

Analysis of Perception, Attitude, and Quality of Service on Patient Satisfaction at the Registration Place of the Kesambenkulon Health Center, Kediri

Menik Tri Kumalasari, Katmini

Strada Indonesian Institute of Health Sciences, Kediri

ABSTRACT

Background: Understanding the patient's needs and wants is an important thing that affects patient satisfaction. The purpose of this study is to analyze the influence of perceptions, attitudes and quality of service on patient satisfaction at the registration of the Kesambenkulon Health Center.

Subjects and Method: A cross sectional study conducted at Kesambenkulon Health Center, from August 19 to September 4, 2022. A sample of 105 respondents was taken by a simple random sampling. The dependent variable was patient satisfaction. The independent variables are perceptions, attitudes and service quality. Data were analyzed using a multiple linear regression.

Results: Perception ($b = 0.23$; 95% CI = 6.12 to 8.13; $p < 0.001$), attitude ($b = 0.43$; 95% CI = 5.65 to 7.84; $p = 0.002$), quality service ($b = 0.15$; 95% CI = 4.84 to 7.59; $p = 0.002$) were significantly associated with patient satisfaction at the Kesambenkulon health center registration (adj. $R^2 = 81.2\%$).

Conclusion: The researcher believes that understanding the patient's needs and desires is an important thing that affects patient satisfaction. Satisfied patients are very valuable assets because if patients are satisfied they will continue to use the services of their choice.

Keywords: satisfaction, service quality, perception & attitude

Correspondence:

Menik Tri Kumalasari. Masters Program in Public Health, Strada Indonesian Institute of Health Sciences. Jl. Manila 37, Sumberece. Pesantren, Kediri, East Java 64133, Indonesia. Email: meniktrikumalasari@gmail.com. Mobile: +6281235500034.

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BACKGROUND

Patient's assessment of the services of health workers is based on the patient's experience. Aspects of patient experience can be interpreted as a treatment or action from a nurse who is or has been undergoing, felt and borne by someone who uses health services (Jatmiko, 2013). The assessment can be started from the patient registering either online or in person.

With the large number of patients and to compete with other health facilities, health

service providers are making new breakthroughs by accepting patient registration through an online system. However, this type of registration can generate a lot of responses from the public. Online registration at health facilities is expected to be a solution for patients whose homes are far away and so they don't have to wait long at the registration section to wait before being given services (Wilunto, 2015).

Based on medical record data from the Kesambenkulon Health Center in Gresik Regency from mid-2020 to mid-2021, it was

found that the number of patient visits during this pandemic was much reduced compared to the period before the COVID-19 pandemic. Where in 2019 the number of outpatient visits was 3,735 patients, while in 2020 there were 2,214 outpatient visits. Based on weekly data, the number of patient visits is quite volatile where the highest number of patient visits is on Mondays and Tuesdays due to the beginning of the week so routine control activities are carried out.

Health center is a functional health organization unit which is a center for community health development which also fosters community participation in addition to providing comprehensive and integrated services to the community in its working area in the form of main activities. In other words, the health center has the authority and responsibility for maintaining public health in its working area (Satrianegara 2014).

Health services are an important factor in improving the health and welfare of every human being throughout the world. According to Law No. 36 of article 19 of 2009 concerning health, explains that everyone has the right to obtain health services and the government is responsible for the availability of all forms of quality, safe, efficient, and affordable health efforts by all levels of society. One of these efforts is to increase the availability and equity of basic health facilities such as health center in each area (Bapenas, 2013).

Service quality (service quality) can be known by comparing the perceptions of consumers on the services they receive with the services they actually expect on the service attributes of a company. Service quality is perceived as good and satisfactory if the service received or perceived is as expected, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of high quality. Service quality is perceived as bad if the service

received is lower than expected (Amrizal, 2014). The quality of health services refers to the level of perfection in the appearance of health services that can satisfy every user of health services in accordance with the level of satisfaction of the average population.

Service quality (service quality) can be known by comparing the perceptions of consumers on the services they receive with the services they actually expect on the service attributes of a company. Service quality is perceived as good and satisfying if the service received or perceived is as expected, if the service received exceeds consumer expectations, then the service quality is perceived as good (Wijaya, 2012).

Understanding the patient's needs and desires is an important factor affecting patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the service of their choice, but if patients are not satisfied they will tell twice as much to others about their bad experience. To create patient satisfaction, hospitals must create and manage a system to obtain more patients and the ability to retain patients.

Based on the above conditions, the purpose of this study is to analyze the influence of perceptions, attitudes and quality of service on patient satisfaction at the registration of the Kesambenkulon Health Center.

SUBJECTS AND METHOD

1. Study Design

This was an analytic observational study with a cross sectional design. The study was conducted the Kesambenkulon Health Center, from August 19 to September 4, 2022.

2. Population and Sample

A sample 105 nurses was taken by simple random sampling.

3. Study Variables

The dependent variable: satisfaction.

The dependent variables: perceptions, attitudes and quality of service.

4. Operational Definition of Variables

Perception: The direct response of an absorption or the process of someone knowing some things through the senses.

Attitude: Attitude is a reaction or response of someone who is still closed to a stimulus or object.

Quality of service: Health services that are in accordance with the wishes of the patient

Patient satisfaction: Emotional response (feeling happy and satisfied) in patients because of the fulfillment of expectations or desires in using and receiving nurse services

5. Study Instrument

The data were collected using questionnaire.

6. Data Analysis

Data analysis using Linear Regression test

7. Research Ethics

The research ethics permit approval letter was obtained from the Research Ethics Committee at the Indonesian Strada Institute of Health Sciences, City of Kediri, No. 3362/KEPK/VIII/2022, on 2 September 2022.

RESULTS

The following are the results of analysis perception, attitude, and quality of service to patient satisfaction at the registration place of the Kesambenkulon Health Center. Based on Table 1, it is known that most respondents have a good category perception as many as 58 respondents (55%).

1. Sample Characteristics

Table 1. Characteristics Sample

Variable	Criteria	Frequency	Percent (%)
Perception	Well	58	55%
	Enough	31	30%
	Not Enough	16	15%
Attitude	Positive	92	87.6%
	Negative	13	12.4%
Service Quality	Well	58	55%
	Enough	33	32%
	Not Enough	14	13%
Satisfaction	Satisfied	60	57.1%
	Not Satisfied	45	42.9%

The respondents have a positive attitude category as many as 92 respondents (87.6%). The respondents have good service quality category as many as 58 respondents

(55%). The respondents have satisfaction category satisfied as many as 60 respondents (57.1%).

2. Statistical Test Results

Table 2. The result of linear regression analysis.

Independent Variables	b	95% CI		p
		Lower Limit	Upper Limit	
Perception	0.23	6.12	8.13	<0.001
Attitude	0.43	5.65	7.84	0.002
Service Quality	0.15	4.84	7.59	0.002
Adj. R ² = 0.812				
p < 0.001				

The results of multiple linear regression in Table 2 showed that perception (b= 0.23;

95% CI= 6.12 to 8.13; p<0.001), attitude (b= 0.43; 95% CI= 5.65 to 7.84; p= 0.002),

quality service ($b = 0.15$; 95% CI = 4.84 to 7.59; $p = 0.002$) were significantly associated with patient satisfaction at the Kesambenkulon health center registration (adj. $R^2 = 81.2\%$).

DISCUSSION

1. Patient Perception at Kesambenkulon Health Center

The results showed that most of the respondents had a good category perception as many as 58 respondents (55%). In addition, a number of 31 respondents (30%) have a perception of the category enough. While a number of 16 respondents (15%) have a perception of the category less.

Service is an activity or a series of tools that are invisible (cannot be touched), which occur due to interactions between consumers and employees or other things provided by service providers that are intended to solve consumer problems (Ratminto and Winarsih, 2015).

People as consumers certainly want quality services. Service quality is defined as the level of excellence expected and control over the level of excellence to meet customer desires (Dimas and Oktafani, 2014). Service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in balancing consumer expectations (Dimas and Oktafani, 2014). Good services are health services that are available to the community (acceptable) and sustainable (sustainable).

This means that all types of health services needed by the community are found and their presence in the community is available at any time of need. Health services must be reasonable (appropriate) and acceptable (acceptable) by the community. This means that health services can overcome the health problems faced, do not conflict with customs, culture, beliefs and beliefs of the community, and are unnatural,

not a condition of good health services (Suryono, 2013).

The purpose of health services is to provide consultation to patients who need the opinion of a specialist doctor, with treatment or not and to provide follow-up for inpatients who have been allowed to go home but their health condition must be controlled. Outpatient should have a comfortable and pleasant environment for the patient. This is important to note because it is from outpatient treatment that patients get the first impression about the health center. A good outpatient environment should be spacious enough and have good air circulation, comfortable seating, attractive furniture and no disturbing sounds.

Based on the results of the study, it was found that there were a small number of respondents who had perceptions in the less category. Where this is due to the incompatibility of patient expectations with the reality of services provided by health workers. According to the respondents, several things that must be improved are related to the patient's confidence in the abilities of health workers, where most of the respondents do not believe in the abilities of health workers. This is also because officers are considered slow in examining the complaints expressed by patients.

2. Patient Attitude at Kesambenkulon Health Center

The results showed that most of the respondents had a positive attitude category as many as 92 respondents (87.6%). While a number of 13 respondents (12.4%) had a negative attitude category.

An individual is very closely related to their respective attitudes as their personal characteristics. Attitude in general is often interpreted as an action taken by an individual to respond to something. The notion of attitude is explained by Saifudin Azwar (2010) attitude is defined as a reaction or

response that arises from an individual to an object which then raises individual behavior towards the object in certain ways.

Gerungan (2015) also describes the notion of attitude or attitude as a reaction to the views or feelings of an individual towards a particular object. Although the object is the same, but not all individuals have the same attitude, it can be influenced by individual circumstances, experiences, information and the needs of each individual is different. A person's attitude towards the object will shape the individual's behavior towards the object.

Human attitudes are not formed since humans are born. Human attitudes are formed through social processes that occur during their lives, where individuals get information and experience. This process can take place within the family, school or community. When there is a social process there is a reciprocal relationship between the individual and his surroundings. The existence of these interactions and relationships then forms a pattern of individual attitudes with their surroundings. Saifudin Azwar (2010) describes the attitude-forming factors, namely: strong experience, the influence of other people who are considered important, the influence of culture, mass media, educational institutions and religious institutions, the influence of emotional factors.

Attitude is the response of someone who is still closed to a stimulus or object. The manifestation of that attitude cannot be directly seen, but can only be interpreted before hand from closed behavior. Attitudes will be more easily formed if the personal experience occurs in situations that involve emotional factors. Based on the results of the study, it was found that most of the respondents had a positive attitude but there were still many respondents who had a negative attitude category. The lack of res-

pondent attitude is caused because respondents feel that government agencies should be able to provide excellent service to patients, besides that patients also feel that there are many health facilities that can provide much better services than at the kesambenkulon health center.

3. Quality of Service at the Kesambenkulon Health Center

The results showed that most of the respondents had good service quality category as many as 58 respondents (55%). In addition, a number of 33 respondents (32%) have sufficient service quality category. Meanwhile, a number of 14 respondents (13%) have poor service quality category.

Service is an activity or a series of tools that are invisible (cannot be touched), which occur due to interactions between consumers and employees or other things provided by service providers that are intended to solve consumer problems (Winarsih, 2015).

People as consumers certainly want quality services. Service quality is defined as the level of excellence expected and control over the level of excellence to meet customer desires. Service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in balancing consumer expectations (Oktafani, 2014).

One of the services that is widely used by the community is health services. Utilization of health services by using the service facilities provided either in the form of outpatient care, inpatient care, home visits by health workers or other forms of activity from the use of these services based on the availability and continuity of services, community acceptance and fairness, easily accessible by the community, affordable and quality (Anwar, 2014).

Good service is health services that are available in the community (acceptable) and sustainable (sustainable). This means that

all types of health services needed by the community are found and their presence in the community is available at any time of need. Health services must be reasonable (appropriate) and acceptable (acceptable) by the community. This means that the health service can overcome the health problems faced, does not conflict with customs, culture, beliefs and beliefs of the community, and is unnatural, is not a condition of good health care.

The location angle is easily accessible by the community, so the distribution of health facilities is very important. Coverage of auxiliary facilities to determine effective demand. If the facility is easily accessible by using the available means of transportation, this facility will be widely used. Past user levels and trends are the best indicators of short and long term changes in future demand.

The services provided are affordable (affordable) by the community, where the cost of these services is sought in accordance with the economic capacity of the community. And shows the level of perfection of the health services provided (quality/quality) and shows the healing of the disease and the safety of actions that can satisfy the service users in accordance with the standards that have been set.

According to researchers, health services must have various basic requirements, namely the basic requirements that influence the community in determining their choices regarding the use of health services. The services needed by the community in general are health services that are available in the community and sustainable, health services must be reasonable and acceptable to the community, locations are easily accessible by the community, services provided are affordable and the perfection of health services provided. With good service, it will attract

people to use health facilities properly and wisely.

In the results of the study, it was found that most of the respondents had good service quality categories, but there were a small number of respondents who considered that the quality of services provided by health workers to patients was in the poor category. Where this is because patients judge that health workers are less responsive to immediately provide health services so that they tend to be slow. In addition, it is also caused by patients assessing that health workers are less concerned with patient complaints where officers are less concerned with patients. However, despite complaints from patients, most of the patients assessed that the services provided were in accordance with what was expected.

4. Patient Satisfaction at the Kesambenkulon Health Center

The results showed that most of the respondents had satisfaction in the satisfied category as many as 60 respondents (57.1%). While a number of 45 respondents (42.9%) had a dissatisfied category of satisfaction.

Understanding the patient's needs and desires is an important factor affecting patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the service of their choice, but if patients are not satisfied they will tell twice as much to others about their bad experience. To create patient satisfaction, health facilities must create and manage a system to obtain more patients and the ability to retain patients (Hendawan, 2015).

Patients are sick people who are treated by doctors and other health workers in practice (Yuwono, 2017). While satisfaction is a person's feeling of pleasure that comes from a comparison between the pleasure of an activity and a product with his expectations (Nursalam, 2016). Nursalam (2016) states

that satisfaction is a person's feelings of pleasure or disappointment that arise after comparing their perceptions or impressions of the performance or results of a product and their expectations. Tjiptono (2014) argues that customer satisfaction is an emotional response to experiences related to certain purchased products or services, retail outlets, or even behavioral patterns (such as shopping behavior and buyer behavior), as well as the market as a whole.

According to Yamit (2017), customer satisfaction is the result (outcome) that is felt on the use of products and services, equals or exceeds the desired expectations. Meanwhile, Pohan (2012) states that patient satisfaction is the level of patient feelings that arise as a result of the performance of the health services he gets, after the patient compares with what he expects. Another opinion of Mamik (2015) that patient satisfaction is an evaluation or assessment after using a service, that the selected service at least meets or exceeds expectations.

According to Winarno (2014) several things that affect patient satisfaction are the approach and behavior of officers, especially at the time of the first visit, the quality of the information provided, the appointment procedure, waiting time, health checks and taking drugs, public facilities in health facilities and the results of treatment received.

Patient satisfaction is a benchmark that the services provided by health workers are good or not. Patient satisfaction is influenced by various things, namely the suitability between patient expectations and the reality that patients encounter in the field, the two forms of service during the service process provided by health workers, personal behavior of health workers to patients, atmosphere and physical conditions of the environment that are managed. by health center staff, fees or prices to be paid by patients and promotions or advertisements that are in accordance with

reality. From the results of the study, it was found that almost half of the respondents were dissatisfied with the services provided by health workers where this was because the reality and patient expectations were not in accordance with the health services provided.

While most patients are satisfied with the services provided by health workers in Public health center because health workers are able to serve patients very well, health workers hear patient complaints and respond to them do not differentiate between patients. In addition, the facilities and infrastructure available at Public health center very complete and has a clean environment.

5. Influence Perception of Patient Satisfaction

Based on the results of multiple linear regression analysis shows that there is influence perceptions of patient satisfaction at the Kesambenkulon Health Center registration area

The role of health workers in providing health services is very important, especially as health service implementers, so it is natural that the ability and performance of health workers is one of the determinants of success in health services. Health workers should be able to have a rational attitude as well as have a high spirit of service, be creative, innovative, disciplined, knowledgeable and skilled and be able to uphold the ethics of the health workforce.

Health services are a form of professional service that is an integral part of health services based on health science and tips aimed at individuals, families, groups, or communities, both healthy and sick. Health center officers are required to complete their duties properly so that patient satisfaction is maintained. To handle patients who come to visit, the officers must be skilled and able to carry out their duties properly. One of the factors driving the performance of health workers is motivation.

The quality of health center services

can be seen from the performance and ability of the health center health workers. The ability of a health worker is a person's ability to do something with certain expertise in a health center or organization that is expected to be able to carry out his responsibilities in order to achieve a goal. The ability of health workers is one element in maturity related to abilities or skills that can be obtained from education, training and an experience, every health worker must have certain abilities and skills to help communities, groups and individuals (Thoha 2008).

According to Winarno (2014) several things that affect patient satisfaction are the approach and behavior of the officers, especially at the time of the first visit, the quality of the information provided, the appointment procedure, the waiting time for drugs, health checks and drug taking, public facilities at the hospital and the results of the treatment received.

Patient satisfaction is a benchmark that the services provided by health workers are good or not. Patient satisfaction is influenced by various things, namely the suitability between patient expectations (perceptions) and the reality that patients encounter in the field, the second form of service during the service process is provided by health workers, personal behavior of health workers to patients, atmosphere and physical conditions of the environment. managed by the health center staff, the costs or prices to be paid by the patients and promotions or advertisements that are in accordance with reality.

6. Influence Attitude towards Patient Satisfaction

Based on the results of Linear Regression analysis shows that the p-value is 0.002, so it can be concluded that partially there is influence attitudes towards patient satisfaction at the Kesambenkulon Health Center registration area.

Attitude is a reaction or response that is still closed from a person to a stimulus or object. The manifestation of attitude cannot be directly seen but only interpreted from closed behavior (Notoatmodjo, 2003). Attitude can also be defined as a person's assessment of a stimulus or object. After people know the stimulus or object, the next process will assess or behave towards the stimulus or object (Handoko, 2003).

According to Purwanto (2017), attitude is an act or behavior as a reaction (response) to a stimulus or stimulus, which is accompanied by the person's stance and feelings. Everyone has a different attitude towards a stimulus. This is caused by various factors that exist in each individual such as differences in talents, interests, experience, knowledge, intensity of feelings and also environmental situations. The attitude of a nurse in the form of therapeutic communication between health workers and patients, so that patients can feel comfortable and safe during treatment. A positive attitude according to Notoatmodjo (2003) towards health values does not always manifest in an action depending on the current situation.

The existence of the attitude of nurses who are considered bad by some of these patients shows that nurses have not provided optimal service, and are able to take responsibility for all forms of service. So that it is clearly contrary to the principle of professional nursing services, namely nursing services that include comprehensive bio-psychosocio spiritual services, aimed at individuals, families and communities both sick and healthy which include the human life cycle (Smet, 1994 in Putra, 2007). 2014).

The results of preliminary research conducted by Lengkong (2010) show that the attitude of the teller has a significant effect on customer satisfaction at local banks in Surabaya. Other research conducted by Widiastuti (2015) at least also provides support to

the results of this study regarding the importance of quality service quality in influencing patient decision attitudes. The results of the research conducted indicate that the quality of service is an important factor in influencing the attitude of patients to decide for treatment. These two studies are not the same as the current research, but the results of this study at least show the importance of the attitude displayed by nurses in providing services to patients.

7. Influence Quality of Service on Patient Satisfaction

Based on the results of Linear Regression analysis shows that the p-value is 0.006, so it can be concluded that partially there influence service quality on patient satisfaction at the Kesambenkulon Health Center registration area.

Health services are an important factor in improving the health and welfare of every human being throughout the world. According to Law No. 36 of article 19 of 2009 concerning health, explains that everyone has the right to obtain health services and the government is responsible for the availability of all forms of quality, safe, efficient, and affordable health efforts by all levels of society. One of these efforts is to increase the availability and equity of basic health facilities such as health center in each area (Bappenas, 2013).

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perfection in the appearance of health services that can satisfy every user of health services in accordance with the level of satisfaction of the average population.

Service quality (service quality) can be known by comparing the perceptions of consumers on the services they receive with the services they actually expect on the service attributes of a company. Service quality is perceived as good and satisfactory if the service received or perceived is as expected, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of high quality (Wijaya, 2012).

The researcher believes that understanding the patient's needs and desires is an important thing that affects patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the service of their choice, but if patients are not satisfied they will tell twice as much to others about their bad experience. To create patient satisfaction, health center must create and manage a system to acquire more patients and the ability to retain patients. With a good arrangement, the health center can provide services with accurate time and are able to provide good service even though there are very many patients who come.

Most respondents have a good category perception as many as 58 respondents (55%). Most of the respondents have a positive attitude category as many as 92 respondents (87.6%). Most respondents have good service quality category as many as 58 respondents (55%). Most respondents have satisfaction category satisfied as many as 60 respondents (57.1%). There is influence perceptions of patient satisfaction at the Kesambenkulon Health Center registration area There is influence attitudes towards patient satisfaction at the Kesambenkulon Health Center registration area There is influence service quality

on patient satisfaction at the Kesambenkulon Health Center registration area.

AUTHOR CONTRIBUTION

Menik Tri Kumalasari is the main researcher in selecting topics, finding and collecting research data and processing this research data and Katmini as mentors and data analyzers.

CONFLICT OF INTEREST

There is no conflict of interest in this study.

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