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THE INFLUENCE OF SERVICE QUALITY, FACILITIES AND LOCATION ON THE SATISFACTION OF BPJS INPATIENTS AT SINAR HUSNI GENERAL HOSPITAL

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Abstract

The shift towards patient-centered healthcare compels hospitals to enhance patient satisfaction by improving service quality, facilities, and accessibility. Sinar Husni General Hospital experienced a decline in the number of BPJS-covered inpatients between 2023 and 2025, while a preliminary survey indicated lingering patient dissatisfaction regarding service quality, facilities, and the hospital's location. This study aims to examine and analyze the impact of service quality, facilities, and location on the satisfaction of BPJS-covered inpatients at Sinar Husni General Hospital. A quantitative approach with an associative method was employed. The study sample consisted of 125 respondents selected via purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression with the aid of IBM SPSS. The results indicate that service quality has a positive and significant partial effect on patient satisfaction ($t = 8.211$; $p < 0.05$). Facilities also have a positive and significant partial effect on patient satisfaction ($t = 3.679$; $p < 0.05$), as does location ($t = 2.519$; $p < 0.05$). Simultaneously, service quality, facilities, and location have a positive and significant effect on patient satisfaction ($F = 248.021$; $p < 0.05$). The Adjusted R-Square value of 0.857 indicates that service quality, facilities, and location explain 85.7% of the variation in patient satisfaction, while the remaining 14.3% is explained by factors outside the scope of this study.

Keywords: Service Quality, Facilities, Location, Patient Satisfaction

INTRODUCTION

The hospital industry is a service sector that plays a strategic role in delivering healthcare services to the public. With the growing number of healthcare facilities—both public and private hospitals—competition in healthcare provision has intensified. This environment compels hospitals to prioritize not only successful medical outcomes but also the provision of quality service, adequate facilities, and ease of access that align with patient expectations. This aligns with the view of Nahwi and Adam (2025), who state that in an increasingly competitive era, organizations must understand and meet consumer needs and desires to sustain their existence. Consequently, hospitals are required not only to provide effective healthcare but also to foster patient satisfaction through quality service, adequate facilities, and accessible locations. Patient satisfaction is a key indicator of successful healthcare delivery, as it reflects the degree of alignment between the service received and patient expectations. Patients who receive care that meets or exceeds their expectations tend to experience high satisfaction, develop greater trust in the hospital, and show a willingness to return for services and recommend the hospital to others.

Conversely, service that falls short of expectations can lead to dissatisfaction, negatively impacting the hospital's image and competitiveness. In the context of healthcare, service quality is a primary determinant of patient satisfaction. According to Kotler et al (2022), service quality reflects an organization's ability to meet customer needs and expectations through consistent, reliable, and responsive service that delivers a valuable experience. The higher the quality of service provided by a hospital, the greater the likelihood of meeting patient expectations and achieving higher levels of satisfaction. Conversely, service that fails to meet patient expectations can result in dissatisfaction, thereby eroding trust, loyalty, and the hospital's reputation. This aligns with the study by Prabowo et al (2023), which states that service quality significantly influences customer satisfaction because high-quality service meets customer expectations, fosters trust, and builds long-term relationships between service providers and customers. Therefore, hospitals must ensure that every service provided meets patients' needs and expectations to continuously enhance patient satisfaction. In addition to service quality, facilities and location are also crucial factors influencing patient satisfaction. Facilities that are comprehensive, clean, comfortable, and well-maintained enhance patient comfort

during treatment. Similarly, a hospital location that is easily accessible, well-connected by transportation, and supported by adequate parking makes it easier for patients and their families to access healthcare services. These three factors are key components in shaping patients' perceptions of the hospital's service quality. Sinar Husni General Hospital is a private hospital that partners with BPJS Kesehatan to provide services to the public, particularly regarding inpatient care. The hospital offers a range of healthcare services, including inpatient and outpatient care, a 24-hour emergency department, specialist medical services, and various medical support facilities. As a BPJS Kesehatan partner, Sinar Husni General Hospital continuously strives to improve service quality by upgrading facilities, enhancing the competence of healthcare personnel, and implementing service standards focused on patient safety and satisfaction.

Based on initial observations and a preliminary survey of hospitalized patients using BPJS, several issues were identified that could potentially affect patient satisfaction levels. Regarding service quality, some patients felt that the speed and precision of care provided by healthcare personnel did not fully meet expectations, resulting in relatively long wait times for certain services. In terms of facilities, some patients complained about the comfort of patient rooms, environmental cleanliness, and the adequacy of supporting amenities, which were deemed suboptimal. Furthermore, regarding location, patients reported difficulties accessing the hospital due to traffic congestion and limited visitor parking. These conditions indicate that service quality, facilities, and location are areas requiring attention, as they appear to influence the satisfaction levels of hospitalized BPJS patients. Despite a decline in the number of hospitalized BPJS Kesehatan patients over the past three years, Sinar Husni General Hospital remains a trusted referral hospital within the community.

This trust is underpinned by the availability of comprehensive healthcare services, competent medical and healthcare personnel, and the quality of care provided to both general patients and BPJS Kesehatan participants. However, intensifying competition among hospitals necessitates that Sinar Husni General Hospital continuously improve its service quality to maintain public trust, meet patient expectations, and enhance satisfaction with the services provided. Data regarding the number of hospitalized BPJS Kesehatan patients at Sinar Husni General Hospital reveals a downward trend between 2023 and 2025. In 2023, the patient count stood at 6,127; this figure dropped to 5,589 in 2024—a decrease of 538 patients (8.78%). Subsequently, in 2025, the number of patients fell further to 4,854, representing a decrease of 735 patients (13.15%) compared to the previous year. Overall, the total number of hospitalized BPJS Kesehatan patients declined by 1,273—or 20.78%—over the 2023–2025 period.

Previous research findings regarding the factors influencing patient satisfaction remain mixed. A study by Dian Novita et al. (2026) demonstrated that service quality and facilities have a positive and significant impact on patient satisfaction among BPJS Kesehatan participants. Conversely, a study by Pratama et al. (2024) indicated that service quality does not significantly affect patient satisfaction. Discrepancies in findings were also observed regarding the variables of location and facilities. Research by Sinaga and Safitri (2024) showed that location has a positive and significant effect on patient satisfaction, whereas facilities do not have a significant impact. In contrast, Kridaningsih et al. (2023) found that location does not significantly influence patient satisfaction. These varying results indicate that the impact of service quality, facilities, and location on patient satisfaction remains inconsistent across different research contexts. Furthermore, research simultaneously examining these three variables among hospitalized BPJS Kesehatan patients at Sinar Husni General Hospital remains limited. Therefore, this study aims to re-examine the influence of service quality, facilities, and location on the satisfaction of hospitalized BPJS Kesehatan patients at Sinar Husni General Hospital.

LITERATURE REVIEW

Patient Satisfaction

Consumer satisfaction is a key factor determining success within an industry. It reflects the extent to which a product or service meets or even exceeds consumer expectations (Audia & Tanjung, 2025). Pohan (cited in Nirma Yunita et al., 2023) defines patient satisfaction as the feeling a patient experiences resulting from the healthcare service performance they receive, after comparing it with their expectations. According to Kotler et al. (2022), consumer satisfaction is the feeling of pleasure or disappointment that arises when a person compares the perceived performance of a product or service against their expectations; if performance meets or exceeds expectations, the consumer will feel satisfied. According to Pohan (2019), the indicators of patient satisfaction include: (1) satisfaction with access to healthcare services, (2) satisfaction with the quality of healthcare services, (3) satisfaction with the healthcare service process—including interpersonal relationships—and (4) satisfaction with the healthcare service system.

Service Quality

Service quality is defined as the expected level of excellence and the management of that level to meet customer desires, or as the effort to fulfill needs and wants—complemented by precise delivery methods—in order to achieve customer expectations and satisfaction (Tjiptono, 2021). Meanwhile, according to Kotler, Keller, and Chernev (2022), service quality is a customer's assessment of a service's level of excellence, derived from comparing pre-service expectations with the service performance actually experienced. If the service performance meets or exceeds customer expectations, the service is considered to be of high quality. According to Tjiptono (2021), the indicators of service quality include: (1) tangibles, (2) reliability, (3) responsiveness, (4) assurance, and (5) empathy.

Facilities

Facilities refer to the physical infrastructure and amenities provided by a company to support the delivery of products or services to consumers; these encompass buildings, equipment, layout, and other physical environmental conditions that can influence consumer perception, comfort, and satisfaction (Kotler et al, 2022). Meanwhile, according to Munawir (cited in Witama, 2023), facilities are physical resources that must be available before a service can be promoted, serving as elements that facilitate consumer satisfaction. The indicators for facilities, as outlined by Kotler & Keller (2021), include: (1) facility condition, (2) completeness of amenities, (3) interior design, and (4) exterior design.

Location

Location refers to a company's decision regarding a strategic business site that is easily accessible to consumers, offering convenient access and comfort in obtaining services (Tjiptono, 2021). Meanwhile, according to Philip Kotler and Armstrong (2021), location represents a service provider's effort to ensure that services are easily accessible and reachable by consumers. According to Tjiptono (2021), the indicators of location include: (1) accessibility, (2) visibility, (3) traffic, (4) spacious and secure parking, and (5) expansion.

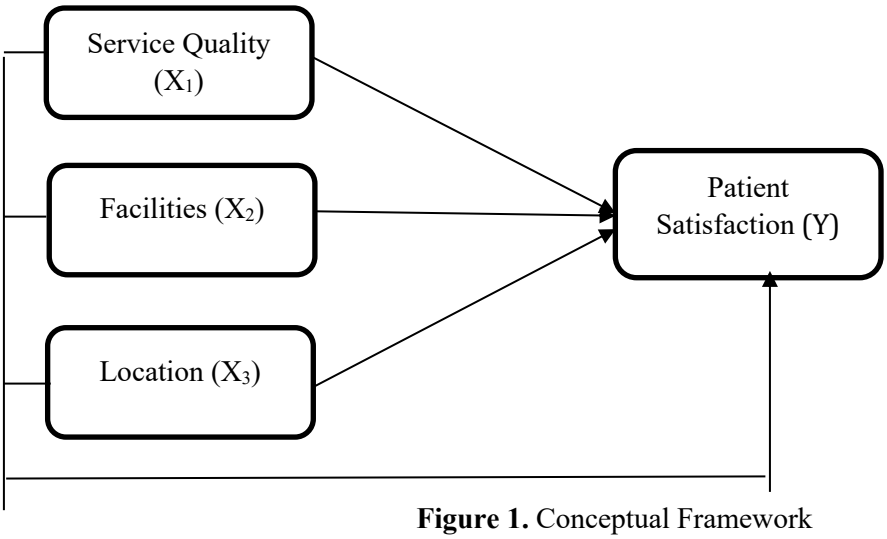


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Service quality is hypothesized to have a positive and significant effect on patient satisfaction at Sinar Husni General Hospital.
2. H2: Facilities are hypothesized to have a positive and significant effect on patient satisfaction at Sinar Husni General Hospital.
3. H3: Location is hypothesized to have a positive and significant effect on patient satisfaction at Sinar Husni General Hospital.
4. H4: Service quality, facilities, and location are hypothesized to have a simultaneous positive and significant effect on patient satisfaction at Sinar Husni General Hospital.

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METHOD

The research approach used an associative approach, with a quantitative method. This study will be conducted at Sinar Husni General Hospital, located at Jl. Veteran Gg. Utama Pasar 5 Helvetia, with an estimated timeframe spanning from March 2026 to July 2026. The study population consists of all BPJS inpatients at Sinar Husni General Hospital. A sample will be selected to represent the population, thereby facilitating the research process while ensuring the results remain reflective of the population's characteristics. A non-probability sampling method—specifically purposive sampling—will be employed. The criteria for sample selection are outlined below:

1. Patients using BPJS coverage at Sinar Husni General Hospital.
2. Patients currently undergoing or who have previously undergone inpatient care at Sinar Husni General Hospital.
3. Individuals aged at least 17 years or deemed capable of evaluating hospital services.

To determine the sample size for this study given a known population, Slovin's formula will be used, as follows:

$$\mathbf{n = \frac{N}{1 + N(e)^2}}$$

Description:
n = sample size
N = population size
E = margin of error (error tolerance)

Based on the formula above, the sample size to be used can be calculated as follows:

$$n = \frac{4.854}{1+4.854(0,10)^2}$$

$$n = \frac{4.854}{1=4.854(0,01)}$$

$$n = \frac{4.854}{49,54}$$

n = 97,98 = 100 respondent

To obtain more representative results, the study added 25% to the initial 100 samples, bringing the total sample size to 125 respondents.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Service Quality, Facilities, Location, Patient Satisfaction

Statement Items	r-count	r-table	Description
SQ1	0,704	0,361	Valid
SQ2	0,707	0,361	Valid
SQ3	0,766	0,361	Valid
SQ4	0,714	0,361	Valid
SQ5	0,615	0,361	Valid
SQ6	0,687	0,361	Valid
SQ7	0,780	0,361	Valid
SQ8	0,802	0,361	Valid
SQ9	0,686	0,361	Valid
SQ10	0,676	0,361	Valid
F1	0,664	0,361	Valid
F2	0,734	0,361	Valid
F3	0,769	0,361	Valid

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Statement Items	r-count	r-table	Description
F4	0,697	0,361	Valid
F5	0,696	0,361	Valid
F6	0,692	0,361	Valid
F7	0,768	0,361	Valid
F8	0,667	0,361	Valid
L1	0,671	0,361	Valid
L2	0,697	0,361	Valid
L3	0,742	0,361	Valid
L4	0,700	0,361	Valid
L5	0,735	0,361	Valid
L6	0,800	0,361	Valid
L7	0,732	0,361	Valid
L8	0,681	0,361	Valid
L9	0,745	0,361	Valid
L10	0,670	0,361	Valid
PS1	0,606	0,361	Valid
PS2	0,680	0,361	Valid
PS3	0,595	0,361	Valid
PS4	0,697	0,361	Valid
PS5	0,703	0,361	Valid
PS6	0,727	0,361	Valid
PS7	0,640	0,361	Valid
PS8	0,644	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0,361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Service Quality, Facilities, Location, Patient Satisfaction

Variabel	Cronbach Alpha	Provision	Description
Service Quality	0,891	0,60	Reliable
Facilities	0,861	0,60	Reliable
Location	0,895	0,60	Reliable
Patient Satisfaction	0,817	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of service quality, facilities, location and patient satisfaction is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	125
Mean	0.0000000
Std. Deviation	1.38098020
Absolute	0.055
Positive	0.054
Negative	-0.055
Test Statistic	0.055
Asymp. Sig. (2-tailed)	0.200

Sources: SPSS versi 25 (2026)

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It is known that the asymp. sig. (2-tailed) value is 0.200 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Gletsjer Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	2,402	,573		4,195	0.000
Service Quality	,003	,025	,018	,103	0.918
Facilities	,004	,034	,022	,114	0.909
Location	-,036	,023	-,272	-1,578	0.117

Sources: SPSS versi 25 (2026)

Based on the Glejser test results in Table 4 above, the significance values for all three independent variables are greater than 0.05; therefore, it can be concluded that heteroscedasticity is not present.

Table 5. Multicollinearity Test Results

Variable	**Tolerance**	**VIF**
(Constant)	-	-
Service Quality	,263	3,801
Facilities	,220	4,553
Location	,262	3.810

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the service quality, facilities, location variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error
(Constant)	6,911	1,021
Service Quality	,366	,045
Facilities	,225	,061
Location	,103	,041

Sources: SPSS versi 25 (2026)

Based on Table 6, the multiple linear regression equation is as follows:
Y = 6.911 + 0.366 X1 + 0.225 X2 + 0.103 X3 + e

a. Constant α = 6.911
The constant α = 6.911 indicates that if service quality, facilities, and location do not increase (i.e., their values are zero), patient satisfaction amounts to 6.911 units.
b. $\beta_1 = 0.366$
If service quality increases by one unit, patient satisfaction is estimated to increase by 0.366 units, assuming facilities and location remain constant.
c. $\beta_2 = 0.225$
If facilities increase by one unit, patient satisfaction is estimated to increase by 0.225 units, assuming service quality and location remain constant.
d. $\beta_3 = 0.103$
If location increases by one unit, patient satisfaction is estimated to increase by 0.103 units, assuming service quality and facilities remain constant.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	**t**	**Sig.**
(Constant)	6,911	1,021		6,768	,000
Service Quality	,366	,045	,544	8,211	,000
Facilities	,225	,061	,267	3,679	,000
Location	,103	,041	,167	2,519	,013

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The a. The Effect of Service Quality on Patient Satisfaction

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Service quality yielded a calculated t-value of 8.211, which is greater than the t-table value of 1.657 (df = n - k = 125 - 3 = 122 at α = 0.05), with a significance value of < 0.05. This indicates that H1 is accepted and H0 is rejected; thus, service quality has a positive and significant partial effect on patient satisfaction at Sinar Husni General Hospital.

2. The Effect of Facilities on Patient Satisfaction
   Facilities yielded a calculated t-value of 3.679, which is greater than the t-table value of 1.657 (df = n - k = 125 - 3 = 122 at α = 0.05). This indicates that H2 is accepted and H0 is rejected; thus, facilities have a positive and significant partial effect on patient satisfaction at Sinar Husni General Hospital.
3. The Effect of Location on Patient Satisfaction
   Location yielded a calculated t-value of 2.519, which is greater than the t-table value of 1.657 (df = n - k = 125 - 3 = 122 at α = 0.05). This indicates that H3 is accepted and H0 is rejected; thus, location has a positive and significant partial effect on patient satisfaction at Sinar Husni General Hospital.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	1454,191	3	484,730	248,021	0,000
Residual	236,481	121	1,954		
Total	1690,672	124			

Sources: SPSS versi 25 (2026)

Based on the above, the simultaneous test (F-test) results show a calculated F-value of 248.021, whereas the F-table value is 2.68, with degrees of freedom df1 = 3 and df2 = 121 at a 5% significance level (α = 0.05). Since the calculated F-value (248.021) exceeds the F-table value (2.68), Ha is accepted and H0 is rejected. This indicates that the variables of service quality (X1), facilities (X2), and location (X3) simultaneously have a positive and significant effect on patient satisfaction (Y). Consequently, the fourth hypothesis (H4)—stating that service quality, facilities, and location collectively influence patient satisfaction—is accepted.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	,927[a]	,860	,857	1,39799

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in the adjusted R-squared value of 0.857 indicates that 85.7% of the variation in patient satisfaction can be explained by service quality, facilities, and location, while the remaining 14.3% is explained by other variables not examined in the study.word of mouth, and customer experience were able to explain the variation of the dependent variable, namely consumer satisfaction, by 40.8%.

Discussion

The Influence of Service Quality on Patient Satisfaction

Statistical analysis results indicate that service quality has a positive and significant influence on patient satisfaction. This is evidenced by the t-test results, where the calculated t-value of 8.211 exceeds the critical value of 1.657; consequently, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. Thus, service quality is proven to play a crucial role in enhancing the satisfaction of BPJS inpatients at Sinar Husni General Hospital. High-quality service—characterized by a friendly attitude among medical staff, prompt service delivery, and the ability to provide clear information to patients—fosters a positive perception. This perception serves as the basis for evaluating whether the service received aligns with patient expectations. The higher the quality of service provided, the greater the level of patient satisfaction. These findings align with the study by Prabowo et al. (2023), which demonstrated that service quality significantly affects customer satisfaction. Such findings reinforce the conclusion that services capable of meeting customer needs and expectations can boost satisfaction levels. However, these results differ from those of Pratama et al. (2024), who found that service quality did not have a significant impact on patient satisfaction. This discrepancy is likely attributable to variations in respondent characteristics, the specific subjects of study, and the service conditions at the respective healthcare facilities.

The Influence of Facilities on Patient Satisfaction

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Based on the results of the t test, facilities also have a positive and significant influence on patient satisfaction with a calculated t-value of 3.679 > 1.657, so that H0 is rejected and H2 is accepted. This shows that the facilities available at the hospital play a role in increasing patient satisfaction. Complete, clean and comfortable facilities such as treatment rooms, medical equipment and other supporting facilities will provide comfort for patients while undergoing treatment. This comfort not only has a physical impact, but also psychologically, so that patients feel calmer and more satisfied with the service they receive. The results of this study differ from research by Sinaga and Safitri (2024) which stated that facilities had no significant effect on patient satisfaction. These differences in results indicate that the contribution of facilities to patient satisfaction can differ depending on the condition of the facilities and infrastructure owned by each hospital.

The Influence of Location on Patient Satisfaction

The research results indicate that location has a positive and significant effect on patient satisfaction. This is evidenced by a calculated t-value of 2.519, which exceeds the critical value of 1.657; consequently, the null hypothesis (H0) is rejected and the third hypothesis (H3) is accepted. Thus, location is a factor that helps determine the level of patient satisfaction. A hospital location that is strategic and easily accessible, supported by good transportation links, facilitates access to healthcare services for patients and their families. This ease of access provides added value for patients by saving time and effort, thereby contributing to increased satisfaction. These findings align with the study by Sinaga and Safitri (2024), which demonstrated a positive and significant impact of location on patient satisfaction. However, these results differ from the study by Kridaningsih et al. (2023), which found that location did not have a significant effect on patient satisfaction. This discrepancy is likely attributable to differences in regional characteristics, accessibility, and environmental conditions across the respective study sites.

The Influence of Service Quality, Facilities and Location on Patient Satisfaction

Service quality, facilities, and location simultaneously exert a positive and significant influence on patient satisfaction. This is evidenced by the F-test, which yielded a calculated F-value of 248.021 (exceeding the critical value of 2.68); consequently, the null hypothesis (H0) was rejected and hypothesis H4 was accepted. These findings indicate that patient satisfaction is not determined by a single factor alone but rather by a combination of several key factors. High-quality service, adequate facilities, and a strategic location collectively enhance the patient experience during the delivery of healthcare services. Therefore, the hospital needs to maintain and improve these three aspects to ensure continued growth in patient satisfaction.

CONCLUSION

Based on research regarding the influence of service quality, facilities, and location on the satisfaction of BPJS-using inpatients at Sinar Husni General Hospital—involving 125 respondents—it can be concluded that service quality has a positive and significant partial effect on patient satisfaction. This is evidenced by a calculated t-value of 8.211 (exceeding the t-table value of 1.657) and a significance level of 0.000 (below 0.05), leading to the acceptance of H1. A regression coefficient of 0.366 indicates that better service quality tends to result in higher patient satisfaction. Facilities also have a positive and significant effect on patient satisfaction, with a calculated t-value of 3.679 (exceeding the t-table value of 1.657) and a significance level of 0.000 (below 0.05), resulting in the acceptance of H2. A regression coefficient of 0.225 indicates that improvements in facilities tend to be accompanied by increased patient satisfaction. Furthermore, location has a positive and significant effect on patient satisfaction, with a calculated t-value of 2.519 (exceeding the t-table value of 1.657) and a significance level of 0.013 (below 0.05), leading to the acceptance of H3. A regression coefficient of 0.103 indicates that better accessibility to the hospital location tends to increase patient satisfaction.

Simultaneously, service quality, facilities, and location have a positive and significant effect on the satisfaction of BPJS-using inpatients at Sinar Husni General Hospital. This is evidenced by a calculated F-value of 248.021 (exceeding the F-table value of 2.68) and a significance level of 0.000 (below 0.05), resulting in the acceptance of H4. The Adjusted R-squared value of 0.857 indicates that service quality, facilities, and location collectively explain 85.7% of the variation in patient satisfaction, while the remaining 14.3% is explained by factors outside the research model. Based on the calculated t-value, service quality is the variable that exerts the strongest influence on patient satisfaction compared to facilities and location. Based on the research findings, it is recommended that Sinar Husni General Hospital improve staff responsiveness to patient needs, ensure that inpatient room facilities are in good working order, and expand and reorganize the visitor parking area. Improvements in these

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areas are expected to optimize service delivery, enhance comfort for patients and their families, and boost satisfaction among inpatients covered by BPJS.

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