



## ANALYSIS OF FACTORS THAT AFFECT PATIENT SATISFACTION WITH NURSING SERVICES IN THE INPATIENT ROOM AT ROYAL PRIMA HOSPITAL JAMBI CITY IN 2025

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**Abstract:** Understanding the patient's needs and wants is an important factor that affects patient satisfaction. To create patient satisfaction in a hospital, it must create and manage a good health service system. The study aims to analyze the factors that affect patient satisfaction with nursing services in the inpatient room at Royal Prima Jambi Hospital. Type of quantitative researcher, correlation study design with *cross sectional* approach. The research will be conducted at Royal Prima Jambi Hospital in July 2025 for approximately 2 weeks. The population in this study is the number of inpatient visits in June 2025 as many as 373 visits. The research sample was 373 visits of inpatients at Royal Prima Hospital, Jambi City. The sampling technique uses *purposive sampling*. The data analysis used in the study was univariate, bivariate and multivariate analysis. The results of the study explained that there was an influence between the quick response factor, physical evidence, assurance factor, reliability and concern for nursing services in the inpatient room at Royal Prima Jambi Hospital.

**Keywords:** Patient Satisfaction, Nursing Services, Inpatient Room

### 1. INTRODUCTION

Health is a state of physical, mental, and social well-being that allows everyone to live socially and economically productive lives which is listed in Law Number 36 of 2009 concerning Health. This means that a person's health is not only measured by the aspect of their productivity in the sense of having a job or earning economically. In addition, health is healthy, both physically, mentally, spiritually and socially that allows everyone to live socially and economically productively. Hospitals are the hope of community services, where hospitals are health service institutions that provide comprehensive respondent health services that provide inpatient, outpatient and emergency services. Inpatient is a form of treatment process by professional health service personnel for patients suffering from a certain disease, by staying in a certain inpatient room according to the type of disease they experience. Within the hospital itself, there are complex organizations, each of which requires a budget.

Hospital service activities are also closely associated with service quality, facilities, and satisfaction. Health services or health care is the maintenance or improvement of health status through efforts to prevent, diagnose, therapy, recover, or cure diseases, injuries, and other physical and mental disorders. Health services have a very important role in providing health services to the community, namely hospitals.

Hospitals play an important role in the health care system and are health service institutions that have an organized staff of medical professionals, and inpatient facilities, by providing medical, nursing and related services 24 hours a day, 7 days a week and providing complete health services to the community, both curative and preventive. In addition, it also functions as a quick response place for health workers and a place for research. Good health services provide effective, safe, and high-quality services to those who need them supported by adequate resources (Herlambang, 2016).

Understanding the patient's needs and wants is an important factor that affects patient satisfaction. Satisfied patients are a very valuable asset because if they are satisfied they will continue to use the service of their choice, but if they are dissatisfied they will tell others twice as much about their bad experience. To create patient satisfaction in a hospital, hospitals must create and manage a system to acquire more patients and the ability to retain their patients (Rosyidi, 2020).

An accurate level of patient satisfaction is needed in an effort to improve the quality of health services. As healthcare becomes an increasingly competitive market, studying the patient experience can certainly help practitioners to better include patient perspectives in service delivery and improve patient satisfaction. Patient satisfaction has a good impact on the Hospital. The service expected by patients is not as expected, it can lead to a decrease in the quality of the hospital and can lower the minimum service standard of satisfaction.

Some of the factors that affect patient satisfaction are not in accordance with expectations and reality, service during the process of enjoying services is unsatisfactory, personnel behavior is unsatisfactory, the atmosphere and environmental conditions are not supportive, the cost is too high, because the distance is too far, and advertising promotions are not in accordance with reality (Nursalam, 2016).

According to WHO (*World Health Organization*) data in 2021 consisting of 6 million patient complaints from 25 different countries, The highest patient satisfaction rate in the world is Sweden with a satisfaction index of 92.37%. and the lowest is Kenya with a satisfaction index of 40.4% and India which is 34.4%. The patient satisfaction index in Indonesia with a low category, namely in Central Maluku reached 42.8% and in West Sumatra with a satisfaction index of 44.4%. From this data, if it is associated with the minimum standard of patient satisfaction in health services that has been set by the Ministry of Health of the Republic of Indonesia in 2016, namely with a satisfaction index above 95%, if less than 95% is declared to be of poor quality or does not meet the minimum service standards that have been set (Basir and Wahyono, 2023).

Data in hospitals in one of the ASEAN countries in 2016 found that patient satisfaction was 79%, while the minimum service standard was set at patient satisfaction >80% while the number of complaints was 4-5 cases in a month. The patient satisfaction rate in Indonesia is still relatively low, based on research at Surabaya city hospitals, it was found that 38.1% of patients felt satisfied, and as many as 61.9% felt dissatisfied. Data from the Ministry of Health of the Republic of Indonesia in 2018 is around 60%. Hospitals in Indonesia have not met patient satisfaction standards are still relatively low, so patient satisfaction is a problem for hospitals both in Indonesia and abroad.

In a study conducted by Honesty Diana in 2022 with the title "Analysis of the level of satisfaction of inpatients in the inpatient room of Padang City Hospital", the results of the study were obtained that 50 people (55.6%) were dissatisfied in the inpatient room of Padang City Hospital, the most were 46 people (51.1%) who felt that nursing services were not good in the

inpatient room of Padang City Hospital in 2022 and there was an influence between nursing services and the level of patient satisfaction in the room hospitalization at Padang City Hospital ( $p=0.036$ ). It was concluded that there was an influence between nursing services and the level of patient satisfaction in the inpatient room of Padang City Hospital in 2022. So it is hoped that to be able to improve the quality of nursing services such as nurses need to improve their ability to resolve patient complaints and nurses can take the time to listen to patient complaints so that people who are hospitalized feel satisfied with the hospital's virgin services.

Based on research conducted by dr. Indra in 2018 at Royal Prima Hospital, Jambi City, it shows that there is an influence between the quality of health services. Where all the variables of health service quality (*Tangible, Realibity, Responsiveness, Assurance, and Empathy*) have an influence on patient revisits to the hospital by reviewing things that are still lacking, especially *tangible* aspects by making improvements to the addition of the latest equipment and maintaining the hospital's physical facilities related to the restrooms/toilets so that patients can use these facilities comfortably.

To increase patient satisfaction, the hospital should pay attention to services in the form of improving services to patients in providing maximum service and giving trust to patients. The quality of good nursing services is able to increase patient revisits.

And research conducted by Aguspairi (2018) with *Purposive Sampling* Technique using questionnaires found that there were as many as 35 (74.5%) patients with a perception of poor service quality who were interested in revisiting and among patients who assessed the quality of hospital services as good, there were 143 (96.0%) who were interested in revisiting. So it was concluded that there was a significant influence between the perception of service quality and the interest in revisiting patients. Based on the description above, the researcher will conduct a study "analysis of factors affecting patient satisfaction with nursing services in the inpatient room at Royal Prima Jambi Hospital in 2025".

Based on the above problems, the problem is formulated in the research, what factors can affect patient satisfaction with nursing services in the inpatient room at Royal Prima Jambi Hospital in 2025?

## 2. METHOD

Research methods are basically efforts used to solve problems in research in order to achieve the desired goals. To achieve this goal, the relevant steps must be taken by looking at the formulation of the existing problem. This research method is used as a guide for researchers in carrying out research implementation steps.

The research method used in this study is regression analysis to identify the influence between certain factors and patient satisfaction levels. Data was collected through questionnaires that were distributed to patients who had undergone treatment in the inpatient room over a period of time. The results of this study are expected to provide valuable input for hospitals in improving the quality of nursing services to their patients. This study is aquantitative research with a crosssectional study approach that explains the correlation dynamics between independent variables and dependent variables at the same time.

The place where this research was conducted was at Royal Prima Hospital, Jambi City, in the inpatient installation section and the research time was carried out for 1 month, namely from July to August 2025. Variables are symptoms that are the focus of research. Variables show the attributes of a group of people or objects that vary from one to another in that group.

The variables in this study are:

1. Dependent variable: Patient satisfaction
2. Independent variables: Responsiveness, Tangible, Assurance, Emphaty, Reliability.

The population in the study is a subject that meets the criteria that have been set (Nursalam, 2020). The population in this study is the number of inpatient visits in June 2025 at Royal Prima Hospital, Jambi City, which is 373 visits. In this study, the sampling technique used *purposive sampling*. (Dahlan, 2010). To determine the size of a sample is used the Slovin formula. Based on the formula above, the number of samples to be studied is 193 patients in the inpatient room at Royal Prima Hospital, Jambi City.

In this study, the instrument used is in the form of a questionnaire sheet, which will be used as a measuring tool in the study, namely whether there is an influence of the quality of nursing services on the level of patient satisfaction. In this study, the questionnaire used was a questionnaire on service quality from (Nursalam 2014) and a satisfaction level questionnaire from (Nursalam 2020) with a total of 25 questions on the quality of nursing services, and had 25 positive questions and no negative questions. Meanwhile, the satisfaction questionnaire has 12 questions and no negative questions.

The process of collecting data through the questionnaire method was carried out by giving informed consent to prospective respondents and then continued with the provision of questionnaire sheets for those who were willing to become respondents in this study. The validity test is carried out to find out whether the measuring instrument used is valid or not. Validity test is the degree to which the instrument measures what should be measured, which can be categorized into logical (face validity), content validity, criterion, and construct validity (Swarjana, 2015). This study is a nursing service quality questionnaire sheet (Nursalam, 2014), and a patient satisfaction questionnaire sheet (Nursalam, 2020). So that the researcher does not need to conduct a validity test because the questionnaire used is a standard questionnaire. The Reliability Test contains the understanding that an instrument can be trusted to be used as a data collector because the instrument has a very important role. (Validitas, 2013). This questionnaire on the quality of nursing services and patient satisfaction levels is standard, so it can be interpreted as reliable.

Data analysis was carried out using statistical analysis, namely bivariate and multivariate analysis. Bivariate analysis was carried out to determine the influence of independent variables with dependent variables in the form of cross-tabulation (*cross-tab*) using the SPSS program with *chi-square statistical test* due to the measurement scale research variable in nominal form. In this case, it includes responsiveness, tangible, assurance, emphaty and reliability as independent variables and patient satisfaction as dependent variables.

- a) If  $p < 0.05$  then  $H_0$  is accepted. This means that there is an influence between independent variables and dependent variables.
- b) If  $p > 0.05$  then  $H_0$  is accepted and  $H_a$  is rejected. This means that there is no influence between independent variables and dependent variables.

In this study, multivariate analysis used a logistic regression statistical test. Multivariate analysis aims to determine the influence of dependent variables with several independent variables that are estimated to have an influence based on multivariate analysis, it can be known which independent variables are the most dominant with the dependent variables.

This study uses logistic regression analysis because the dependent variables are categorical. The order of the strength of the influence of the variables that affect the bound variables, in logistic regression can be seen in the magnitude of the Odds *Ratio* (OR).

The steps taken in multiple logistic regression analysis are as follows:

- a. Candidate selection. In this step, an independent variable will be selected, each independent variable will be analyzed bivariately with dependent variables. If the bivariate result produces a  $p$ -value  $< 0.25$ , then the variable immediately enters the multivariate stage. For independent variables whose bivariate results produce a  $p$ -value of  $> 0.25$  but are substantially important, then the variables can be included in the multivariate model.
- b. Multivariate modeling. Multivariate modeling is performed by simultaneously inserting all independent variables into a multivariate model. Variables with large  $p$ -values are excluded from the multivariate model. The provision: variables whose  $p$ -value is  $< 0.05$  that can remain in the model. Variables with a  $p$ -value of  $> 0.05$  are excluded from the model one by one, starting from the variable with the largest  $p$ -value. If the variable that is removed continues to result in a large change in the coefficient ( $OR$  value) of the remaining variables (changed  $> 10\%$ ), then the variable is put back into the car.
- c. Seeing which variable has the greatest influence on the dependent variable, seen from  $exp(B)$  for significant variables, the greater the  $exp$  value ( $B$ )
- d. means that the greater the influence on the dependent variables being analyzed.

#### Results and Discussion

The table below explains the factors that affect nursing services in the inpatient room at Royal Prima Jambi Hospital. Based on the quick response factor, it was shown that there was an influence between the quick response factor to nursing services in the inpatient room with  $p = 0.004$ , the physical evidence factor on nursing services in the inpatient room with  $p = 0.014$ , the assurance factor had an effect on nursing services with  $p = 0.001$ , the concern factor had no effect on nursing services with  $p = 0.001$ , the concern factor had no effect on nursing services with  $p = 0.319$  and reliability factor affects nursing services with  $p = 0.028$ .

**Table 4.1. The Influence of the Quick Response Factor in Nursing Services in the Inpatient Room of Royal Prima Jambi Hospital.**

| Variable<br>Influencing Factors | Patient Satisfaction |      |              |      |          |     | $P$   |
|---------------------------------|----------------------|------|--------------|------|----------|-----|-------|
|                                 | Satisfied            |      | Dissatisfied |      | Quantity |     |       |
|                                 | n                    | %    | n            | %    | N        | %   |       |
| <b>Quick Response</b>           |                      |      |              |      |          |     |       |
| - Height                        | 46                   | 54,2 | 40           | 45,8 | 86       | 100 | 0,004 |
| - Low                           | 14                   | 16,7 | 72           | 83,3 | 107      | 100 |       |

The cross-table between quick response and patient satisfaction with nursing services in the inpatient room showed that of the 86 respondents in the fast response with the high category, 40 respondents (45.8%) were dissatisfied and 46 respondents (54.2%) were in the category of satisfied with nursing services, while of the 107 respondents in the fast response low, 72 respondents (83.3%) were in the dissatisfied category and 14 respondents (16.7) were in the category of satisfied with the Nursing services in the inpatient room. The results of the *chi-square* test obtained a value of  $p = 0.004 < 0.05$ , meaning that there is a significant influence between quick response and patient satisfaction on nursing services in the inpatient room of Royal Prima Jambi Hospital.

**Table 4.2. The Influence of Physical Evidence Factors in Nursing Services in the Inpatient Room of Royal Prima Jambi Hospital.**

| Variable<br>Influencing Factors | Patient Satisfaction |      |              |      |          |     | P     |
|---------------------------------|----------------------|------|--------------|------|----------|-----|-------|
|                                 | Satisfied            |      | Dissatisfied |      | Quantity |     |       |
|                                 | n                    | %    | n            | %    | N        | %   |       |
| <b>Physical Evidence</b>        |                      |      |              |      |          |     |       |
| - Meet                          | 57                   | 44,4 | 71           | 55,6 | 128      | 100 | 0,014 |
| - Lack of understanding         | 7                    | 11,1 | 58           | 88,9 | 65       | 100 |       |

The cross-table between physical evidence of nursing services in the inpatient room showed that 128 respondents to physical evidence with the category of meeting there were 71 respondents (55.6%) less and 72 respondents (44.4%) were in the good category of nursing services, while of the 65 respondents in the physical evidence of inpatient there were 58 respondents (88.9%) in the poor category and 7 respondents (11.1%) were in the good category of nursing services in the inpatient room. The results of *the chi-square* test obtained a value of  $p = 0.014 < 0.05$ , meaning that there is a significant influence between physical evidence on nursing services in the inpatient room of Royal Prima Jambi Hospital.

**Table 4.3. The Effect of Assurance Factors in Nursing Services in the Inpatient Room of Royal Prima Jambi Hospital.**

| Variable<br>Influencing Factors | Patient Satisfaction |      |              |      |          |     | P     |
|---------------------------------|----------------------|------|--------------|------|----------|-----|-------|
|                                 | Satisfied            |      | Dissatisfied |      | Quantity |     |       |
|                                 | n                    | %    | n            | %    | N        | %   |       |
| <b>Warranty</b>                 |                      |      |              |      |          |     |       |
| - Good                          | 63                   | 48,6 | 66           | 51,4 | 129      | 100 | 0,001 |
| - Less good                     | 3                    | 5,3  | 61           | 94,7 | 64       | 100 |       |

The cross-table between the guarantee factor and patient satisfaction with nursing services in the inpatient room showed that of the 129 respondents in the guarantee with a good category, 66 respondents (51.4%) were dissatisfied and 63 respondents (48.6%) were in the category of satisfied with nursing services, while of the 64 respondents in the under-guarantee there were 61 respondents (94.7%) in the dissatisfied category and 3 respondents (5.3%) were in the category of satisfied with nursing services in the inpatient room. The results of the statistical test using *Chi-square* obtained a value of  $p = 0.001 < 0.05$ , meaning that there is a significant influence between assurance and patient satisfaction on nursing services in the inpatient room of Royal Prima Jambi Hospital.

**Table 4.4. The Influence of Concern Factors in Nursing Services in the Inpatient Room of Royal Prima Jambi Hospital.**

| Variable<br>Influencing Factors | Patient Satisfaction |      |              |      |          |     | P     |
|---------------------------------|----------------------|------|--------------|------|----------|-----|-------|
|                                 | Satisfied            |      | Dissatisfied |      | Quantity |     |       |
|                                 | n                    | %    | n            | %    | N        | %   |       |
| <b>Concern</b>                  |                      |      |              |      |          |     |       |
| - Good                          | 35                   | 28,2 | 76           | 61,8 | 121      | 100 | 0,319 |
| - Less                          | 18                   | 25,0 | 54           | 75,0 | 72       | 100 |       |

The cross table between patient care and satisfaction with nursing services in the inpatient room showed that of the 121 respondents in the care category with good category, 76 respondents (61.8%) were dissatisfied and 35 respondents (28.2%) were in the category of satisfied with nursing services, while of the 72 respondents in the lack of care, 54 respondents (75%) were in the dissatisfied category and 18 respondents (25%) were in the category of satisfied with nursing services in the inpatient room. The results of the *chi-square* test obtained a value of  $p = 0.319 > 0.05$ , meaning that there was no significant association between patient concern and satisfaction with nursing services in the inpatient room at Royal Prima Jambi Hospital.

**Table 4.5. The Influence of Reliability Factors in Nursing Services in the Inpatient Room of Royal Prima Jambi Hospital.**

| Variable<br>Influencing Factors | Patient Satisfaction |      |              |      |          |     | P     |
|---------------------------------|----------------------|------|--------------|------|----------|-----|-------|
|                                 | Satisfied            |      | Dissatisfied |      | Quantity |     |       |
|                                 | n                    | %    | n            | %    | N        | %   |       |
| <b>Reliability</b>              |                      |      |              |      |          |     |       |
| - Good                          | 53                   | 44,1 | 68           | 55,9 | 121      | 100 | 0,028 |
| - Less                          | 10                   | 15,0 | 62           | 85,0 | 72       | 100 |       |

The cross-table between reliability and patient satisfaction with nursing services in the inpatient room showed that of the 121 respondents in the reliability category with a good category, 68 respondents (55.9%) were dissatisfied and 53 respondents (44.1%) were in the category of satisfied with nursing services, while of the 72 respondents in the category of lack of reliability, 61 respondents (83.3%) were in the category of dissatisfied and 10 respondents (15%) were in the category of satisfied with nursing services in the inpatient room. Test results *Chi-Square* Obtained Scores  $p = 0.028 < 0.05$  means that there is a significant influence between reliability and patient satisfaction on nursing services in the inpatient room at Royal Prima Jambi Hospital.

Logistic regression can be used to analyze datasets with more than one nominal/ordinal-scale independent/independent variable against one nominal-scale bound/dependent variable. Potential variables included in the model are variables that have a  $p < \text{value of } 0.25$ .

**Table 4.6. Model Candidate Selection for the Multivariate Prediction Stage**

| Variable | P |
|----------|---|
|----------|---|

|                   |        |
|-------------------|--------|
| Quick response    | 0,004* |
| Physical evidence | 0,014* |
| Warranty          | 0,001* |
| Concern           | 0,319  |
| Reliability       | 0,028* |

\*Variables that are candidates

The table above shows that the variables that can be included in multivariate analysis are responsiveness, physical evidence, assurance, concern and reliability. The results of multivariate analysis using the logistic regression test are as follows:

**Table 4.7. Patient satisfaction factors for nursing services in the inpatient room of Royal Prima Jambi Hospital.**

Step 1

|                   | B      | P     | Exp(B) | 95% C.I. for EXP(B) |         |
|-------------------|--------|-------|--------|---------------------|---------|
|                   |        |       |        | Lower               | Upper   |
| Quick response    | 1,066  | 0,159 | 2,904  | 0,658               | 12,814  |
| Physical evidence | -,060  | 0,958 | 0,941  | 0,099               | 8,928   |
| Warranty          | 2,443  | 0,067 | 11,506 | 0,841               | 157,502 |
| Reliability       | 1,301  | 0,101 | 3,672  | 0,777               | 17,347  |
| Constant          | -4,014 | 0,001 | 0,018  |                     |         |

From the table above, it can be seen that there are several variables that do not affect nursing services in the inpatient room at Royal Prima Jambi Hospital with a value ( $p$  value > 0.05), thus it is necessary to make a variable expenditure with a value  $p$ . The largest variable is the variable of concern. The results of the analysis for the second stage can be seen from the following table.

**Table 4.8. Patient satisfaction with nursing services in the inpatient room of Royal Prima Jambi Hospital.**

Step 2

|                | B      | P     | Exp(B) | 95% C,I, for EXP(B) |         |
|----------------|--------|-------|--------|---------------------|---------|
|                |        |       |        | Lower               | Upper   |
| Quick response | 1,053  | 0,142 | 2,867  | 0,702               | 11,709  |
| Warranty       | 2,406  | 0,033 | 11,085 | 1,214               | 101,213 |
| Reliability    | 1,298  | 0,101 | 3,663  | 0,777               | 17,269  |
| Constant       | -4,021 | 0,001 | 0,018  |                     |         |

From the table above, it can be seen that there are several variables that do not affect nursing services in the inpatient room with a value ( $p$  value > 0.05), thus it is necessary to expend the variable with the largest  $p$  value, namely the quick response variable, the results of the second analysis can be seen from the following table.

**Table 4.9. Factors Affecting Patient Satisfaction with Nursing Services in the Inpatient Room at Royal Prima Jambi Hospital.**

Step 3

|             | B      | P     | Exp(B) | 95% C.I,for EXP(B) |         |
|-------------|--------|-------|--------|--------------------|---------|
|             |        |       |        | Lower              | Upper   |
| Warranty    | 2,792  | 0,011 | 16,308 | 1,897              | 140,203 |
| Reliability | 1,436  | 0,062 | 4,204  | 0,929              | 19,030  |
| Constant    | -3,859 | 0,001 | 0,021  |                    |         |

From the table above, it can be seen that there are several variables that do not affect the service in the inpatient room at Royal Prima Jambi Hospital with a value ( $p$  value  $> 0.05$ ), thus it is necessary to spend the variable with the largest  $p$  value, namely the reliability variable, the results of the second analysis can be seen from the following table.

**Table 4.10. The Most Dominant Factor Influencing Patient Satisfaction with Nursing Services in the Inpatient Room at Royal Prima Jambi Hospital**

Step 4

|          | B      | P     | Exp(B) | 95% C.I,for EXP(B) |         |
|----------|--------|-------|--------|--------------------|---------|
|          |        |       |        | Lower              | Upper   |
| Warranty | 2,833  | 0,009 | 17,000 | 2,041              | 141,625 |
| Constant | -2,890 | 0,005 | 0,056  |                    |         |

Based on the results of the logistical regression test, the variables that have an influence and are the most dominant on patient satisfaction with nursing services in Hospitalization at Royal Prima Jambi Hospital are guarantees with an Exp (B) value of 17.0.

The logistic regression equation formed is:

$$Y = -2,890 + 2,833X_1$$

Description : Y : Patient satisfaction

X<sub>1</sub> : Warranty

Thus the probability for patient satisfaction is:

$$P = \frac{1}{1 + 2,71828^{-Y}} = \frac{1}{1 + 2,71828^{-(-2,890 + 2,833X_1)}}$$

If the guarantee is good, reliability exists, then the probability for patient satisfaction is:

$$Y = -2,890 + 2,833(1) = -0.057$$

$$P = 0.257 = 0.26 \frac{1}{1 + 2,71828^{-(-0.057)}}$$

The results of the above equation show that the probability of patient satisfaction is 25%, this means that the probability of patient satisfaction with good guarantees, reliability, and the probability of satisfaction with nursing services is 25%.

Based on the results of the bivariate analysis, it was found that independent variables that have  $p < 0.25$  that will be included in the multivariate analysis can be seen in tables 4.15, 4.16, and 4.17. Then all these variables are entered into the model, then the insignificant variables ( $p > 0.05$ ) will be manually removed one by one using *the Enter* method.

The results of the logistic regression test analysis showed that the guarantee variable with  $p = 0.009$  had the most influence on nursing services. Therefore, it can be concluded that the guarantee factor variable is the most dominant variable affecting nursing care in the inpatient room, this is known with the value of Exp (B) = 17.0.

## Discussion

In this chapter, the researcher will discuss the factors that affect patient satisfaction with nursing services in the inpatient room of Royal Prima Jambi Hospital.

The Influence of Quick Response Factors on Nursing Services in the Inpatient Room of Royal Prima Jambi Hospital

The results of the study explained that respondents who were quick to respond and were mostly dissatisfied with nursing services. This shows that quick response has an effect on the satisfaction of inpatients at Royal Prima Hospital. The higher the responsiveness of a nurse, the more satisfied the patient will be with nursing services. The results of a multivariate statistical test with logistic regression showed that the fast response variable had an effect on satisfaction ( $P=0.004$ )

Quick response to nursing measures is the ability of nurses to respond to patient needs in a timely and skillful manner and to handle emergencies promptly. This is important to improve the quality of service, patient satisfaction, and especially for patient safety, where every minute wasted can be fatal.

Responsiveness has a significant influence on patient satisfaction in hospitals because it shows the willingness of staff to help patients, provide fast and appropriate services, and respond to patient complaints directly. This good response increases patients' perception of the quality of service, making them feel more valued and cared for, which ultimately leads to higher levels of satisfaction.

This research is in line with research conducted by Nuraini, (2024) explaining that responsiveness has a very significant influence on patient satisfaction at Demag Sepulau Raya Hospital. The high responsiveness possessed by medical personnel can increase patient satisfaction when receiving nursing services while undergoing treatment in the inpatient room.

Quick response is one of the factors that affect satisfaction. The better a person's response is, the more likely it is that the patient's trust in the nurse will increase. Based on questions and answers to several patients, it was explained that the responsiveness of nurses was only owned by a few nurses, more nurses were less responsive and were still waiting for instructions or directions from seniors and lacked high initiative.

The Influence of Physical Evidence Factors on Nursing Services in the Inpatient Room of Royal Prima Jambi Hospital

Based on the results of the research carried out, it is explained that physical evidence meets patient satisfaction with patient satisfaction. This shows that physical evidence has an influence on the satisfaction of inpatients at Royal Prima Hospital. Although the physical evidence at Royal Prima Jambi Hospital is not satisfactory, there are still many patients who are not satisfied with nursing services. The results of multivariate statistical tests with logistic regression showed that physical evidence variables had an influence on inpatient satisfaction ( $P=0.014$ ).

Physical evidence is anything tangible, tangible, perceived, or held, that is used to support or convey information, whether in a marketing or legal context. In marketing, physical evidence includes the physical environment of the company, buildings, equipment, and employee appearance, which influences the customer's perception and decision of the quality of the service or product. In a legal context, physical evidence is a tangible item relevant to a case, such as fingerprints, traces, or DNA, that is used for investigation at the crime scene.

Physical evidence greatly affects inpatient satisfaction because services cannot be viewed directly, so patients rely on physical evidence to assess quality. A good physical

environment such as cleanliness, room comfort, availability of adequate equipment, and tidy appearance of staff can increase patient satisfaction, in line with patients' expectations of healthcare services.

Related research conducted by Dimas, et al, (2022) explained that there is a very significant influence between physical evidence, reliability, and responsiveness on hospitalized patient satisfaction. Physical evidence or good facilities of a health service will greatly affect the level of patient satisfaction in utilizing health services.

Based on the results of observations made by researchers at the hospital, it was found that Royal Prima Jambi Hospital already has excellent physical evidence to support the treatment process for inpatients. The researcher also found that the facilities or physical evidence used for inpatients are very good and complete compared to other private hospitals in the city of Jambi today.

The Influence of Reliability Factors on Nursing Services in the Inpatient Room of Royal Prima Jambi Hospital

Based on the results of the research carried out, it shows that more respondents are in the less satisfied category, this is because the reliability factor is something that affects a person's satisfaction. The results of multivariate statistical tests with logistic regression showed that the reliability variable had an effect on satisfaction ( $P=0.028$ )

Reliability is a form of characteristics or characteristics of employees who have high work performance. According to Mastuti (2013: 42) Reliability is the ability of service providers to provide the services that have been promised accurately, trustworthily and reliably.

Reliability has a significant positive influence on patient satisfaction because patients feel confident that services will be delivered accurately and on time, as promised, and without discrimination. When healthcare facilities can provide accurate and reliable services, patient trust increases, which in turn increases their satisfaction with the service.

A similar study that has been conducted by Pramita, et al, (2019) explains that there is an effect of reliability on patient satisfaction of Social Health Security Administration participants in the class III inpatient unit of the Prabumulih Regional General Hospital in 2019. There is an effect of empathy with the satisfaction of patients participating in Social Health Security Administration in the class III inpatient unit of the Prabumulih Regional General Hospital in 2019.

Based on interviews conducted by researchers with inpatients, it was found that most health workers at Royal Prima Jambi Hospital still lack good reliability so that most patients are not satisfied with the health services experienced by patients during their treatment in the inpatient room. Some medical actions carried out by health workers still seem to lack mastery of actions and tend to ask questions to senior nurses.

Factors That Do Not Affect Patient Satisfaction With Nursing Services in the Inpatient Room of Ruma Sakit Royal Prima Jambi.

Based on the results of statistical tests on multivariate analysis with logistic regression, it was shown that the concern variable had no effect on inpatient satisfaction ( $P = 0.319$ ). Caring for patients greatly affects their satisfaction in the hospital. Care, especially through the dimensions of empathy and responsiveness, increases satisfaction because it makes patients feel appreciated, understood, and emotionally supported. This in turn can improve the patient's healing status and loyalty.

Caring is the attitude of paying attention, paying attention, or heeding the needs and problems of others, as well as real actions born from an attitude of sympathy and empathy

towards others. This attitude is manifested through active participation in responding to the condition of others, by helping, providing emotional support, and being willing to understand the feelings of others.

Research that has been conducted by Karnadi, et al, (2023) explains that health workers who have high empathy will have an influence on patient satisfaction in using health services in hospitals. Research by Ula, et al, (2024) also explains that factors that can increase patient satisfaction are one of them is by increasing patient trust in nurses who have high concern.

Based on the results of direct interviews conducted by researchers with inpatients, it was stated that there was a lack of concern from health workers for patient complaints. Health workers do not pay attention to what patients feel, often patients feel a lack of information about the process of their disease journey. Some inpatients also said that health workers did not have enough time to visit patients directly in the room and ask about the news or health progress of patients in the inpatient room.

### The Most Dominant Factor Affecting Patient Satisfaction of Nursing Services in the Inpatient Room of Royal Prima Jambi Hospital.

#### 1. Guarantee Factor

The results of the multivariate statistical test with logistic regression showed that the guarantee factor had the most dominant influence on satisfaction ( $P=0.001$ ) with an Exp (B) value of 17.0. Based on the results of the survey conducted by the researcher, it was found that the most dominant guarantee factor affects patient satisfaction, this is because Royal Prima Jambi Hospital accepts BPJS patients and collaborates with several companies in terms of health insurance.

The guarantee factor in this study is the guarantee of the health of inpatients. Health insurance is health protection for all people through a social insurance mechanism that aims to ensure that everyone has access to decent and affordable health services, without financial barriers. In Indonesia, the main program is the National Health Insurance (JKN) which is managed Social Health Security Administration and is part of the National Social Security System (SJSN). This guarantee covers the protection of health maintenance costs, both for prevention, treatment, and rehabilitation.

Health insurance significantly affects hospital patient satisfaction, mainly through differences in perceptions of service quality influenced by the type of guarantee (e.g., private insurance vs. BPJS), length of waiting time, and service quality factors such as reliability, responsiveness, empathy, assurance, and physical evidence. Patients with private insurance often have higher expectations regarding the speed of service, while BPJS patients can feel dissatisfied if they experience long waiting times or inadequate services.

The same research was explained by Amelia and Modjo, (2023) explaining that national health insurance has an influence on the quality of health services in hospitals. A similar study was also conducted by Ningsih, et al, (2025) in a study explaining that the quality of nursing services has an influence on the satisfaction of national health insurance patients at the BLU of Bombana Regency Hospital.

Based on observations and interviews conducted by researchers on several inpatients, it was found that the sense of comfort and satisfaction that inpatients have when they have a guarantee against the cost of treatment. Patients said that Royal Prima Jambi Hospital has consistency in terms of applying and accepting patients who have national health insurance and other types of health insurance. Royal Prima Jambi Hospital also does not differentiate the

treatment of national health insurance (JKN) patients with general patients or patients who have other health insurance. Health services are carried out equally to all patients, both from company referrals and independent patients or general patients.

#### 4. CONCLUSIONS

Based on the research that has been conducted, it can be concluded that:

1. There was an influence between the quick response factor and nursing services in the inpatient room with  $p = 0.004$ .
2. There was an influence between physical evidence factors and patient satisfaction with nursing services in the inpatient room with  $p = 0.014$ .
3. There was an influence between the assurance factor and patient satisfaction with nursing services with  $p = 0.001$ .
4. There was no effect between concern factors and patient satisfaction with nursing services with  $p = 0.319$ .
5. There was an influence between reliability factor and patient satisfaction with nursing services with  $p = 0.028$ .
6. The guarantee factor is the most dominant factor influencing patient satisfaction with nursing services in the inpatient room with an Exp (B) value of 17.0.

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