The Relationship Between Service Quality and Outpatient Repeat Visit Interest at the Integrated Service Unit of Adi Husada Kapasari Hospital

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Abstract: The quality of hospital services is an important factor that influences patient perception, satisfaction, and loyalty. This study aims to analyze the relationship between service quality and the interest of outpatients in revisiting the Integrated Service Unit at Adi Husada Kapasari Hospital. This quantitative cross-sectional study involved 68 respondents selected through purposive sampling from a population of 6,155 patients during the period March–June 2025. Service quality was measured using six dimensions: safe, effective, patient-centered, timely, efficient, and equitable. The interest in revisiting was measured based on the willingness of patients to return to use the services. Data analysis was performed using Spearman's rho correlation test. The results showed that all dimensions of service quality were in the good category, with the highest scores in the safe, efficient, and equitable dimensions (94.1%) and the lowest in the effective dimension (83.8%). Patient interest in return visits was very high, with 98.5% of respondents expressing interest in returning for treatment. However, the correlation test showed no significant relationship between service quality and interest in return visits ($r = -0.026$; $p = 0.832$). These findings indicate that even though service quality is high, other factors beyond service quality, such as location, cost, promotion, and third-party recommendations, are likely to have a greater influence on patients' decisions to return. Further research is recommended to explore other variables that may influence patients' interest in revisiting.

Keywords: Quality of service, repeat visits, outpatient care, integrated service units, hospitals.

INTRODUCTION

Hospitals are health care facilities that provide comprehensive medical care through promotive, preventive, curative, rehabilitative, and palliative services (Undang-Undang Republik Indonesia Nomor 17 Tahun 2023 Tentang Kesehatan, 2023). Increasing knowledge, social status, and public expectations require hospitals to provide optimal quality of health services (Ariani, 2023).

Good service quality not only meets technical medical standards but also influences patients' perceptions of the services they receive, which ultimately affects their satisfaction and interest in returning for follow-up visits. Health service quality is defined as the level

of service that can improve optimal health outcomes, provided in accordance with service standards, the latest scientific developments, and fulfilling the rights and obligations of patients (Peraturan Menteri Kesehatan Republik Indonesia Nomor 30 Tahun 2022 Tentang Indikator Nasional Mutu Pelayanan Kesehatan Tempat Praktik Mandiri Dokter Dan Dokter Gigi, Klinik, Pusat Kesehatan Masyarakat, Rumah Sakit, Laboratorium Kesehatan Dan Unit Transfus, 2022). The Institute of Medicine (2001) outlines six dimensions of service quality: safe, effective, patient-centered, timely, efficient, and equitable (Institute of Medicine (US) Committee on Quality of Health Care in America, 2001).

The interest in repeat visits by outpatients is an important indicator in evaluating patient satisfaction. This interest is defined as the desire to return to use health services within a certain period of time in response to previous service experiences (Hamid et al., 2020). Several previous studies have shown a positive relationship between service quality and patient revisit interest (Amri et al., 2024; Ratu et al., 2024).

However, data on patient visits to the Integrated Service Unit of Adi Husada Kapasari Hospital shows that the number of visits is not yet optimal. In 2023, there were 5,748 patient visits, increasing to 6,155 visits in 2024. However, the maximum annual visit capacity is 12,480, so the occupancy rate only reaches an average of 47.68% (range 46–49%) (Adi Husada Kapasari Hospital, 2024). In detail, for example, in the Movement Touch Therapy service, visits only reached 49% of capacity, Speech Therapy 54–69%, and Baby Class only 7–14%.

Although many studies have shown a positive relationship between service quality and repeat visit interest, the situation at Adi Husada Kapasari Hospital is unique. Despite high service quality assessments, the occupancy rate remains low (below 50% of capacity). This contrast raises the question of whether service quality truly influences patient revisit interest in this hospital context. The novelty of this study lies in exploring the discrepancy between patient perceptions of high-quality services and the relatively low utilization rate at a private hospital's integrated service unit.

Therefore, this study aims to analyze the relationship between service quality and the interest in repeat visits by outpatients at the Integrated Service Unit of Adi Husada Kapasari Hospital. The specific objectives of this study include: (1) identifying the quality of outpatient services at the Integrated Service Unit, (2) identifying patient revisit interest, and (3) analyzing the relationship between service quality and revisit interest.

RESEARCH METHOD

This study is a correlational study with a cross-sectional design, in which data collection was conducted at a specific time to determine the relationship between independent and dependent variables (Mubarok et al., 2021). The independent variable was service quality, which was measured based on six dimensions: safe, effective, patient-centered, timely, efficient, and equitable, while the dependent variable was the interest in repeat visits by outpatients. The study population consisted of all outpatients of the Integrated Service Unit of Adi Husada Kapasari Hospital during the period March–June 2025, totaling 6,155 patients. Sampling was conducted using purposive sampling with the criteria of general patients who had received at least one service. The sample size was determined using a sample size with a 10% error rate, resulting in 68 respondents.

The hypotheses tested in this study were H_0, which stated that there was no relationship between service quality and outpatient revisit interest, and H_1, which stated that there was a relationship between service quality and outpatient revisit interest. Hypothesis testing was performed using Spearman's rho correlation test because both variables were ordinal and not normally distributed. Data analysis was conducted in two stages, namely univariate analysis to describe the characteristics of respondents, service quality in each dimension, and the level of interest in revisiting, which were presented in the form of frequency distributions and percentages, as well as bivariate analysis to test the relationship between service quality and interest in revisiting. The correlation coefficient (r) value was interpreted based on the criteria of 0.00–0.19 (very weak), 0.20–0.39 (weak), 0.40–0.59 (moderate), 0.60–0.79 (strong), and 0.80–1.00 (very strong), with a significance level set at $p < 0.05$ (Rosalina et al., 2023).

RESULT

The results of the study show that the quality of service at the Integrated Service Unit of Adi Husada Kapasari Hospital is considered good by the majority of respondents. The evaluation was conducted based on six dimensions of service quality according to the Institute of Medicine (2006; 2001), namely safe, effective, patient-centered, timely, efficient, and equitable (Institute of Medicine (US) Committee on Crossing the Quality Chasm: Adaptation to Mental Health and Addictive Disorders, 2006; Institute of Medicine (US) Committee on Quality of Health Care in America, 2001). Table 1 below presents the service quality results for these five dimensions,

Table 1. Service Quality Results Based on the Six Service Qualities in Respondents at Adi Husada Kapasari Hospital 2025 (n= 68)

Variable	Category	N	Percentage
Safe	Good	64	94,1%
Effective	Good	57	83,8%
Patient-centered	Good	60	88,2%
Timely	Good	59	86,8%
Efficient	Good	64	94,1%
Equitable	Good	64	94,1%

Based on the research results presented in Table 1, all dimensions of service quality at the Adi Husada Kapasari Hospital Integrated Service Unit were in the good category. The safe dimension received the highest percentage along with the efficient and equitable dimensions, each at 94.1% with 64 respondents giving a good rating. The effective dimension received a good rating from 57 respondents or 83.8%, while the patient-centered dimension was rated as good by 60 respondents or 88.2%. The timely dimension received a good rating from 59 respondents or 86.8%. These results indicate that respondents generally have a positive perception of service quality in all dimensions, with slight variations in the percentages for the effective and timely dimensions, which are below 90%, while the other dimensions reach or exceed 94.1%. These findings indicate that the aspects of safety, efficiency, and fairness of service are the main strengths of the hospital, while the dimensions of effectiveness and timeliness have room for improvement to be in line with the other dimensions. Table 2 below explains the interest in repeat visits,

Table 2. Results of Interest in Return Visits among Respondents at Adi Husada Kapasari Hospital 2025 (n= 68)

Category	n	Percentage
Interested	67	98,5%
Not Interested	1	1,5%

Based on the research results presented in Table 2, the majority of respondents had a very high interest in revisiting the Integrated Service Unit at Adi Husada Kapasari Hospital. A total of 67 respondents or 98.5% expressed interest in returning to use the available services, while only 1 respondent or 1.5% expressed no interest. These findings indicate that, in general, patients are satisfied and have a positive tendency to return for treatment, which can be an important indicator of the hospital's success in maintaining long-term

relationships with patients. The high percentage of interest in revisiting is in line with the assessment of service quality, which is in the good category across all dimensions. Furthermore, Table 3 below explains the Spearman Rho correlation test to examine the relationship between service quality and interest in revisiting the hospital,

Table 3. Results of Spearman's Rho Correlation Test on Respondents at Adi Husada Kapasari Hospital 2025 (n= 68)

Test	Correlation Coefficient (p value)	Significance (2-tailed)
Spearman's rho	-0,026	0,832

Based on the results of Spearman's rho correlation test, a correlation coefficient of -0.026 was obtained with a significance value (p) of 0.832. A p-value greater than 0.05 indicates that there is no statistically significant relationship between service quality and the interest of outpatients in returning to the Integrated Service Unit at Adi Husada Kapasari Hospital. A negative correlation coefficient that is very close to zero also indicates that the direction of the relationship between the two variables is very weak and practically irrelevant. These findings imply that even though service quality is considered good and patient revisit interest is very high, factors other than service quality are likely to play a greater role in influencing patients' decisions to return for treatment.

DISCUSSION

The results of the study show that the quality of service at the Adi Husada Kapasari Hospital Integrated Service Unit is considered good in all dimensions measured, namely safe, effective, patient-centered, timely, efficient, and equitable. The dimensions of safety, efficiency, and fairness received the highest assessment percentage of 94.1%, indicating that patients felt that the services provided did not pose any risks, made optimal use of resources, and were provided without discrimination. The effective dimension received the lowest percentage of 83.8%, followed by timely at 86.8%, indicating room for improvement in the suitability of services with scientific evidence and acceleration of waiting times. These results are consistent with previous findings by Yassir et al. (2023), which confirm that positive assessments of service quality correlate with a positive image of the hospital, although certain dimensions require strengthening.

Most respondents, namely 98.5%, expressed interest in making a return visit, while only 1.5% expressed no interest. This high interest in revisiting indicates that patients are

generally satisfied with the services they receive, which is in line with the research by Rahmawati et al. (2024), which found that patient satisfaction with service quality has a positive impact on interest in revisiting. This finding is also supported by research by Amri et al. (2024), which found that good service quality tends to increase patient loyalty. However, this high level of interest does not necessarily indicate a strong linear relationship with service quality, given that the correlation test results show otherwise.

Spearman's rho correlation test produced a coefficient of –0.026 with p = 0.832, indicating no significant relationship between service quality and repeat visit interest. The very small and negative coefficient value indicates that the direction of the relationship is almost non-existent and very weak. The results of this study are in line with the findings of Rahmiati & Temesveri (2020), who found no significant relationship between the dimensions of service quality and repeat visit interest in outpatient facilities, as well as the study by Khasanah & Mahendri (2023), who found that the service quality variable had no effect on repeat visit interest. This may be due to several factors, such as the homogeneity of respondents' assessments of service quality, which were all in the good category, resulting in low data variability, or the presence of external factors beyond service quality that more strongly influence patient decisions, such as location, promotion, cost, and third-party recommendations. This condition shows that in the context of this study, high service quality is not necessarily the sole determining factor in encouraging patients to return, so further study is needed to explore other factors that influence patient loyalty.

This study has several limitations. First, the sample size of 68 respondents is relatively small compared to the total patient population (6,155), so the results may not fully represent all patients. Second, the study did not analyze demographic factors such as age, gender, education, and socioeconomic status, which may influence revisit interest. Third, the cross-sectional design only captures conditions at one point in time and cannot explain causality.

CONCLUSION

This study shows that the quality of service at the Integrated Service Unit of Adi Husada Kapasari Hospital is in the good category in all dimensions measured, with the highest score in the dimensions of safety, efficiency, and fairness (94.1%), and the lowest score in the dimension of effectiveness (83.8%). Patient interest in returning for follow-up visits is very high, with 98.5% of respondents expressing interest in returning for treatment. However, Spearman's rho correlation test results show no significant relationship between

service quality and interest in return visits (r = –0.026; p = 0.832). These findings indicate that although service quality is considered good, other factors beyond service quality may play a more dominant role in influencing patients' decisions to revisit.

Future studies should involve larger and more diverse samples to improve generalizability, analyze demographic and external factors (such as cost, location, and promotion), and use longitudinal designs to explore causal relationships between service quality and patient revisit interest.

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