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THE EFFECT OF SERVICE QUALITY, FACILITIES, AND IMAGE ON PATIENT SATISFACTION AT THE ISLAMIC HOSPITAL SARI ASIH AR RAHMAH TANGERANG

Mahda Rihhadatul Aisy[1], Ahyakudin[2], Najmudin[3]
[1,2,3]Universitas Sultan Ageng Tirtayasa
5554200042@untirta.ac.id[1], Ahyakudin@untirta.ac.id[2], najmudin@untirta.ac.id[3]

Abstract

This study aims to determine whether service quality, facilities, and image partially and simultaneously have a positive and significant effect on patient satisfaction at Sari Asih Ar Rahmah Islamic Hospital. This study uses quantitative research with an explanatory approach. The research sample consisted of 100 outpatients at Sari Asih Ar Rahmah Islamic Hospital, selected using random sampling techniques. Data analysis techniques in this study included instrument testing, classical assumption testing, multiple linear regression analysis, hypothesis testing, and coefficient of determination (R^2) analysis using SPSS Ver 27 software. Based on the data analysis results, the partial test (t-test) results show that service quality (X1), facilities (X2), and image (X3) partially have a positive and significant effect on patient satisfaction (Y). The simultaneous test (F test) results show that the calculated F value (31.994) > F table (2.70) with a significance value of 0.000 < 0.05, which means that service quality, facilities, and image simultaneously have a positive and significant effect on patient satisfaction.
Keywords: Service Quality, Facilities, Image, Patient Satisfaction

1. Introduction

The definition of a hospital according to the Minister of Health of the Republic of Indonesia Number: 340/MEN/KES/PER/III/2010 states that “A hospital is a health care institution that provides comprehensive individual health care services, including inpatient care, outpatient care, and emergency care.” Patients are dissatisfied if their expectations exceed the quality of service they receive. Conversely, fewer patients will feel satisfied if their expectations are equal to or lower than the quality of service they receive. The difference between perceptions of service or results and expectations can lead to feelings of satisfaction or disappointment. Harfika & Abdullah (2017). A positive emotional attitude

at work is derived from patient satisfaction. Work performance, discipline, and work enthusiasm can all be indicators of this mindset. Companies will continue to address variables that can affect patient satisfaction in order to complete tasks with the highest possible level of patient satisfaction. In order for the business world to build an ideal environment for fostering or improving services, the capacity and expertise of employees must be developed. Muzakki, Rifki and Hakim, Lukmanul (2020).

Patient satisfaction is a key indicator of a hospital's success. If patients and customers are satisfied with the quality of service provided, it will have a positive impact on the hospital's image. Increased patient satisfaction can lead to patient loyalty to the hospital and interest in returning. According to current research, individual satisfaction levels can increase when feelings of happiness are compared with performance results. In relation to relationships, services can be improved while still meeting patient satisfaction levels. Research at Bhayangkara Hospital TK II Medan revealed that doctors are always in a hurry, do not listen to patient complaints, and lack empathy towards their patients (Kurnia, 2017) in Yunita, et al (2024).

Based on the results of the researcher's preliminary survey, which involved interviews with several sources or patients and their families, it was found that some patients were dissatisfied with the services provided by the hospital. Several patients complained about doctors whose arrival schedules were inconsistent and who seemed unfriendly, a lack of chairs in the waiting room, unsympathetic nursing services, limited equipment in the hospital, and inadequate facilities at the Sari Asih Ar Rahmah Islamic Hospital in Tangerang, requiring patients to be referred to other hospitals for further treatment.

According to Law No. 25 of 2009 concerning Public Services and Regulation of the Minister of PANRB No. 11 of 2024, it is emphasized that the implementation of public services must provide special friendly treatment for certain groups of people, such as people with disabilities, the elderly, children, women, and the poor. According to Handi, Irawan (2010) in Novianto and Prasojo (2024), one of the most easily measurable factors of service quality is friendliness. Friendliness is the most economical satisfaction program to increase customer satisfaction. Being friendly means being polite and smiling a lot. According to Zeithaml (2020), patient satisfaction is a short-term emotional response to the health services received, which is influenced by the patient's initial expectations and perceptions of the actual performance of the service. Lewis and Booms in Mahmudin (2022) define that service quality is determined by a company's ability to meet customer needs and desires in accordance with their expectations. In this case, it proves that the services available in hospitals are not yet optimal. As a result, some patients still feel dissatisfied with the services provided (based on patient interviews).

In addition to observing the decline in patient numbers, hospitals must also pay attention to the quality of service and adequate facilities that can affect the hospital's image. This is because making small changes and improving the quality of hospital services will contribute positively to hospital revenue, Hartini (2019).

Based on the above issues, the researcher was interested in conducting research on the Effect of Service Quality, Facilities, and Image on Patient Satisfaction at the Sari Asih Ar Rahmah Islamic Hospital in Tangerang City. The purpose of this study was to determine the effect of sharia service quality and facilities on patient satisfaction at the Sari Asih Ar Rahmah Islamic Hospital.

2. Literature Review

2.1 Patient Satisfaction

The definition of customer satisfaction according to Kotler (2002,42) in Imran & Ramli (2019) is that satisfaction is a feeling of great pleasure or an impression that a person derives from comparing their impression of the performance (or results) of a product with their expectations. This patient satisfaction can be created through good service by medical personnel in health institutions. Thus, if the service is not good, dissatisfied patients will file complaints with the hospital. Complaints that are not immediately addressed will result in decreased patient satisfaction with the healthcare capabilities of the hospital. Fisik (2016). Satisfaction is the level of feeling a person has after comparing perceived performance (results) with their expectations. Thus, the level of satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, patients will be disappointed. If performance meets expectations, patients will be satisfied. Patient expectations can be shaped by past experiences, comments from relatives, and promises and information from marketers and competitors (Oliver, 1980) in Azwar Sidik et al (2019).

Muninjaya (2004) in Rasmun et al (2019) mentions several factors that influence customer satisfaction, particularly in terms of healthcare services, namely Understanding, Empathy (Caring Attitude), Cost, Physical Appearance (Tangibility), Assurance, Reliability, and Responsiveness.

According to Ramli et al (2024), the indicators of satisfaction are:

1. Improved communication with patients,
2. Provision of adequate facilities,
3. Reduced waiting times,
4. Improved cleanliness and safety of the hospital environment,
5. Improved competence and empathy of medical staff.

2.2 Service Quality

According to Rahayu, et al (2023), hospitals require an efficient service delivery system and skilled staff to meet patient expectations and ensure satisfaction. Service quality is very important for customer satisfaction, hospital selection, and loyalty, according to Setyawati, et al (2018) in Aprianditah et al (2024). Hospitals must understand patient needs, create a good service system, and continue to improve it. Facility dimensions, including medical equipment, environment, resources, and non-medical factors, also influence operational efficiency and patient satisfaction, Monim, et al (2022). Lovelock and Wirtz (2007)

in Muzakki & Hakim (2020) state that service quality is a long-term cognitive evaluation by customers of a company's service delivery. According to Huang (2009), service quality can be defined as the overall impression customers have of the relative efficiency of an organization and the services it provides. Muzakki & Hakim (2020). The dimensions of service quality described by Zeithmal, Berry, and Parasuraman (1985) can be used to measure the quality of services provided. These qualities include physical evidence, emotional intelligence (empathy), reactivity (responsiveness), assurance (guarantee), and reliability (dependability).

According to Tangkilisan (2015: 219) in Harahap, et al (2021), the indicators of service quality are as follows:

1. Tangible, which includes whether the operations provided are in accordance with the needs in the implementation of tasks.
2. Reliability, which covers the extent to which the information provided to consumers is accurate and accountable.
3. Responsiveness, which is the responsiveness of service providers in responding to consumer/customer complaints.
4. Courtesy, which is the attitude of officers in providing services to consumers.
5. Access, which includes ease of information, affordability and ease of contacting officers, ease of reaching the company's location, and ease of procedures.

2.3 Facilities

(Muzakki & Hakim (2020) Facilities are everything, both tangible and intangible, that accompany the services provided by companies, whether they are service, trading, or industrial companies. Facilities can also be defined as the resources and infrastructure available in the environment and within the company's offices, intended to provide maximum service so that consumers or customers feel comfortable and satisfied. Facilities are a major supporting factor in product activities. According to Kotler and Keller (2016), facilities are everything that has physical components and is provided by companies that sell services to increase customer satisfaction.

According to Isnana, et al (2019) in Wadhwa, et al (2022), facility indicators include:

a) Completeness, cleanliness, and tidiness of health facilities, namely health facilities that are equipped with certain attributes that support the completeness, cleanliness, and tidiness of health facilities.

b) The condition and function of health facilities, namely health facilities that are in good condition, clean, and function according to their intended use.

c) Ease of use of health facilities, namely health facilities that are easy for consumers to use because they are equipped with instructions for use.

d) Safety of health facilities, namely health facilities that provide 24-hour security supported by security personnel and CCTV cameras.

According to Tjiptono (2021), facility indicators include:

a) Availability of adequate physical facilities
b) Cleanliness and tidiness of facilities
c) Comfort of the service environment
d) Completeness of equipment and technology
e) Accessibility and ease of use of facilities

2.4 Image

The term “corporate image” refers to the general public's impression of a company based on its products or services, Minkiewicz et al (2011) in Limanto, et al (2024). Kotler (1997:57) defines ‘image’ as “a person's beliefs, ideas, and impressions about something.” For a company, a good image is absolutely necessary. The importance of image is such that companies are willing to spend extra money and effort to achieve it. Image is a set of beliefs, ideas, and messages that a person has about an object. Sutisna (2001) in Sulistyo & Gumilar (2019). Image is influenced by various factors beyond the company's control. Image is a company that focuses on the company name, and its reputation or lack thereof is a factor that significantly influences consumer behavior and the service sector compared to the product sector.

Based on the definitions of the experts above, it can be concluded that corporate image is an impression embedded in the minds of consumers about a company, both in terms of the quality of services or products provided, or in terms of the company's good reputation in the community.

According to Handi (2003) in Aulia, R. (2025), image indicators include:

1. Social responsibility
2. Innovation
3. Management quality
4. Public trust

3. Methods

This study uses quantitative research with an explanatory approach. Quantitative research is any data that can be expressed numerically or from statistical test results that aims to explore hypotheses about a population, Sekar (2023). The explanatory approach uses a survey method, which involves sampling from the population and using questionnaires as the main data collection method. B.Imran & AH Ramli (2019). The research design used is cross-sectional, which means that data collection is carried out simultaneously in one stage (one-shot study) through questionnaires, B.Imran & AH Ramli (2019). The sample size for this study was 100 respondents from outpatients during the period of July-November 2025 at the Sari Asih Ar Rahmah Islamic

Hospital. Data collection techniques used questionnaires with a Likert scale, literature studies, and documentation. Data analysis techniques in this study used instrument testing, classical assumption testing, multiple linear regression analysis, hypothesis testing, and coefficient of determination (R^2) analysis with the help of the SPSS Ver 27 program.

Tabel 1. indicator Variable

Research Variable	Indicator
Service quality (X1)	1. Tangibles 2. Realibity 3. Respons 4. Assurance 5. Emphaty
Source :Fisik, (2016); Tangkilisan,(2015) dalam Harahap, et al (2021),	
Facilities (X2)	1. Completeness, cleanliness, and tidiness 2. Comfortable service environment 3. Ease of use of facilities 4. Safety of health facilities
Source : Isnana, *et al* (2019), Tjiptono(2021)	
Image (X3)	1. Social responsibility 2. Innovation 3. Manajement quality 4. Public trust
Source : Handi (2003) dalam Aulia, R (2025)	
Patient Satisfaction (Y)	1. Improved communication with patients, 2. Provision of adequate facilities, 3. Reduced waiting times, 4. Improved cleanliness and safety of the hospital environment, 5. Improved competence and empathy of medical staff.
Source :Imran & Ramli, (2019), (Ramli *et al*, 2024)	

4. Result and Discussion

4.1 Results

Based on the results of data analysis obtained from questionnaires distributed to 100 respondents, the following characteristics were obtained based on gender and age:

Table 2. Characteristics of Research Respondents

Characteristics		Frekuency	Percent
Gender			
Valid	Male	46	46%
	Female	54	54%
Age			
Valid	<20 Years	17	17%
	20-30 Years	49	49%
	41-50 Years	34	34%
Source : Data processed Primary Data SPSS 27,2025			

1. Based on the table above, it shows that there are more female respondents than male respondents. The number of female respondents is 54 people or 54%, while the number of male respondents is 46 people or 54%. Therefore, it can be concluded that the majority of respondents studied by the researcher are female.
2. Based on Table 4.2, it can be seen that the largest number of respondents are in the 20-30 age range, totaling 49 people or 49%. Next are respondents aged 41-50 years, totaling 34 people or 34%. Respondents aged < 20 years numbered 17 people or 17%. This shows that the majority of respondents in this study came from the 20-30 age group.

Instrumet Test

Validity Test

Table 3. Validity Test Result

	r count					
N	**Service Quality (X1)**	**Facilities (X2)**	**Image (X3)**	**Patient Satisfaction(Y)**	**r table**	**Description**
1	0,785	0,813	0,820	0,885	0,196	Valid
2	0,842	0,827	0,835	0,851	0,196	Valid
3	0,841	0,829	0,813	0,881	0,196	Valid
4	0,872	0,844	0,825	0,898	0,196	Valid
5	0,845			0,858	0,196	Valid

Source : Data processed Primary Data SPSS 27,2025

Based on Table 3, all statement items from 1-5 in all variables have a calculated r value greater than the table r (0.196), so the variables are declared valid.

Reliability Test

Reliability testing is used to determine the extent to which a measuring instrument is capable of measuring and can be trusted or relied upon. Reliability indicates the level of consistency of a measuring instrument through measurement results. Sardiyono (2025). In this study, the calculation used for reliability testing is Crombach's Alpha. According to Prayoga et al. (2024), the basis for reliability test decision making includes: a. If the Crombach's Alpha value is greater than 0.60%, then the questionnaire data is reliable. b. If the Crombach's Alpha value is less than 0.60%, then the questionnaire data is not reliable.

Table 4 Reliability Test Result

Variable	Cronbach's Alpha Hitung	Cronbach's alpha standard	Keterangan
Service Quality (X_1)	0.893	0,6	RELIABEL
Facilities (X_2)	0.847	0,6	RELIABEL
Image (X_3)	0.841	0,6	RELIABEL
Patient Satisfaction (Y)	0.923	0,6	RELIABEL

Source : Data processed Primary Data SPSS 27,2025

Based on the table, it can be seen that all research variables have Cronbach's Alpha values greater than the standard value of 0.60. The Service Quality variable has a Cronbach's Alpha value of 0.893, the Facilities variable is 0.847, the Image variable is 0.841, and the Patient Satisfaction variable is 0.923. Therefore, the variables are considered reliable.

Classical Assumption Test

Normality Test

Ghozali (2018:161) in Aditiya et al, (2023) explains that the purpose of the normality test is to assess whether in a regression model, the disturbance variable or residual follows a normal distribution. In the Normality Test using the Kolmogorov-Smirnov formula, if the significance value is greater than 0.05%, then the data can be said to be normal, and conversely, if the value is less than 0.05%, it can be concluded that the data is not normally distributed.

Table 5 Normality Test Result

One-Sample Kolmogorov-Smirnov Test	
	Unstandardize

			d Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.88370986
Most Extreme Differences	Absolute		.058
	Positive		.058
	Negative		-.058
Test Statistic			.058
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.546
	99% Confidence Interval	Lower Bound	.534
		Upper Bound	.559
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Source : Data processed Primary Data SPSS 27,2025

Based on Table 5, the two-tailed Asymp. Sig. value is 0.200 with a sample size of 100 respondents. The decision criterion in the normality test is that if the significance value is greater than 0.05, the residual data is declared to be normally distributed.

Multicollinearity Test

According to Ghozali (2018:71), the multicollinearity test aims to ensure that the regression model has a high or perfect correlation between the independent variables used. As explained by Ghozali (2018:106), multicollinearity can be detected using the following criteria: when the tolerance value is ≤ 0.10 and VIF is ≥ 10.0, it means that there is a very strong correlation between the independent variables and other independent variables (multicollinearity occurs). while a tolerance value ≥ 0.10 and VIF ≤ 10.0 indicates that there is no multicollinearity between the independent variables in the regression model. The multicollinearity test was conducted using the Statistical Product and Service Solution (SPSS) version 27 program. The following are the results of the multicollinearity test in this study:

Table 6. Multicolinearity Test Result

Coefficients[a]	
Model	Collinearity Statistics

		Tolerance	VIF
1	(Constant)		
	Service Quality	.987	1.013
	Facilities	.989	1.011
	Image	.977	1.024
a. Dependent Variable: Patient Satisfaction			

Source : Data processed Primary Data SPSS 27,2025

Based on Table 6, it is known that the Service Quality variable has a tolerance value of 0.987 and a VIF value of 1.013. The Facilities variable has a tolerance value of 0.989 and a VIF value of 1.011. Furthermore, the Image variable has a tolerance value of 0.977 and a VIF value of 1.024. All independent variables have a tolerance value above 0.10 and a VIF value below 10. Thus, it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model.

Heteroscedasticity Test

Ghozali (2017:85) in Aditiya et al, (2023) states that a heteroscedasticity test is conducted to test whether the regression model has variance inequality from one observation residual to another. In this study, the heteroscedasticity test was performed using the Glejser test, which examines the significance value of each independent variable against the absolute value of the residual. The decision criterion is that if the significance value is greater than 0.05, the regression model is declared to contain no heteroscedasticity.

Table 7 Heteroscedasticity Test Result

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.649	1.157		.561	.576
	Service Quality	-.034	.033	-.103	-1.030	.306
	Facilities	.085	.045	.189	1.886	.062
	Image	.013	.045	.030	.296	.768
a. Dependent Variable: ABS_RES						

Source : Data processed Primary Data SPSS 27,2025

Based on Table 7, it is known that the significance value for the Service Quality variable is 0.306, the Facilities variable is 0.062, and the Image variable is 0.768. All of these significance values are greater than 0.05. Therefore, the regression model is declared to not contain heteroscedasticity.

Multiple Linear Regression Analysis Test Results

Multiple linear regression analysis aims to determine the direction and extent of the influence of independent and dependent variables (Setiawan & Asiyah, 2023). The analysis in this study aims to determine the strength of the correlation between service quality, facilities, and image on hospital patient satisfaction.

Table 8 Multiple Linear Regression Analysis Test Results

Variabel	B	Std. Error	t	Sig.
(Constant)	-0,255	2,006	-0,127	0,899
Service Quality	0,299	0,057	5,228	0,000
Facilities	0,504	0,079	6,405	0,000
Image	0,395	0,078	5,071	0,000

Source : Data processed Primary Data SPSS 27,2025

Based on the results of multiple linear regression analysis in Table 8, the following regression equation was obtained.

$$Y = -0.255 + 0.299X1 + 0.504X2 + 0.395X3 + e$$

This equation can be interpreted as follows:

1. The constant value of −0.255 indicates that if service quality, facilities, and image are zero, patient satisfaction will be −0.255. This constant value is theoretical and is not the main focus of this study.
2. The service quality regression coefficient of 0.299 indicates that every one-unit increase in service quality will increase patient satisfaction by 0.299, assuming other variables remain constant.
3. The regression coefficient for facilities is 0.504, indicating that every one-unit increase in facilities will increase patient satisfaction by 0.504, assuming other variables remain constant.
4. The regression coefficient for image is 0.395, indicating that every one-unit increase in image will increase patient satisfaction by 0.395, assuming other variables remain constant.

Hypothesis Test Results

t-test

The partial test aims to determine whether there is an individual (partial) effect of the independent variables on the dependent variable, Sahir (2021). The test compares the calculated t-value and the table t-value at a significance level of 5% (0.05). The formula for finding the value is n-k-1).

The hypotheses used in this study are:

a. If the calculated t > table t with a significance value < 0.05, then H_0 is rejected and H_1 is accepted.

b. If the calculated t < table t with a significance value > 0.05, then H_0 is accepted and H_1 is rejected. (Sahir, 2021)

Table 9 t-test Result

Variable	t table	t count	Sig.	Description
Service Quality	1,984	5,228	0,000	H1 accepted
Facilities	1,984	6,405	0,000	H2 accepted
Image	1,984	5,071	0,000	H3 accepted

Source : Data processed Primary Data SPSS 27,2025

Based on Table 9, it is known that the t-table value is 1.984 at a significance level of 5 percent (α = 0.05).

1. The Effect of Service Quality on Patient Satisfaction

   The test results show that the service quality variable has a calculated t-value of 5.228, which is greater than the t-table value of 1.984, with a significance value of 0.000, which is less than 0.05. Thus, H_1 is accepted, so it can be concluded that service quality has a positive and significant effect on patient satisfaction at Sari Asih Ar Rahmah Islamic Hospital.
2. The Effect of Facilities on Patient Satisfaction

   The facility variable has a t-value of 6.405, which is greater than the table t-value of 1.984, with a significance value of 0.000, which is less than 0.05. Therefore, H_2 is accepted, which means that facilities have a positive and significant effect on patient satisfaction at Sari Asih Ar Rahmah Islamic Hospital.
3. The Effect of Image on Patient Satisfaction

   The image variable has a t-value of 5.071, which is greater than the table t-value of 1.984, with a significance value of 0.000, which is less than 0.05. Thus, H_3 is accepted, so it can be concluded that image has a positive and significant effect on patient satisfaction at Sari Asih Ar Rahmah Islamic Hospital.

F Test

The Simultaneous Test aims to determine whether there is a simultaneous effect of independent variables on the dependent variable, Sahir (2021). The test compares the calculated F value and the table F value at a significance level of 5% (0.05) and a degree of freedom (df) = (n-k-1). This means that the probability of drawing conclusions has a 95% profitability or 5% tolerance, according to Sahir (2021). The hypotheses used in this study are:

a. If the calculated F value is greater than the table F value with a significance value of < 0.05, then H_0 is rejected and H_1 is accepted. This means that the independent variables (service quality, facilities, and image) simultaneously have a positive and significant effect on the dependent variable (patient satisfaction). Sahir (2021).
b. If F count < F table with a significance value > 0.05, then H_0 is accepted and H_1 is rejected. This means that the independent variables (service quality,

facilities, and image) simultaneously have no significant effect on the dependent variable (patient satisfaction). Sahir, (2021).

Table 10 F Test Result

Model	df	F tabel	F hitung	Sig.
Regression	3	2,70	31,994	0,000
Residual	96			

Source : Data processed Primary Data SPSS 27,2025

Based on Table 10, it is known that the F table value is 2.70, while the F count value is 31.994 with a significance value of 0.000. The F count value is greater than the F table (31.994 > 2.70) and the significance value is less than 0.05 (0.000 < 0.05).

Thus, it can be concluded that H_0 is rejected and H_4 is accepted, which means that service quality, facilities, and image simultaneously have a positive and significant effect on patient satisfaction at Sari Asih Ar Rahmah Islamic Hospital. This shows that patient satisfaction is not influenced by just one factor, but is the result of a combination of good service quality, adequate facilities, and a positive hospital image.

Determination Coefficient Analysis Test Results

Determination coefficient analysis (R^2) is used to see how much influence the independent variable has on the dependent variable. However, if the R^2 value is close to 100%, it means that the influence is greater. Conversely, if the determination coefficient value is close to 0, it means that the influence is smaller (Sahir, 2021).

The formula for the coefficient of determination is as follows:

$$KD=r^2 \times 100\%$$

Explanation:

KD : coefficient of determination value

r^2 : correlation coefficient value

Table 11. Determination Coefficient Analysis Test Results

Model	R	R Square	Adjusted R Square
1	0,707	0,500	0,484

Source : Data processed Primary Data SPSS 27,2025

Based on the table above, an R value of 0.707 was obtained, indicating that there is a strong relationship between the variables of service quality, facilities, and image with patient satisfaction. Furthermore, an R Square (R^2) value of 0.500 indicates that 50.0 percent of the variation in patient satisfaction can be explained by the variables of service quality, facilities, and image used in this research model.

This means that half of the changes in patient satisfaction are influenced by these three variables.

Meanwhile, the Adjusted R Square value of 0.484 indicates that after adjusting for the number of independent variables used, 48.4 percent of the variation in patient satisfaction can still be explained by the regression model. The remaining 51.6 percent is influenced by other variables outside this research model.

4.2 Discussion

The effect of service quality on patient satisfaction at Sari Asih Ar Rahmah Islamic Hospital.

Based on the results of data processing, the service quality variable (X_1) showed a significance value of 0.000, which is smaller than 0.05, with a t-value of 5.228, which is greater than the t-table value of 1.984. Thus, hypothesis H_1 is accepted, which means that service quality has a positive and significant effect on patient satisfaction at Sari Asih Ar-Rahmah Islamic Hospital.

The results of this study are in line with the opinion of Tjiptono (2010) in Majid et al, (2021), which states that service quality is the expected level of excellence and control over that excellence to meet customer desires. In addition, this study also supports the findings of Sudaryanto and Erliyanti (2022), which state that service quality has a significant effect on patient satisfaction.

The effect of facilities on patient satisfaction at Sari Asih Ar Rahmah Islamic Hospital.

The statistical test results show that the facility variable (X_2) has a significance value of 0.000, which is less than 0.05, with a t-value of 6.405, which is greater than the t-table value of 1.984. Therefore, hypothesis H_2 is accepted, which means that facilities have a positive and significant effect on patient satisfaction.

The findings of this study are in line with the opinion of Muzakki and Hakim (2020), who stated that facilities are a major supporting factor in service activities. In addition, the results of this study also support the research of Aprianditah et al. (2024), who found that facilities have a significant effect on hospital patient satisfaction.

The effect of image on patient satisfaction at Sari Asih Ar Rahmah Islamic Hospital.

Based on the t-test results, the image variable (X_3) showed a significance value of 0.000, which is smaller than 0.05, with a t-value of 5.071, which is greater than the t-table value of 1.984. Thus, hypothesis H_3 is accepted, which means that the hospital's image has a positive and significant effect on patient satisfaction.

The results of this study are in line with the opinion of Sutisna (2001) in Sulistyo & Gumilar (2019), which states that corporate image influences consumer

behavior. In addition, research by Sudaryanto and Erliyanti (2022) also found that image has a significant effect on patient satisfaction.

The influence of service quality, facilities, and image on patient satisfaction at Sari Asih Ar Rahmah Islamic Hospital.

Based on the F test results, a calculated F value of 31.994 was obtained, which is greater than the F table value of 2.70, with a significance level of 0.000, which is less than 0.05. These results indicate that the variables of service quality, facilities, and image simultaneously have a positive and significant effect on patient satisfaction. Thus, hypothesis H_4 is accepted.

The results of this study are in line with the research by Aprianditah et al. (2024), which shows that service quality (0.729) has a positive and significant effect on patient satisfaction, image (1.564) has a positive and significant effect on patient satisfaction, and facilities (0.599) have a positive and significant effect on patient satisfaction. These three variables are able to influence patient satisfaction simultaneously. In addition, according to Basalamah et al. (2021), which shows that there is an influence of service quality (0.036) on patient satisfaction, there is an influence of image (0.013), service quality (0.006), and satisfaction (0.013) on patient revisit interest.

5. Conclusion

Partially, the variables of service quality, facilities, and image have a positive and significant effect on patient satisfaction at Sari Asih Ar Rahmah Islamic Hospital. For further research, it is hoped that other variables can be added to enrich the existing theory, thereby providing broader knowledge.

6. References

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