



ISSN : 2722-7944 (Online)

Point of View Research Economic Development

<https://journal.accountingpointofview.id/index.php/povred>



THE INFLUENCE OF NURSE RESPONSIVENESS ON THE INTENTION TO RETURN FOR TREATMENT THROUGH HOSPITAL IMAGE AND PATIENT SATISFACTION AT THE OUTPATIENT CLINIC OF UPT RSUD NENE MALLOMO KABUPATEN SIDRAP

Reskiyani¹; Mattalatta²; Umi Farida³

^{1,2,3} STIE Amkop Makassar, South Sulawesi, Indonesia

Abstract

This study aims to assess the extent to which nurse responsiveness affects patients' perceptions of the quality of healthcare services in the outpatient clinic, measure the impact of the hospital's image on patients' positive perceptions of healthcare services, and evaluate how patient satisfaction influences their intention to return for treatment. This research employs a causal design to investigate the causal relationships between research variables by planning experiments or collecting observational data using quantitative methods. The sample size used was 149 respondents, and the data collection technique was a questionnaire. The data analysis used was path analysis. Based on the study conducted at the Outpatient Clinic of UPT RSUD Nene Mallomo, Sidrap Regency, it was found that nurse responsiveness positively influences hospital image and patient satisfaction, which in turn increases patients' intention to revisit. Additionally, hospital image and patient satisfaction act as mediators in the influence of nurse responsiveness on the intention to revisit. These findings underscore the importance of improving service quality to enhance patient perception and satisfaction, thereby supporting patients' decisions to reuse healthcare services at the Outpatient Clinic of UPT RSUD Nene Mallomo, Sidrap Regency.



This is an open access article under the [CC BY 4.0 International License](https://creativecommons.org/licenses/by/4.0/)
© Point of View Research Economic Development (2024)

Keyword :

Nurse Responsiveness, Hospital Image, Patient Satisfaction, Intention to Return for Treatment

Email Address :

ekiyani86@gmail.com

1 Introduction

Hospitals are health service institutions that involve various elements, including the central role of nurses as key human resources (HR). As the main facility and main provider of health services, hospitals have a great responsibility to the community. In addition, hospitals are expected to always provide the best service to the community who use these health facilities. One of the elements that is the main focus in providing this superior service is nurses, as emphasized by Faudin et al, 2018. Nurses are not only a profession in hospitals, but also play an important role in the provision of health services.

Hospitals, as nurses' workplaces, must consistently make various efforts to improve the quality of nurses' professionalism. The success of hospitals in providing excellent health services cannot be separated from the performance of professional nurses. Nursing, as an integral part of the health service system, is a determining factor in the quality of health services as a whole. Therefore, it is necessary to pay special attention to the performance of nurses in carrying out their duties and responsibilities in providing health services to patients, as conveyed by Aprilia (2017).

Improving the quality of nurse professionalism marks the hospital's commitment to meeting high standards of health care. Thus, continuous efforts are made to ensure that nurses have the necessary skills and knowledge. This includes regular training, competency development, and implementation of policies that support excellent nursing practice. There are several aspects that have an impact on a patient's interest in returning to a hospital including the responsiveness of nurses or the time to respond to nurses, the image of the hospital, satisfaction.

Nurses who are friendly, empathetic, and communicate well can improve the image of the hospital. Training in customer service, interprofessional communication, and professional ethics are important aspects in building a positive image. In addition, supporting nurses with adequate resources, including sophisticated information systems, can help improve the effectiveness of providing quality health care.

The level of nurse response also has a direct impact on patient interest in returning for treatment (Basalamah and Multazam, 2021;). Patients who receive responsive care tend to consider the hospital as their primary choice for subsequent care. The trust built through good responsiveness creates a bond between the patient and the hospital. Several studies have found a relationship between nurse response time and interest in returning for treatment (Ahmad, et al., 2022; and Umi, 2019).

Efficient time management not only impacts patient satisfaction at that time but also provides confidence that the hospital is a reliable and responsive place for future health needs. Therefore, investment in improving nurse responsiveness is not only an investment in current patient satisfaction, but also a long-term investment in retaining and attracting returning patients. Improving nurse responsiveness and creating a positive hospital image are strategic steps in building an optimal health care environment. Thus, nurses are not only medical task implementers, but also partners in providing quality and sustainable health services.

The image of a hospital reflects the identity and reputation of the institution in the eyes of the public. Nurses, as the spearhead in providing direct services to patients, can play a role in shaping a positive or negative image of the hospital. Nurse interactions with patients, work ethics, and quality of service are factors that influence the image of the hospital.

The importance of hospital image is especially seen in the context of patient interest in returning for treatment. Patients who have positive experiences with nurses and feel treated with respect and empathy tend to be more interested in choosing the hospital again. Therefore, investment in involving nurses in professional communication and ethics training programs is key to creating an image that attracts patient interest. From research conducted by Purwanto, et al., (2022); Citra, et al., (2021) and Basalamah, et al., (2021) found that there is an influence of image on interest in returning for treatment.

Patient satisfaction is not only a measure of the quality of medical services but can also influence patients' decisions to seek care at the same hospital in the future. Nurses as a key element in providing services have a great influence on the level of patient satisfaction. Aspects such as the speed of nurse response, communication skills, and level of empathy can create a positive experience for patients. Empirical research shows that patients who feel heard and appreciated by nurses tend to give higher satisfaction ratings. Therefore, training nurses in improving their interpersonal skills can contribute positively to overall patient satisfaction.

In facing the challenges and competition in the healthcare industry, it is important for hospitals to understand that nurses are not only medical task executors but also key agents in shaping patient perceptions. Involving

nurses in developing and maintaining a positive hospital image can help increase patient interest in returning for treatment, creating a sustainable healthcare environment.

This research was conducted at the Outpatient Polyclinic of UPT RSUD Nene Mallomo, Sidrap Regency, where according to the phenomenon that occurred, Nurses have not been able to optimally implement services at the Outpatient Polyclinic of UPT RSUD Nene Mallomo. This can be seen from the responsiveness of nurses such as increased patient anxiety, delays in diagnosis and treatment, from aspects of hospital image such as lack of transparency of information and unclear procedures, and decreased levels of patient satisfaction due to the quality of service that is not yet optimal, lack of interaction with health workers, and involvement of nurses in the care process.

Referring to the description above, the researcher is interested in studying further regarding the interest in returning for treatment at the Outpatient Polyclinic of UPT RSUD Nene Mallomo, Sidrap Regency, so the researcher raised the research title, namely "The Influence of Nurse Responsiveness on Interest in Returning for Treatment through Hospital Image and Patient Satisfaction at the Outpatient Polyclinic of UPT RSUD Nene Mallomo"

2 Research Method

In designing research, the use of appropriate research design is very important to obtain the necessary information and analyze it effectively to solve research problems. One type of research design that is relevant to the procedures needed to collect and analyze data is causal design. Causal design allows researchers to investigate causal relationships between research variables by planning experiments or collecting observational data. In this study, the focus is on the level of analysis planned by the researcher on the data collected, with the aim of explaining the causal relationship between research variables. The next step includes hypothesis testing to confirm or reject the hypothesized causal relationship. By using a causal research design, this study aims to produce findings that can contribute to scientific understanding and solutions to identified problems. The research approach is an explanatory approach with quantitative methods, for the purpose of finding empirical facts about the phenomena of research problems that exist in the research object (Sugiyono, 2018). This research was conducted at the Outpatient Polyclinic of the Nene Mallomo Hospital. The research period is two months, starting from March to May 2024. According to Sugiyono (2018), population is defined as a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. In this study, the population was defined as all outpatients at the UPT RSUD Nene Mallomo. Based on data from July to December 2023, the number of patients reached 238 people, with details of 32 patients in July, 41 patients in August, 42 patients in September, 45 patients in October, 40 patients in November, and 38 patients in December. After determining the population, the next step is to determine the sample so that data collection can be carried out. According to Sugiyono (2018), a sample is part of the number and characteristics of a population. Samples are taken from the population through certain methods that are explained clearly and completely, which are considered to be able to represent the population as a whole.

3 Result and Discussion

Before testing the relationship between nurse responsiveness to the intention to seek treatment again through hospital image and patient satisfaction, an analysis was conducted in the form of validity and reliability tests to ensure that the items used were suitable as measuring instruments for the variables and the level of consistency of respondents' answers to the items. Table 1 shows the results of the validity measurements on the variables

of nurse responsiveness, hospital image, patient satisfaction, and intention to seek treatment again, where an item is declared valid if the Pearson correlation value of each item is greater than 0.3. The following are the results of the validity test for each variable:

Table 1
Validity Test Results

Variabel dan Item	Pearson Correlation (skor total)	$r > 0,3$	Ket
Daya Tanggap Perawat(X)			
X.1	0,978	0,3	Valid
X.1	0,975	0,3	Valid
Citra Rumah Sakit (Y1)			
Y1.1	0,791	0,3	Valid
Y1.2	0,826	0,3	Valid
Y1.3	0,873	0,3	Valid
Y1.4	0,845	0,3	Valid
Y1.5	0,656	0,3	Valid
Kepuasan Pasien (Y2)			
Y2.1	0,887	0,3	Valid
Y2.2	0,892	0,3	Valid
Y2.3	0,883	0,3	Valid
Y2.4	0,911	0,3	Valid
Y2.5	0,900	0,3	Valid
Minat Berobat Kembali (Y3)			
Y3.1	0,881	0,3	Valid
Y3.2	0,769	0,3	Valid
Y3.3	0,898	0,3	Valid
Y3.4	0,873	0,3	Valid

Source: Processed Primary Data, 2024

The Pearson correlation value (total score) of each item from the test results shows a value greater than the required standard, which is 0.3. In the nurse responsiveness variable, the value is in the range of 0.975-0.978; for the hospital image variable, it is in the range of 0.656-0.873; the patient satisfaction variable is in the range of 0.883-0.991; and the variable of interest in seeking treatment again is in the range of 0.769-0.898. The standard level for Pearson correlation > 0.3 indicates that the instrument is valid, as recommended by Yudistira and Susanti (2019). Furthermore, reliability testing for the variables of nurse responsiveness, hospital image, patient satisfaction, and interest in seeking treatment again can be seen in the following table:

Table 2
Reliability Test Results

Variabel	Cronbach's Alpha	$\alpha > 0,6$	Keterangan
Daya Tanggap Perawat	0,950	0,6	Reliabel
Citra Rumah Sakit	0,937	0,6	Reliabel
Kepuasan Pasien	0,858	0,6	Reliabel
Minat Berobat Kembali	0,875	0,6	Reliabel

Source: Processed Primary Data, 2024

Table 2 shows that all variables, namely nurse responsiveness, hospital image, patient satisfaction, and intention to seek treatment again, have a Cronbach's Alpha value higher than 0.60. This value has exceeded the threshold required for the reliability test criteria, where the Cronbach's Alpha value must be higher than 0.60 (Yudistira and Susanti, 2019). Based on these results, it can be concluded that the instrument used in this study has an adequate level of reliability.

The Influence of Nurse Responsiveness on Hospital Image

Statistical analysis that has been conducted to test the effect of nurses' responsiveness on hospital image, shows that nurses' responsiveness has a positive and significant effect on hospital image in the Outpatient Polyclinic of UPT RSUD Nene Mallomo, Sidrap Regency. As evidenced by the sig. value of 0.000 which is smaller than the significance level (0.05) and the t-value of 4.555 which is positive. This means that nurses' responsiveness plays an important role in improving hospital image.

Research conducted by Ghozali et al. (2018) stated that responsiveness has a significant influence on image. This finding is in line with the results of research conducted by Setiawan et al. (2019) and Asnawi (2017), which showed that responsiveness consistently has a positive influence on image. These studies emphasize the importance of responsiveness quality in forming positive perceptions of the institution or service provided.

The results of this study can be concluded that increasing responsiveness, or the ability to respond to needs and requests quickly and efficiently, is a key factor in building a positive image. Institutions or organizations that succeed in increasing responsiveness tend to be more appreciated and have a better reputation in the eyes of the public. Therefore, efforts to improve responsiveness should be a strategic priority in improving the image and reputation of a hospital.

Overall, image plays a significant role in shaping consumer perceptions and attitudes towards a product or organization. In the context of a hospital, image not only includes aspects of medical services, but also reflects the overall image of the organization. Therefore, good image management is key to building trust and positive relationships with the community. A positive image will shape the mindset of the community that when they face health problems, there is no need for repeated considerations to determine where to obtain health services. This is based on their personal experiences or the information they obtain (Yunida, 2016).

The Influence of Nurse Responsiveness on Patient Satisfaction

Statistical analysis that has been conducted to test the effect of nurse responsiveness on patient satisfaction, shows that nurse responsiveness has a positive and significant effect on patient satisfaction at the Outpatient Polyclinic of UPT RSUD Nene Mallomo, Sidrap Regency. As evidenced by the sig. value of 0.000 which is smaller than the significance level (0.05) and the t-value of 5.191 is positive. This means that nurse responsiveness plays an important role in increasing patient satisfaction.

Based on case studies, it was found that increased nurse responsiveness has a direct correlation with increased patient satisfaction (Pisu et al., 2015; Damanik, 2021; and Sinurat et al., 2019). Patients who feel they receive fast and efficient attention tend to provide positive feedback on their care experience, which ultimately contributes to improving the hospital's image.

Patients who receive responsive care tend to consider that hospital as their first choice for further care. The trust that is formed through good responsiveness creates a strong bond

between the patient and the hospital. Several studies have found a relationship between nurse response time and patient intention to return for treatment (Ahmad et al., 2022; Umi, 2019).

The Influence of Hospital Image on Returning Treatment Interest

The results of the statistical analysis conducted to test the effect of hospital image on the interest in returning for treatment showed that hospital image has a positive and significant effect on the interest in returning for treatment at the Outpatient Polyclinic of UPT RSUD Nene Mallomo, Sidrap Regency. This is evidenced by a significance value of 0.000 which is smaller than the significance level of 0.05, and a t-count value of 3.715 which is positive. This finding confirms that hospital image plays an important role in increasing patient interest in returning for treatment, thus strengthening the importance of efforts to maintain and improve the positive image of the hospital.

Research conducted by Purwanto et al (2022) at RSAU dr. Dody Sardjoto supports the results of this study which also proves that hospital image has a significant effect on the interest in seeking treatment again. Likewise, research by Anjani et al (2018); Citra, et al., (2021) and Basalamah, et al., (2021) found that there is an effect of image on the interest in seeking treatment again.

Hospital image is an abstract representation that includes public perception and views of health organizations. Based on the understanding of experts, image does not only reflect medical services, but also includes beliefs, ideas, and messages that individuals have about hospitals. Factors such as reactions, experiences, management, facilities, and communication transparency influence image formation. Hospital image is an assessment of the quality of service and the overall reputation of the organization in the world of health. Effective image management is key to building trust and maintaining positive relationships with the community and stakeholders.

The Influence of Patient Satisfaction on Returning Treatment Interest

Statistical analysis that has been conducted to test the effect of patient satisfaction on the interest in seeking treatment again, shows that patient satisfaction has a positive and significant effect on the interest in seeking treatment again at the Outpatient Polyclinic of UPT RSUD Nene Mallomo, Sidrap Regency. As evidenced by the sig. value of 0.000 which is smaller than the significance level (0.05) and the t-value of 4.441 which is positive. This means that patient satisfaction plays an important role in increasing the interest in seeking treatment again.

In research conducted by Anggraini and Rohman (2012) which explains that patient satisfaction affects the interest in returning for treatment. Likewise, Citra et al (2021) and Jalias and Idris (2020) state that patient satisfaction will have an impact on the high interest in returning for treatment. The relationship between hospital image and patient satisfaction is important because both influence each other. A positive hospital image can increase patient expectations, and when these expectations are met, patient satisfaction levels tend to increase. Conversely, high patient satisfaction can strengthen the positive image of the hospital.

Optimizing this relationship requires a coordinated effort between hospital management and nurses. Training programs that focus on interpersonal skills, conflict management,

and understanding patient culture can improve the quality of nursing care and in turn build a positive hospital image.

The Influence of Nurse Responsiveness on Returning Treatment Interest

Statistical analysis that has been conducted to test the effect of nurses' responsiveness on the interest in seeking treatment again, shows that nurses' responsiveness has a positive and significant effect on the interest in seeking treatment again at the Outpatient Polyclinic of UPT RSUD Nene Mallomo, Sidrap Regency. As evidenced by the sig. value of 0.000 which is smaller than the significance level (0.05) and the t-value of 6.124 which is positive. This means that nurses' responsiveness plays an important role in increasing a patient's interest in seeking treatment again.

As several other studies have also supported this finding, including research by Basalamah and Multazam (2021) that there is a significant relationship between nurses who are responsive to the interest in returning for treatment. Then, research by Ahmad, et al., (2022); and Umi, (2019) also proves that patients who receive responsive care tend to consider the hospital as the main choice for subsequent treatment. The trust that is built through good responsiveness creates a bond between the patient and the hospital.

The length of time patients spend waiting for healthcare services can be a critical factor influencing their perception of the quality of care provided. Therefore, healthcare facilities must carefully manage and structure the various stages, from registration to consultation and prescription fulfillment. The challenge is to balance efficiency with the need for thorough and comprehensive care.

Bustani et al. (2015) highlighted that long waiting times have the potential to cause dissatisfaction among patients, and can be an indication of inadequate service component management in health facilities. To address this issue, health institutions need to adopt a strategic approach in optimizing their operational processes, to ensure that waiting times are minimized without compromising service quality.

The Influence of Nurse Responsiveness on Returning Treatment Interest Through Hospital Image

Based on the results of statistical analysis conducted to test the effect of nurses' responsiveness on the intention to seek treatment again through the image of the hospital at the Outpatient Polyclinic of UPT RSUD Nene Mallomo, Sidrap Regency, it was found that nurses' responsiveness has a positive and significant effect on the intention to seek treatment again through the image of the hospital. The significance value of 0.000 indicates that this relationship is very strong and smaller than the significance level set at 0.05, while the t-count value of 3.654 confirms the positive direction of the influence. This finding strengthens the hypothesis that the quality of nurse interaction with patients not only affects direct perceptions of care, but also forms the overall image of the institution.

Overall, this study confirms the importance of the role of nurse responsiveness in building a positive image for the hospital. Nurse responsiveness in responding to patient needs not only increases individual patient satisfaction, but also strengthens the image of the hospital as a trusted and quality institution. In this context, the strategy for developing the quality of nursing services must be a priority for hospitals in an effort to maintain and improve patient loyalty and a good reputation in the community.

The Influence of Nurse Responsiveness on Re-treatment Interest through Patient Satisfaction

Based on the statistical analysis conducted to test the effect of nurses' responsiveness on the intention to seek treatment again through patient satisfaction, it was found that nurses' responsiveness has a positive and significant effect on the intention to seek treatment again through patient satisfaction at the Outpatient Polyclinic of UPT RSUD Nene Mallomo, Sidrap Regency. This is evidenced by the significance value of 0.000, which is smaller than the significance level of 0.05, and the t-value of 3.959 which is positive. This finding supports the hypothesis that nurses' responsiveness significantly increases patients' interest in seeking treatment again through increasing patient satisfaction.

Overall, the results of this study emphasize the importance of the role of nurses in creating a satisfying experience for patients, which in turn increases the patient's desire to return to health services. Responsiveness and attention from nurses not only directly affect patient satisfaction, but also have a long-term impact on patient interest in continuing treatment at the same facility. Therefore, strategies to improve nurse responsiveness should be a primary focus in hospitals' efforts to increase patient loyalty through high satisfaction.

4. Conclusions

Based on research at the Outpatient Polyclinic of UPT RSUD Nene Mallomo, Sidrap Regency, it was found that the responsiveness of nurses has a positive effect on the image of the hospital and patient satisfaction, which in turn increases the interest of patients to return for treatment. In addition, the image of the hospital and patient satisfaction act as mediators in the influence of the responsiveness of nurses on the interest to return for treatment. This finding emphasizes the importance of improving the quality of service to improve patient perception and satisfaction, and support patients' decisions to reuse health services at the Outpatient Polyclinic of UPT RSUD Nene Mallomo, Sidrap Regency.

5. References

- Aprilia, F. (2017). Pengaruh Beban Kerja, Stres Kerja dan Motivasi Kerja Terhadap Kinerja Perawat Rumah Sakit Islam Ibnu Sina Pekanbaru. *JOM Fekon*, 4(1).
- Aprillia, M. (2021). Hubungan Daya tanggap Perawat Terhadap Kepuasan Keluarga Pasien Di Instalasi Gawat Darurat. *Media Husada Journal Of Nursing Science*, 2(1), 1-6.
- Arief, A. N. (2019). Hubungan Daya tanggap Perawat dalam Memberikan Pelayanan terhadap Kepuasan Pasien di Ruang IGD RSUD Labuang Baji Makassar. Universitas Islam Negeri Alauddin Makassar. Retrieved from [http://repositori.uin-alauddin.ac.id/19876/1/Arjani Nurcahya Arief_70300114057.pdf](http://repositori.uin-alauddin.ac.id/19876/1/Arjani%20Nurcahya%20Arief_70300114057.pdf).
- Asnawi, M. A. M. (2017). Pengaruh Kualitas Layanan Terhadap Citra Perusahaan PT. Sumber Alfaria Trijaya Medan. *Warta Dharmawangsa*, (51).
- Anjani, H., Ruswanti, E., & Indrawati, R. (2022). EWOM, Kepercayaan, Citra Merek Terhadap Niat Pembelian Ulang pada Poliklinik Penyakit dalam di RS ABC Jakarta. *Jurnal Health Sains*, 3(3), 402-414.
- Anggraini, M. T., & Rohmani, A. (2012). Hubungan kepuasan pasien dengan minat pasien dalam pemanfaatan ulang pelayanan kesehatan pada praktek dokter keluarga. In *PROSIDING SEMINAR NASIONAL & INTERNASIONAL* (Vol. 1, No. 1).
- Bagas, R., Dian, N., & Jaelani, J. (2021). Pengaruh electronic word of mouth sebagai sarana promosi untuk meningkatkan citra destinasi dan menarik minat berkunjung (survey pada pengunjung Pulau Paha-wang). *Journals of Economics and Business*, 1(1), 9-17.

- Basalamah, K. F., Ahri, R. A., & Multazam, M. (2021). Pengaruh Citra dan Kualitas Layanan Terhadap Kepuasan dan Minat Kembali Pasien pada Rumah Sakit Umum Daerah Kota Makassar. *An Idea Health Journal*, 1(03), 81- 91.
- Binuko, R. S., & Fauziyah, N. F. (2022). Pengaruh Beban Kerja Perawat Terhadap Daya tanggap Dan Kepuasan Pasien Instalasi Rawat Jalan Di Rumah Sakit X. *Infokes: Jurnal Ilmiah Rekam Medis dan Informatika Kesehatan*, 12(1), 15-19.
- Bustani, N. M., Rattu, A. J., & Saerang, J. S. (2015). Analisis Lama Waktu Tunggu Pelayanan Pasien Rawat Jalan Di Balai Kesehatan Mata Masyarakat Propinsi Sulawesi Utara. *EBiomedik*, 3(3).
- Citra, E. W., Razak, A., & AP, A. R. A. (2021). Pengaruh Citra Rumah Sakit Dan Kualitas Pelayanan Terhadap Mina Kunjungan Kembali Melalui Kepuasan Pasien Di Rawat Inap Rsud Salewangan Maros Tahun 2021. In *Prosiding Seminar Nasional Sinergitas Multidisiplin Ilmu Pengetahuan dan Teknologi* (Vol. 4, pp. 379-396).
- Damanik, J. S. (2021). Literature Review: Hubungan Daya tanggap Perawat dengan Kepuasan Pasien.
- Faudin, Mokhamad Afif dkk. (2018). Pengaruh Stres Kerja terhadap Kinerja Perawat melalui Kepuasan Kerja.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro: Semarang.
- Ghozali, Z., Pebrianti, T., Mawarni, I., & Bangsawan, A. (2018). Analisis Pengaruh Kualitas Layanan Pembuatan Perijinan Terhadap Citra Kantor Pelayanan Perijinan Terpadu (KPPT) Kota Palembang (Kepuasan Pelanggan Sebagai Variabel Intervening). *JURNAL EKOBIS Kajian Ekonomi Dan Bisnis*, 1(2), 97-112.
- Hanifah, A., Santoso, W., & Zakiyah, A. (2022). Daya tanggap Pasien Rawat Jalan Dirumah Sakit Kamar Medika Mojokerto (Doctoral dissertation, Perpustakaan Universitas Bina Sehat).
- Hanifah, R. (2022). Pengaruh Faktor Konsumen Dan Kualitas Pelayanan Terhadap Kepuasan Pasien Di Instalasi Rawat Jalan RSUD Ibnu Sina Kabupaten Gresik (Doctoral dissertation, STIKES Yayasan RS Dr. Soetomo Surabaya).
- Indrasari, M. (2019). Pemasaran Dan Kepuasan Pelanggan: pemasaran dan kepuasan pelanggan. Unitomo Press.
- Istiqomah, N. F. (2016). Hubungan Mutu Pelayanan Terhadap Minat Kunjungan Ulang Pasien Rawat Inap Di Puskesmas II Tambak Kabupaten Banyumas. Universitas Negeri Semarang.
- Jalias, S. J. F. D., & Idris, F. P. (2020). Pengaruh mutu pelayanan kesehatan gigi dan mulut terhadap minat kembali pasien melalui tingkat kepuasan di puskesmas tamalate makassar 2020. *Journal of Muslim Community Health*, 1(2), 37-49.
- Jordiawan. (2018). Hubungan responsetime dengan tingkat kecemasan pasien di Instalasi Gawat Darurat. *Jurnal Keperawatan*, 02(1), Juni 2018.
- Komariah, D., & Prahiawan, W. (2021). Pengaruh Peran Ganda dan Beban Kerja terhadap Kinerja Pegawai Wanita dengan Work Stress sebagai Variabel Intervening (Studi pada Universitas Sultan Ageng Tirtayasa Banten). *Gemilang: Jurnal Manajemen dan Strategi Bisnis*, 2(1), 1-15.
- Kurniasari, L. A. (2019). Pengaruh Strategi Pemasaran Dan Mutu Pelayanan Terhadap Minat Kunjungan Ulang Pasien Rawat Inap Di Rumah Sakit Paru Manguharjo Madiun Tahun 2019. *Stikes Bhakti Husada Mulia Madiun*.
- Kusuma, K. D. (2022). Pengaruh kualitas pelayanan, kepuasan konsumen dan kualitas produk terhadap minat berkunjung kembali pada ud. Suro menggolo di Pisangan Lama 1 (Doctoral dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta).
- Lestari, Yusuf, Y. (2019). Pengaruh Kualitas Pelayanan, Citra Perusahaan Dan Fasilitas Terhadap Kepuasan Pasien Rawat Jalan Di Rumah Sakit Islam Pondok Kopi Jakarta (Doctoral dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) Jakarta).
- Lydia, L. P., & Endang, E. M. S. (2020). Pengaruh Lokasi, Citra Rumah Sakit, Dan Kualitas Pelayanan Terhadap Keputusan Memilih Rsud Pasar Minggu. *IKRAITH-EKONOMIKA*, 3(2), 64-73.
- Mahyawati, M., & Widaryati, W. (2015). Hubungan Kegawadaruratan Pasien dengan Waktu Tanggap Perawat di IGD RS PKU Muhammadiyah Yogyakarta (Doctoral dissertation, STIKES'Aisyiyah Yogyakarta).

- Muzakir, M., & Gunawan, B. I. (2017). Pengaruh Kualitas Pelayanan Keperawatan, Fasilitas Dan Minat Terhadap Kepuasan Pasien Di Ruang Rawat Inap RSU Wisata Uit Makassar. *Jurnal Mirai Management*, 2(1), 30-44.
- Nugraha, N. M., Anwar, A., Priadana, M. S., & Firdaus, O. M. (2017). Analisis Pengaruh Citra dan Kualitas Layanan Terhadap Kepuasan Pasien Serta Implikasinya Pada Komunikasi Pemasaran di Rumah Bersalin Fatimah Kota Bandung. *Jurnal Teknologi dan Manajemen Industri*, 3(1), 14-19.
- Nurmaghfirah, A. V. (2023). Pengaruh Cyber Public Relation Dan Kualitas Pelayanan Terhadap Citra Perusahaan Asuransi Jiwa Syariah Bumiputera Tasikmalaya (Doctoral dissertation, Universitas Siliwangi).
- Pisu, H. D., Rompas, S., & Malara, R. (2015). Hubungan Respons TIME Perawat Dengan Kepuasan Pasien Di Instalasi Gawat Darurat Rsup Prof. Dr. RD Kandou Manado. *Jurnal Keperawatan*, 3(2).
- Purwanto, B. T., Muchlis, N., & Multazam, A. M. (2022). Pengaruh Citra Rumah Sakit dan Kualitas Pelayanan Terhadap Minat Berobat Pasien Rawat Jalan di RSAU dr. Dody Sardjoto. *Journal of Muslim Community Health*, 3(4), 153-168.
- Ramli, A. H. (2013). Pengaruh Sistem Penyampaian Jasa Terhadap Citra Rumah Sakit Swasta Tipe C Di Makassar. *Media Riset Bisnis & Manajemen*, 13(2), 147-168.
- Ringu, Y. T. (2018). Analisis Faktor yang Berhubungan dengan Daya tanggap Perawat di IGD RSU Tipe C di Kupang Berdasarkan Teori Kinerja Gibson (Doctoral dissertation, Universitas Airlangga).
- Rina, N. A., Wahyudi, F., & Margawati, A. (2017). Perbedaan tingkat kepuasan pasien bpjs terhadap mutu pelayanan kesehatan di praktek dokter mandiri dan klinik swasta (studi kasus kecamatan Tembalang Semarang). *JURNAL KEDOKTERAN DIPONEGORO (DIPONEGORO MEDICAL JOURNAL)*, 6(2), 930-939.
- Sari, F. And Pangestuti, E. (2018). Pengaruh Electronic Word Of Mouth (EWom) Terhadap Minat Berkunjung Dan Keputusan Berkunjung (Studi Pada Wisata Coban Rais BKPH Pujon). *Jurnal Administrasi Bisnis*, 54(1), Pp.189-196.
- Sesrianty, V., Machmud, R., & Yeni, F. (2019). Analisa kepuasan pasien terhadap mutu pelayanan keperawatan. *Jurnal Kesehatan Perintis*, 6(2), 116-126.
- Setiawan, A., Qomariah, N., & Hermawan, H. (2019). Pengaruh kualitas pelayanan terhadap kepuasan konsumen. *Jurnal Sains Manajemen dan Bisnis Indonesia*, 9(2), 114-126.
- Sinurat, S., Perangin-angin, I. H., & Sepuh, J. C. L. (2019). Hubungan daya tanggap perawat dengan tingkat kepuasan pasien BPJS di Instalasi Gawat Darurat. *Jurnal Penelitian Keperawatan*, 5(1).
- Sriani, I., Tamsah, H., & Betan, A. (2019). Pengaruh Citra Dan Kualitas Layanan Terhadap Kepuasan Dan Loyalitas Pasien Jkn Di Puskesmas Caile Kabupaten Bulukumba. *YUME: Journal of Management*, 2(2).
- Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Penerbit Alfabeta: Bandung.
- Suryati, Y., & Praghlapati, A. (2022). Kualitas Pelayanan Terhadap Minat Pasien Dalam Memanfaatkan Kembali Jasa Pelayanan Rawat Jalan Rumah Sakit Di Masa Pandemi Covid 19: Literature Review. *Jurnal Ilmu Keperawatan dan Kebidanan*, 13(1), 1-11.
- Tamsah, H., & Ferial, E. (2018). Pengaruh ekspektasi, persepsi, kualitas pelayanan terhadap kepuasan pasien ruang rawat inap Rumah Sakit Bhayangkara Makassar. *Jurnal Mirai Management*, 3(1), 1-16.
- Tjiptono, F. (2014). Pemasaran Jasa. Penerbit Andi: Yogyakarta.

- Tukesangi, W. M. (2018). Hubungan Pelayanan Perawat Terhadap Kepuasan Pasien di Puskesmas Koeloda Kecamatan Golewa (Doctoral dissertation, Universitas Muhammadiyah Surabaya).
- Walakandou, R. J. R., Ratag, G. A. E., & Korompis, G. E. C. (2021). Faktor-Faktor yang Berpengaruh pada Waktu Tunggu Pasien dalam Masa Pandemi Covid 19 di Unit Rawat Jalan Rumah Sakit. *Indonesian Journal of Public Health and Community Medicine*, 2(3), 046-057.
- Yunida, M. E. (2016). Pengaruh citra rumah sakit dan kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan di Rumah Sakit Amal Sehat Wonogiri. *Jurnal Manajemen Bisnis Indonesia (JMBI)*, 5(3), 287- 297.
- Yudistira, D. S., & Susanti, F. (2019). Pengaruh Motivasi Kerja Dan Budaya Kerja Terhadap Kinerja Karyawan Dinas Pemberdayaan Masyarakat Dan Desa, Pengendalian Penduduk Dan Keluarga Berencana Kabupaten Pesisir Selatan.