

ANALYSIS OF THE EFFECT OF ACCESSIBILITY, FACILITIES, AND STAFF COMMUNICATION ON OUTPATIENT PATIENT SATISFACTION AT KOLONODALE REGIONAL HOSPITAL, NORTH MOROWALI, CENTRAL SULAWESI

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Abstract

Patient satisfaction is the main goal of health services. Patient satisfaction is due to the quality of complete services. Several factors identified that influence patient satisfaction include: accessibility, facilities, and staff communication. This study aims to analyze the effect of accessibility, facilities, and staff communication on outpatient satisfaction at Kolonodale Regional Hospital, North Morowali, Central Sulawesi. This research method is a quantitative approach. The number of samples is 100 patients. The sampling technique uses an accidental sampling method. Data were obtained by filling out a questionnaire using a Likert scale and then analyzed using multiple linear regression with SPSS application. The results of the study show the effect of accessibility on patient satisfaction with a value ($0.016 < 0.05$), then the effect of facilities on patient satisfaction with a value ($0.00 < 0.05$), then the effect of staff communication on patient satisfaction with a value ($0.00 < 0.05$), and the effect of accessibility, facilities, and staff communication simultaneously on patient satisfaction is positive and significant ($0.000 < 0.05$). The magnitude of the coefficient of determination (r^2 square) = 0.536; This means that the variables of accessibility, facilities, and staff communication collectively influence patient satisfaction by 53.6%, with the remaining 46.4% influenced by other variables. Therefore, the influence of accessibility, facilities, and staff communication, both partially and simultaneously, on patient satisfaction is positive and significant.

Keywords: *Accessibility, facilities, staff communication, and patient satisfaction*

INTRODUCTION

Equitable and high-quality access to healthcare is one of the biggest challenges facing many countries worldwide, particularly in remote or underdeveloped areas. Inequality in healthcare access is often caused by limited medical infrastructure, a shortage of healthcare professionals, and geographical challenges that make it difficult to access healthcare. Furthermore, the increasing global population places an excessive burden on healthcare facilities, making it increasingly difficult to access services quickly and efficiently. The interaction between patients and healthcare providers must be well-managed to achieve optimal outcomes. Healthcare quality refers to the extent to which services provided meet patient needs and expectations. In this context, patient satisfaction is used as a measure of healthcare effectiveness.

LITERATURE REVIEW

According to Chacowry (2023) and Terblanche (2023), management is a field of study for planning, organizing, directing, controlling, and coordinating resources within a company, institution, or organization to achieve goals of increasing organizational efficiency and effectiveness and achieving long-term sustainability. Accessibility in healthcare services includes affordability, availability, and quality of healthcare services. Accessibility is important because of the limitations felt by each individual in accessing available healthcare services. Individuals will feel happy and services will be more effective if there is good accessibility to healthcare services. Limited transportation infrastructure also poses a significant challenge. Many villages lack adequate bridges connecting them to other areas, and when these bridges are damaged, access to health services can be completely cut off. Furthermore, some villages may lack ports or airstrips to support aid deliveries by sea or air, limiting available

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Muhammad Anwar1 et al

transportation options. The procurement process for assets and facilities is based on each hospital's business strategy, in accordance with its short-, medium-, and long-term vision and mission. All of these aspects must be fully considered and discussed by stakeholders, such as the hospital owner, hospital management, and external parties, particularly the community, to determine their needs. It is crucial to communicate this to medical staff so that the procurement of equipment specific to medical services can be supported by the relevant medical staff (doctors) (Suryani, 2020). Communication is a crucial component of hospital services. Listening to patient complaints or questions and explaining procedures are examples of communication that must be carried out during service delivery. Communication is also a process used by staff to establish good cooperation with patients or other healthcare professionals in order to help resolve patient problems (Sunarto, 2021). Ma'rifatulah et al. (2021) stated that communication has a positive and significant impact on employee performance. To provide comprehensive and optimal services, hospitals should prioritize providing good and appropriate communication, information, and education by medical staff to patients and their families within the hospital environment. This is a good indication of the quality of hospital services. Pohan (2017) defines patient satisfaction as the patient's level of feelings arising from the performance of the healthcare services they receive, after comparing them with their expectations. Patient satisfaction with healthcare services occurs when patients are not only willing to use services when they are sick, but also willing to continue consulting about health problems and recommend the services to friends, family members, and neighbors. Physical evidence, empathy, responsiveness, reliability, and assurance are assessed well, which will increase patient satisfaction (Kosasih, V Paramarta, 2020). Methods used to identify, measure and monitor company customer satisfaction, such as: complaint and suggestion systems, ghost shopping, lost customer analysis, and customer satisfaction surveys (Tjiptono & Fandy, 2022).

METHOD

This research is a quantitative study. The method used is descriptive and verification. The data used relates to the variables of accessibility, facilities, staff communication, and outpatient satisfaction at Kolonodale Hospital, North Morowali. The study population was all patients registered for outpatient care in 2024, totaling 15,385. The sampling technique used the accidental sampling method. The number of samples was 100 correspondents. Data were obtained by filling out a questionnaire using a Likert scale and then analyzed by multiple linear regression with the SPSS application.

RESULTS AND DISCUSSION

Respondent characteristics based on gender, the majority of respondents were female, namely 61 respondents (61.0%), while male respondents were 39 respondents (39.0%). Respondent characteristics based on age, most respondents are aged between 31-40 years, namely 30 respondents (30.0%), then respondents aged between 41-50 years, namely 25 respondents (25.0%), then respondents aged > 50 years, namely 23 respondents (23.0%), and respondents aged between 20-30 years, namely 22 respondents (22.0%). Respondent characteristics based on their last education, most of the respondents were high school graduates, namely 47 respondents (47.0%), then respondents were undergraduates, namely 35 respondents (35.0%), then respondents were junior high school graduates, namely 8 respondents (8.0%), followed by respondents who were diploma graduates, namely 6 respondents (6.0%), and respondents who were elementary school graduates and masters/doctoral graduates, namely 2 respondents each (2.0%).

Table 1. Descriptive Statistics

Variables	N	Minimum	Maximum	Average	Standard Deviation	% Total Score	Score Interpretation
Accessibility	100	10	20	15.83	2,539	79.15	Tall
Facility	100	7	15	11.27	2,224	75.13	Tall
Staff	100	10	20	14.62	2,326	73.1	Tall
Communication							
Patient	100	9	20	15.27	2,265	76.35	Tall
Satisfaction							

Source: Primary Data Processed 2025

ANALYSIS OF THE EFFECT OF ACCESSIBILITY, FACILITIES, AND STAFF COMMUNICATION ON OUTPATIENT PATIENT SATISFACTION AT KOLONODALE REGIONAL HOSPITAL, NORTH MOROWALI, CENTRAL SULAWESI

Muhammad Anwar1 et al

Based on table 4.4, it is known that the level of accessibility of outpatient services at Kolonodale Regional Hospital, North Morowali as a whole is considered high with a score percentage of 79.15% of the ideal score (100%). Furthermore, outpatient service facilities at Kolonodale Regional Hospital, North Morowali are considered high with a score percentage of 75.13% of the ideal score (100%). Then, communication of outpatient service staff at Kolonodale Regional Hospital, North Morowali is also considered high with a score percentage of 73.1% of the ideal score (100%). So that outpatient satisfaction at Kolonodale Regional Hospital, North Morowali is considered high with a score percentage of 76.35% of the ideal score (100%).

Table 2. Validity Test of Accessibility, Facilities, Staff Communication & Patient Satisfaction

Variables	Statement Items	R-Count	R-Table	Information
Accessibility	X1.1	0.853	0.196	Valid
	X1.2	0.868	0.196	Valid
	X1.3	0.835	0.196	Valid
	X1.4	0.792	0.196	Valid
Facility	X2.1	0.876	0.196	Valid
	X2.2	0.919	0.196	Valid
	X2.3	0.890	0.196	Valid
Staff Communication	X3.1	0.812	0.196	Valid
	X3.2	0.777	0.196	Valid
	X3.3	0.846	0.196	Valid
	X3.4	0.833	0.196	Valid
Patient Satisfaction	Y.1	0.845	0.196	Valid
	Y.2	0.801	0.196	Valid
	Y.3	0.835	0.196	Valid
	Y.4	0.796	0.196	Valid

Source: Primary Data Processed 2025

Based on the results of the validity test in Table 2 using 100 respondents, the statement items on accessibility (X1), facilities (X2), staff communication (X3), and patient satisfaction (Y) are valid with an R-Calculate value > 0.196, so the results conclude that all variables are valid.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Critical Value	Information
Accessibility	0.857	0.7	Reliable
Facility	0.874	0.7	Reliable
Staff Communication	0.834	0.7	Reliable
Patient Satisfaction	0.836	0.7	Reliable

Source: Primary Data Processed 2025

Based on Table 3, the results of the reliability test show that the Cronbach Alpha coefficient value for all research variables is greater than 0.7. Referring to Ghozali's (2018) opinion, all questions in the research variables are reliable.

Table 4. Normality Test

Unstandardized_Residual	Limit	Information
0.200	0.05	Normal

Source: Primary Data Processed 2025

Based on Table 4.7, the asymp.sig value is $0.200 > 0.05$, so it can be concluded that the data is normally distributed.

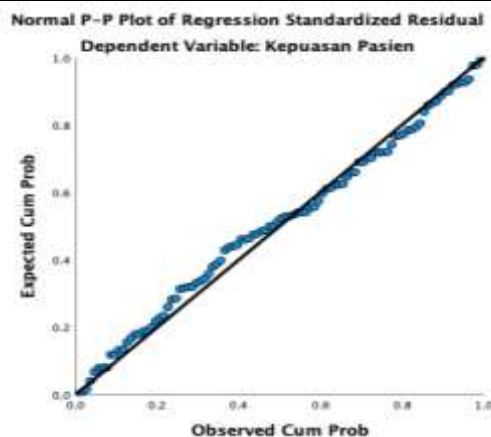


Figure 1. P-plot

Based on Figure 1, the data (dots) are spread along the diagonal line so it can be concluded that the data is normally distributed or meets the assumption of normality.

Results of Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Analysis

Variables	B	beta	t count	Sig t	Information
(Constant)	2,427				
Accessibility	0.157	0.176	2,459	0.016	Significant
Facility	0.364	0.358	4,676	0,000	Significant
Staff Communication	0.428	0.439	5,788	0,000	Significant
F count	116,521				
Sig F	0,000				
R square	0.536				
Dependent Variable			: patient satisfaction		

Source: Primary Data Processed 2025

Based on table 5, the results of the multiple linear regression analysis test show that the T test (partial) has a significant and positive value of the influence of accessibility on patient satisfaction of 0.016 or <0.05 . Then there is a significant and positive value of the influence of facilities on patient satisfaction of 0.000 or <0.05 . Furthermore, there is a significant and positive value of the influence of staff communication on patient satisfaction of 0.000 or <0.05 . Then the F test (simultaneous) obtained 0.000 or <0.05 so it is concluded that there is a simultaneous influence of accessibility, facilities, and staff communication on outpatient satisfaction at Kolonodale Regional Hospital, North Morowali.

ANALYSIS OF THE EFFECT OF ACCESSIBILITY, FACILITIES, AND STAFF COMMUNICATION ON OUTPATIENT PATIENT SATISFACTION AT KOLONODALE REGIONAL HOSPITAL, NORTH MOROWALI, CENTRAL SULAWESI

Muhammad Anwar1 et al

Coefficient of Determination (R^2)

Table 6. Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.742 ^a	.550	.536	1,542

a. Predictors: (Constant), Accessibility, Facilities, Staff Communication

b. Dependent Variable: Patient Satisfaction

Based on the multiple linear regression analysis, the coefficient of determination (r^2 square) is 0.536; this means that the independent variables together influence the dependent variables by 53.6%, while the remaining 46.4% is influenced by other variables not included in the research model.

Descriptive Analysis

A total of 100 respondents on the accessibility variable had a minimum score of 10 with a maximum score of 20. Then the average score was obtained at 15.83 with a standard deviation of 2.539, so that the overall level of accessibility of outpatient services at Kolonodale Regional Hospital, North Morowali was considered high with a score percentage of 79.15% of the ideal score (100%). This indicates that access to Kolonodale Regional Hospital is made easier with the availability of communication access in terms of registration such as telephone and social media networks (whatsapp, email, etc.). This is in line with the research of Nisa, Dompok, & Lodan (2024) that Indonesia has a National Health Insurance (JKN) program which aims to provide access to health services to all JKN beneficiary residents.

A total of 100 respondents for the facilities variable had a minimum score of 7 with a maximum score of 15. The average score was 11.27 with a standard deviation of 2.224. Therefore, the outpatient service facilities at Kolonodale Regional Hospital, North Morowali, were considered high, with a score of 75.13% of the ideal score (100%). This indicates the quality of the available health facilities and infrastructure, as well as the availability of drugs and medical supplies. This is in line with research by Nurhasma, Andi SR, and Rahmawati (2021), which found that after data collection, 76.7% of patients stated that hospital facilities were adequate. Facilities are a tool for service providers, such as hospitals, to provide services to patients. The availability of service facilities makes it easier for patients to receive accurate services according to the problems they face.

A total of 100 respondents in the staff communication variable had a minimum score of 10 with a maximum score of 20. Then, the average score was obtained at 14.62 with a standard deviation of 2.326, so that the communication of the outpatient service staff at Kolonodale Regional Hospital, North Morowali was also considered high with a score percentage of 73.1% of the ideal score (100%). This indicates that the communication of Kolonodale Regional Hospital staff in outpatient services can provide satisfaction and help accelerate patient recovery. This is in line with research by Adriansyah et al. (2021) that communication between healthcare providers is key for staff to achieve patient safety. Patient safety incidents due to miscommunication can be prevented with good and effective communication, one important variable in communication is open communication between healthcare providers.

A total of 100 respondents on the patient satisfaction variable had a minimum score of 9 with a maximum score of 20. Then the average score was obtained at 15.27 with a standard deviation of 2.265, so that the satisfaction of outpatients at Kolonodale Regional Hospital, North Morowali was assessed as high with a score percentage of 76.35% of the ideal score (100%). This indicated that several factors can satisfy patients such as accessibility, facilities, and staff communication so that they can improve the positive image of the hospital. In line with the research of Sayid A et al (2023) that service quality with five dimensions, namely physical evidence, empathy, responsiveness, reliability and assurance, had a positive (high) and significant influence simultaneously on patient satisfaction.

Verification Analysis

Accessibility has a positive and significant impact on outpatient satisfaction at Kolonodale Regional Hospital, North Morowali. Healthcare providers, such as hospitals and clinics, are becoming increasingly accessible in every region. Therefore, competition among these providers is inevitable in providing services to patients. A high level of satisfaction is a natural concern for these providers, as it impacts their willingness to return to healthcare services in the future. One factor that can influence patient satisfaction is the provider's accessibility. Accessibility is

ANALYSIS OF THE EFFECT OF ACCESSIBILITY, FACILITIES, AND STAFF COMMUNICATION ON OUTPATIENT PATIENT SATISFACTION AT KOLONODALE REGIONAL HOSPITAL, NORTH MOROWALI, CENTRAL SULAWESI

Muhammad Anwar1 et al

influenced by the location of the healthcare facility, transportation system, availability of information, and economic factors (Tamara & Utami, 2021). The second factor that can influence patient satisfaction is the facilities available in healthcare services. Facilities have a positive and significant impact on outpatient satisfaction at Kolonodale Regional Hospital, North Morowali. The availability of complete facilities also determines patient satisfaction ratings, for example, health facilities, including infrastructure, parking, comfortable waiting rooms, and inpatient rooms (Soemaryo, Kasmawati, & Abdullah, 2021). This also means that facilities are crucial for increasing patient satisfaction and comfort as healthcare users. With the increasing number of healthcare providers, patients, as consumers, can choose which healthcare provider they trust to provide their services. Therefore, supporting healthcare facilities are a factor that healthcare providers must consider (Ramdhani & Fadili, 2024).

Patient care is essentially a service, so achieving patient satisfaction requires the ability to win patients' hearts. One effort that can be made is by paying attention to communication factors. There is a positive and significant influence of staff communication on outpatient satisfaction at Kolonodale Regional Hospital, North Morowali. Effective communication between staff and patients is one way to help cure illnesses and ensure patient satisfaction (Tamara & Utami, 2021). Services provided by healthcare workers should not only be physical but also include empathy and a high level of attention from healthcare staff, one of which is manifested through good communication. Healthcare staff need to understand that verbal and nonverbal communication is one of the keys to successful medical care (Soemaryo, Kasmawati, & Abdullah, 2021). Better staff communication will further enhance patient satisfaction. Conversely, poor staff communication can lead to misinformation and even disputes, which can ultimately decrease patient satisfaction.

CONCLUSION

The overall level of accessibility, facilities, staff communication, and patient satisfaction at the outpatient services at Kolonodale Regional Hospital, North Morowali, were rated high. Accessibility, facilities, and staff communication partially had a significant and positive influence on outpatient satisfaction at Kolonodale Regional Hospital, North Morowali. Simultaneously, accessibility, facilities, and staff communication had a significant influence on outpatient satisfaction at Kolonodale Regional Hospital, North Morowali. Hospitals should conduct regular patient satisfaction surveys using standardized instruments to identify aspects of service that require continuous improvement. Future researchers are expected to examine other factors suspected of influencing patient satisfaction.

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ANALYSIS OF THE EFFECT OF ACCESSIBILITY, FACILITIES, AND STAFF COMMUNICATION ON OUTPATIENT PATIENT SATISFACTION AT KOLONODALE REGIONAL HOSPITAL, NORTH MOROWALI, CENTRAL SULAWESI

Muhammad Anwar1 et al

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