influence on the dependent variable.

4. RESULTS AND DISCUSSION

4.1 Multiple Regression Results

The impact of two independent variables, responsiveness (X1) and assurance (X2), on community satisfaction (Y) at the Sebulu 1 Community Health Center, Sebulu Sub-District, Kutai Kartanegara Regency, was examined in this study using multiple linear regression analysis and the SPSS software. Table 1 displays the multiple linear regression analysis's findings.

Table 1. Regression results of the influence of Responsiveness (X1) and Assurance (X2) on Public Satisfaction (Y)

Variable	Coefficient	t Value	Significant	F Value	Sig.
Responsiveness (X1)	0,683	14,687	0,000	1157,837	0,000
Assurance (X2)	0,956	12,138	0,000		
Constant = 3,037	$F_{Table} = 2,34$	$t_{Table} = 1,665$	$R = 0,984$ $R^2 = 0,968$		

Source: Primary data processed by researchers, 2026

Based on the results of the multiple linear regression analysis in Table 1, the following equation was obtained:

$$Y = 3.037 + 0.683X1 + 0.956X2$$

The regression equation can be explained as follows:

1. The regression constant value of 3.037 indicates that with the responsiveness (X1) and assurance (X2) variables held constant, or $X = 0$, public satisfaction (Y) with the Sebulu 1 Community Health Center in Sebulu Sub-District is 3.037.
2. The responsiveness (X1) regression coefficient of 0.683 has a positive effect on public satisfaction (Y). This implies that improving responsiveness (X1), assuming other variables remain constant, will increase public satisfaction (Y).
3. The assurance (X2) regression coefficient of 0.956 has a positive effect on public satisfaction (Y). This means that if assurance (X2) improves, assuming other variables are constant, it will increase public satisfaction (Y)..

4.2 Hypothesis Test Results

1. t-Test Results

The t-test was conducted to measure the significance of the influence of responsiveness (X1) and assurance (X2) on community satisfaction (Y) at the Sebulu I Community Health Center, Sebulu District, Kutai Kartanegara Regency. The basis for making the t-test decision was based on the calculated t-value of the SPSS output results, if the research results show the calculated t-value $>$ t-table, then the independent variable has a significant effect on the dependent variable and vice versa. Determination of the t-table value ($n-k = 80-2=78$) obtained a t-table value of 1.665. Based on Table 1, the results of the t-test on the influence of responsiveness (X1) on community satisfaction (Y) at the Sebulu 1 Community Health Center, Sebulu District, Kutai Kartanegara Regency, have a calculated t-value of 14.687, which is greater than the t-table value of 1.665 ($14.687 > 1.665$). Likewise, the significance value is 0.000, which is less than 0.05 ($0.000 < 0.05$). This indicates that at Sebulu 1 Community Health Center, Sebulu Sub-District, Kutai Kartanegara Regency, responsiveness (X3) toward community satisfaction (Y) has a somewhat favourable and noteworthy impact. At Sebulu 1 Community Health Center, Sebulu District, Kutai Kartanegara Regency, the test of the influence of assurance (X2) towards community satisfaction (Y) yielded a computed t value of 12.138, which is higher than the t table value of 1.665 ($12.138 > 1.667$). Similarly, the significance value is 0.000, which is less than 0.05 ($0.000 < 0.05$). This indicates that at Sebulu 1 Community Health Center, Sebulu Sub-District, Kutai Kartanegara Regency, assurance (X2) has a partially favourable and considerable impact on community satisfaction (Y).

2. F Test Results

The F test aims to assess the feasibility of the regression model, whether the independent variable is able to explain the dependent variable well. The criteria used in this test are if the calculated F value is greater than the F table, then it can be stated that the research model is suitable for use as a testing model in research and vice versa. Likewise, if the significance is less than 0.05, it can be stated that the research model is suitable for use as a testing model in research and vice versa. Based on Table 1, the calculated F value is 1157.837, which is greater than the F table of 2.34 ($1157.837 > 2.34$) and the significance value is 0.000 ($0.000 < 0.05$). This means that the simultaneous influence of the responsiveness (X1) and assurance (X2) variables on community satisfaction (Y) at the Sebulu 1 Community Health Center, Sebulu Sub-District, Kutai Kartanegara Regency has a positive and significant effect.

4.3 Results of the Determination Coefficient Test (R^2)

The coefficient of determination (R^2) test is used to measure the ability of the independent variable to explain the variation of the dependent variable. The adjusted R Square (R^2) value ranges between ≥ 0 and ≤ 1 . The closer it is to 1, the better the model and vice versa. The results of the coefficient of determination (R^2) test are presented in Table 1. The coefficient of determination (R^2) value is 0.968. This shows that the responsiveness (X1) and assurance (X2) variables simultaneously are able to explain the influence on community satisfaction (Y) in utilizing the Sebulu 1 Health Center, Sebulu District, Kutai Kartanegara Regency by 96.8% while the remaining 3.2% is explained by other variables outside this study. Other variables outside this study include management, human resource quality, and infrastructure.

4.4 The Influence of Responsiveness (X1) on Public Satisfaction at Sebulu 1 Community Health Center, Sebulu Sub-District (Y)

The research findings indicate that the significance value (α) is 0.000, the t-value is 14.687, and the responsiveness regression coefficient (X1) is 0.683. This indicates that responsiveness (X1) has a positive and substantial impact on community satisfaction at the Sebulu 1 Community Health Center, Sebulu Sub-District (Y). The test's findings suggest that improving responsiveness (X1) will further boost community satisfaction at the Sebulu 1 Community Health Center, Sebulu Sub-District (Y). The significance of responsiveness in raising community satisfaction one of the key metrics in health services is evident from these numbers.

The ability of the Sebulu 1 Community Health Center, Sebulu District, Kutai Kartanegara Regency, to promptly and efficiently address community concerns and needs is referred to as responsiveness in this context. How fast and efficiently, for instance, can a nurse help a patient with an urgent medical issue? In these situations, quick action not only saves lives but also boosts public confidence in medical facilities. When community members' needs are addressed and their voices are heard, service delivery tends to boost community satisfaction.

According to study findings and from field experience, responsiveness has a beneficial impact. This community health facility is visited by a mother whose child has a high fever. If the medical professionals swiftly give the required care and attention, the mother feels at ease and satisfied with the service. On the other hand, if treatment is postponed, the mother will experience frustration and discontent, which may impact her opinion of the community health centre in general. This illustrates how crucial responsiveness is to fostering positive relationships between the community and healthcare providers. The speed at which healthcare professionals can attend to patients' demands depends heavily on their skill and expertise. Officers will react to emergency circumstances less effectively if they lack the necessary training and expertise. Thus, human resource development and training at community health clinics (Puskesmas) are essential for enhancing responsiveness. Additionally, the Puskesmas' infrastructure and facilities support responses. The availability of sufficient medical equipment and the Puskesmas' convenient location may have an impact on how quickly individuals may obtain care. Puskesmas that are conveniently located and furnished with contemporary medical technology will offer the population quicker medical care. This illustrates how outside influences affect responsiveness.

Considering all of this, it is evident that increasing responsiveness at Sebulu 1 Community Health Center will improve the community's reputation in addition to raising community satisfaction. Satisfied patients are more likely to tell others about the community health centre, which will draw in additional patients and strengthen the community's ability to continue operating. The study's findings show that in Sebulu 1 Community Health Center in Sebulu Sub-District, responsiveness significantly and favourably affects community satisfaction. By improving responsiveness through staff training, suitable facilities, and decent accessibility, community health clinics can raise overall community satisfaction. In addition to strengthening the community-to-community bond, this will enhance the general health of the community. As a result, responsiveness needs to be the primary focus while managing health services at Sebulu 1 Community Health Centre and all other community health centres.

Responsiveness and community satisfaction were shown to be positively and significantly correlated at the Sebulu 1 Community Health Center in Sebulu Sub-District, Kutai Kartanegara Regency, East Kalimantan Province. Respondents' comments, which indicated that the personnel at Sebulu Community Health Center were very responsive, further supported this. Responsiveness is the capacity of health professionals to promptly and suitably address complaints from the community. The responsiveness of healthcare professionals is a key measure of the calibre of care that patients receive. Quickly responding to enquiries or grievances from patients boosts their trust and raises their level of pleasure. Most respondents stated that they felt taken care of when patients complained or asked questions, according to observations made by researchers at the Sebulu Community Health Center. "When I came for a consultation, the staff immediately greeted me warmly and responded promptly to my health concerns. This made me feel valued and more comfortable," said one respondent. Situations like this demonstrate how staff can create a positive patient experience with quick and friendly responses.

The results of this study are consistent with those of Aldinafi et al.'s study, "The Influence of Security, Credibility, Courtesy, Access, and Responsiveness on Community Satisfaction at the Tanjung Unggat Community Health Center in Tanjungpinang." They discovered that responsiveness had a major effect on community satisfaction [11]. Other research results that are in line with these findings as conducted by: (Herawati & Qomariyah [12], Fahmi [13], Kosnan [14], Amalia & Amalia [15], Natassia & Utami [16], Aryanti et al.[7], Musa [17], Helmi & Ratnasih [18], Prihatin et al.19], Herudiansyah et al.[20], Shafyra et al.[21], Noor [2], Minarti et al.[22], and Hapsari et al.[23].

4.5 The Effect of Assurance (X2) on Community Satisfaction at Sebulu 1 Community Health Center, Sebulu Sub-District (Y)

The results of the study show that the assurance regression coefficient (X2) is 0.956, the t-value is 12.138, and the significance value (α) is 0.000. This means that the influence of assurance (X2) on community satisfaction at the Sebulu 1 Community Health Center, Sebulu Sub-District (Y) is positive and significant. The results of this test indicate that if assurance (X2) is increased, it will further encourage an increase in community satisfaction at the Sebulu 1 Community Health Center, Sebulu Sub-District (Y). The public's pleasure with the healthcare services received is strongly correlated with assurance, according to the figures. The public's conviction that they will receive safe, excellent, and anticipated healthcare services is referred to as assurance in this context. Understanding the favourable and noteworthy effect of assurance on public satisfaction at the Sebulu 1 Community Health Center in the Sebulu District is essential. When people think health care professionals are knowledgeable and professional, they are more likely to feel at ease and satisfied with the treatments they receive. When medical professionals communicate effectively, clarify medical procedures, and attentively respond to patient enquiries, the public's faith in medical services may grow.

Furthermore, a closer look reveals that greater assurance can influence patient loyalty in addition to patient satisfaction. After being pleased with the care they receive, patients are more inclined to visit the community health centre again for extra treatment. As a result, the community and healthcare providers have a mutually beneficial relationship. In a scenario like this, Sebulu 1 Community Health Center can use patient input to keep raising the calibre of its offerings, starting a positive feedback loop. It is critical that these research findings have practical implications. Since assurance has a major impact on patient happiness, community health centre management can design training programmes to enhance healthcare professionals' communication and service skills. By learning about empathy and patient interaction, healthcare professionals can become more self-assured. Establishing a system that gathers patient input can also be helpful in measuring patient satisfaction and pinpointing areas for improvement.

Patient psychological aspects were also included in the deeper analysis of assurance. Patients who felt cared for and appreciated were happier and more likely to recommend the Community Health Center to others. This suggests that assurance influences the Community Health Center's image not only individually but also in the community. In today's information age, where feedback and word-of-mouth recommendations can quickly spread through social media, it is crucial for Community Health Centers to maintain a positive reputation by providing adequate services to patients. The results of this study demonstrate the importance of assurance in improving community satisfaction at the Sebulu 1 Community Health Center in Sebulu Sub-District. With a high regression coefficient and very low significance value, it is clear that improving the assurance component can improve patient satisfaction. Consequently, the Community Health Center management should focus on improving the quality of assurance through training, feedback systems, and better communication between health workers and patients. With these actions, Sebulu 1 Community Health Center hopes to continue improving community satisfaction and enhance its position as a trusted healthcare provider.

The study's conclusions regarding the impact of assurance on community satisfaction at the Sebulu 1 Community Health Center, Sebulu Sub-District, Kutai Kartanegara Regency, are encouraging and noteworthy. This study examines the viewpoints and experiences of those who directly interact with health services in addition to statistical data. The study's findings, which indicate that most respondents gave favourable answers about the assurance given in serving the community, demonstrate a strong correlation between the quality of assurance and the degree of community satisfaction. One of the crucial components that is assessed using a number of indicators is the assurance variable (X2). The correctness of the service is the first indicator. One important factor in healthcare that can affect treatment results is time. Timely medical care improves a patient's chances of recovery. An effective queue system and effective scheduling are essential to preventing patients from having to wait too long at Sebulu 1 Community Health Center. According to the respondents, making sure that services are delivered on time has a big impact on their satisfaction.

The legitimacy or legality of services is the second indicator measured. In today's information age, the public is increasingly aware of patient rights. Patients demand healthcare that is not only high-quality but also legal. To meet this expectation, Sebulu 1 Community Health Center ensures that all medical personnel have valid practice permits and adhere to government service standards. One example is when the public knows that doctors and nurses at the Community Health Center are registered and have valid certifications, patients have more confidence in the services provided. Respondents stated that this guarantee of legality makes patients feel safe and comfortable, which makes them happier. The third indicator is the assurance of certainty regarding service costs. One of the things people worry most about when seeking healthcare is cost. Uncertainty about costs can scare

people and prevent them from getting the medical care they need. Sebulu 1 Community Health Center is committed to providing transparency in service fees so that patients know how much they will pay before receiving treatment. The public can better plan their expenses with information boards displaying healthcare rates. Respondents indicated that this guaranteed cost certainty is crucial for increasing public satisfaction because patients are not faced with hidden or unexpected additional costs. The significant correlation between this guarantee and public satisfaction at Sebulu 1 Community Health Center indicates that the public will be more satisfied if they feel confident in the timeliness of services, the validity of services, and the certainty of costs. This also demonstrates the importance of good management in healthcare delivery, where every aspect of service must be carefully considered to meet public expectations.

The results of a study Noor that looked at the impact of pharmacy service quality, which includes tangibles, reliability, responsiveness, assurance, and empathy, on patient satisfaction at Pangeran Jaya Sumitra Regional General Hospital, Kotabaru, South Kalimantan, are consistent with the findings of this study on the positive and significant influence of assurance on community satisfaction at the Sebulu 1 Community Health Center, Sebulu Sub-District, Kutai Kartanegara Regency [2]. Safety in the healthcare industry includes public trust in medical professionals' ability. The public will feel more secure if Sebulu 1 Community Health Center staff members are knowledgeable and skilled. When doctors clearly and persuasively explain diagnoses and treatment plans, patients will feel more comfortable and happy. According to research, patient satisfaction levels can be impacted by the assurance that healthcare professionals have. This underlines the significance of training and professional growth for healthcare personnel. Other research results that are in line with these findings as conducted by: Herawati & Qomariyah [2], Meutia & Andiny[24], Herudiansyah et al.[20], and Minarti et al.[22].

4.6 The influence of responsiveness (X1) and assurance (X2) simultaneously on public satisfaction at Sebulu 1 Community Health Center, Sebulu Sub-District (Y)

Based on the research results, it is known that the influence of responsiveness (X1) and assurance (X2) simultaneously on public satisfaction at the Sebulu 1 Community Health Center, Sebulu Sub-District (Y) is positive and significant. This is indicated by the calculated F value of 1157.837 which is greater than the F table value of 2.34 ($1157.837 > 2.34$), with a significance value of 0.000 which is smaller than 0.05 ($0.000, < 0.05$). The results of this test indicate that if responsiveness (X1) and assurance (X2) are increased simultaneously, it will further encourage increased public satisfaction at the Sebulu 1 Community Health Center, Sebulu Sub-District (Y). These figures provide a clear picture of the importance of responsiveness and assurance in increasing public satisfaction in serving public health at the Sebulu 1 Community Health Center, Sebulu Sub-District, Kutai Kartanegara Regency.

The ability of a community health centre (Puskesmas) to promptly and efficiently address community concerns and needs is referred to as 'responsiveness' in the healthcare industry. The experience of the Puskesmas team affects how quickly and appropriately a patient's complaint is handled. A patient is likely to be unhappy if they have to wait a long time for medical attention. On the other hand, patients will be happier if the Puskesmas can react promptly and effectively. Additionally, assurance refers to the community's confidence in receiving safe and high-quality services. Examples of this in community health centres include competent medical staff, suitable facilities, and open processes. If the public is aware that the physicians treating them are skilled and knowledgeable, they will feel more at rest and assured that patients are in capable hands. Public satisfaction will rise when certainty and responsiveness are well managed.

Security and responsiveness go hand in hand. High responsiveness is not enough to raise community satisfaction without certainty. The community may continue to have doubts if a community health centre offers timely services but falls short of expectations. On the other hand, community satisfaction will not increase with good confidence if there is insufficient reactivity. Patients will be less satisfied if they have to wait too long for care, but the community will trust the quality of the service. As a result, both features must be developed concurrently at the Sebulu 1 Community Health Center in Sebulu Sub-District. Regular training is necessary for medical personnel to better address the needs of patients. Enhancing health facilities and infrastructure must also be a top priority in order to guarantee that the community obtains high-quality services. By offering cosy waiting areas and effective queuing systems, community health centres can enhance the general patient experience. In conclusion, the study's findings show that community satisfaction at Sebulu 1 Community Health Center, Sebulu Sub-District, is positively and significantly impacted by responsiveness and trust. The data gathered for this study clearly shows how crucial these two elements are to community satisfaction. Therefore, increasing responsiveness and trust must be a key goal in healthcare services at Sebulu Community Health Center in order to guarantee community happiness and receive the best medical care. Appropriate tactics in these two areas can boost public confidence in the community health centre as a healthcare provider and improve community satisfaction.

According to these results, community satisfaction at the Sebulu 1 Community Health Center in Sebulu Sub-District is significantly and favourably impacted by both assurance and responsiveness. This result is consistent with earlier research by Fahmi, who looked at how service quality affected community satisfaction at the Rantau Badauh Community Health Center in Barito Kuala Regency. This study offers a thorough understanding of how these two crucial aspects of healthcare services can affect how the community views and interacts with the services they get [13]. The ability of a service provider to promptly and efficiently address the requirements and demands of patients is referred to as responsiveness. This covers the speed at which medical staff at Sebulu 1 Community Health Center respond to patient complaints, give pertinent information, and resolve problems within the service process. Healthcare personnel can save lives and boost patients' trust in the institution if they respond quickly to a patient's urgent medical issue. When a patient arrives at the community health centre with symptoms of a dangerous illness, medical personnel should treat them right away. Patients are happier as a result, which may raise their level of satisfaction overall. Additionally, assurance refers to a provider's belief in their capacity to serve a patient with high-quality care. This encompasses the skill and professionalism of the healthcare provider as well as the patient's confidence in receiving quality care. A patient may feel safer and more at ease when a doctor speaks slowly and firmly and is aware of their medical situation. When patients believe they are in capable hands, they are happier with their care. This is an important emotion, particularly for healthcare professionals, as ambiguity frequently makes patients more anxious.

The study's findings suggest that improving assurance and responsiveness will affect patient satisfaction as well as public confidence in the Community Health Center as a medical facility. Patients will visit the Community Health Center more frequently if the public is pleased with the services they received. Through a positive cycle, this can enhance the Community Health Center's reputation in the neighbourhood. The results of this study show that public satisfaction at the Sebulu 1 Community Health Center in the Sebulu Sub-District is positively and significantly impacted by both assurance and responsiveness at the same time. This is consistent with the findings of earlier research by Amalia & Amalia that looked at how patient satisfaction at the Harapan Kita Heart and Blood Vessel Hospital was affected by service quality [15]. This study offers comprehensive insights on the significance of service elements in raising public happiness, especially when it comes to healthcare. Confidence and responsiveness are related and can influence one another. Healthcare professionals who are responsive can boost patients' trust in the calibre of their services. On the other hand, patients who are sure that they will receive high-quality care are more likely to communicate openly with healthcare professionals, which may result in greater responsiveness. Therefore, in order to reach the highest level of public satisfaction, Sebulu 1 Community Health Center must consistently enhance these two areas at the same time. Other research results that are in line with this were researched by: Baan et al. [25] and Nasution et al.[26].

5. CONCLUSION

The following conclusions can be made in light of the research findings and discussion:

1. At the Sebulu 1 Community Health Center in Sebulu Sub-District (Y), responsiveness (X1) has a positive and significant impact on community satisfaction. The computed t-value of 14.687, the significance value (α) of 0.000, and the responsiveness regression coefficient (X1) of 0.683 all show this.
2. At the Sebulu 1 Community Health Center in Sebulu Sub-District (Y), assurance (X2) has a favourable and noteworthy impact on community satisfaction. The assurance regression coefficient (X2) of 0.956, the computed t-value of 12.138, and the significance value (α) of 0.000 all demonstrate this.
3. At the Sebulu 1 Community Health Center in Sebulu Sub-District (Y), responsiveness (X1) and assurance (X2) have a favourable and large simultaneous impact on public satisfaction. The computed F-value of 1157.837, which is higher than the F-table value of 2.34 ($1157.837 > 2.34$), and the significance value of 0.000, which is less than 0.05 ($0.000, < 0.05$), demonstrate this.

It is possible to make the following suggestions:

- 1) Sebulu 1 Community Health Center should work to guarantee that all medical staff members have up-to-date certifications, continuously enhance staff courtesy and medical safety standards (courtesy aspects), implement or optimise online registration to cut down on wait times, and set up a hotline or channel (WhatsApp) to promptly address public complaints.
- 2) Future researchers should perform qualitative research (in-depth interviews) and employ alternative analysis methods like Partial Least Square (PLS-SEM), which is more tolerant of significant connections between independent variables.

6. ACKNOWLEDGEMENTS

Thanks are extended to the Chancellor, Vice Chancellor, Director of Postgraduate Studies, and Head of the Master of Public Administration Study Program (KPS) at Kutai Kartanegara Tenggarong University and their staff who have given the author the opportunity to study at Kutai Kartanegara Tenggarong University.

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