

EFFECTS OF SERVICE QUALITY AND PHYSICAL ENVIRONMENT ON PATIENT SATISFACTION OF DARUSYIFA MULIA KARANG TENGAH CLINIC IN LEBAK BULUS.

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Abstract: This study aims to find out how service quality, patient satisfaction and physical environment affect patient satisfaction, and how service quality and physical environment affect patient satisfaction. and impact on patient satisfaction. These are validity test, correlation coefficient reliability test, coefficient of determination, t-test and f-test, multiple regression test, simple regression test, data normality test, multicollinearity test, autocorrelation test, heteroskedasticity test and in this study all patients participated. Darusyifa Mulia Clinic in Karang Tenga, Lebak Bulus received a total of 6,637 people with Slovin formula in 2019, and 98 people participated in the study. According to the results of the product moment correlation coefficient calculation analysis, the value of the correlation coefficient is based on 0.747, so the results of the partial test (t test) between service quality and patient satisfaction show that the table t number > t value (7.268 > 1.985), so that H_0 is skewed , H_a is accepted, product moment correlation coefficient and correlation coefficient is 0.747, the physical environment of patient satisfaction shows the value (8.836 > 1.984), so H_0 is rejected, H_a is accepted, the reliability test results, then the questionnaire item rca (0.838) > rtable. (0.198) with $\alpha = 5\%$, the variance of the patient satisfaction element variable (Y) can be reliably determined. According to the results of the F-test, the value of F count > f in the table is (59.823 > 3.09), the effect of service quality and physical environment.

Keywords: *service quality, physical environment and patient satisfaction*

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1. Introduction

In the era of globalization, one of the areas where increasing attention is being paid to improving the quality of services is the health sector. Because service quality can be used as a tool to create competitive advantage. By increasing the quality of good service, customers are satisfied, so they can shop more than once. Nowadays, most people's consumption is contaminated with various chemicals. For example, increasing consumption of fast food (ready pasta, snacks, canned products, etc.) and unhealthy snacks. It is not surprising that many people now complain of body aches after using these products. As a result, many people get food poisoning and the sea causes various illnesses ranging from mild to severe. In addition to major illnesses like cancer, high blood pressure, blood sugar, and heart attacks,

minor ailments like abdominal pain, diarrhea, and vomiting. From a business perspective, the above phenomenon allows healthcare players to become service providers. Increasing information about sick people is certainly a good opportunity for businessmen to profit in the health sector. Therefore, some industry players see the healthcare world as the most lucrative business after education. Darusyifa Mulia Clinic is a health service that is taking advantage of this opportunity. In carrying this out, Darusyifa Mulia Clinic must make various efforts to achieve this goal. One thing that can be done is customer satisfaction. Health services in Indonesia cannot be separated from the history of the country's life, and after Indonesia's independence, health services have been developed according to the government's responsibility, namely to protect the people from health problems, so more efforts should be made to provide services. (Reni Asmara Ariga 2020: 1), the definition of service is considered to be a proposal consisting of several elements of health that are regularly linked to support, restore and support the health of individuals, families and social groups. Standardization applies to outpatients from medical staff, nursing staff, other medical staff and non-medical staff as needed. Then there is the inpatient staff, which consists of medical staff, pharmaceutical staff, nursing staff, nutritionists, medical examiner staff, other medical staff and, if necessary, non-medical staff. When implementing medical services, appropriate medical and non-medical equipment must be provided depending on the type of service provided, and the medical equipment used in the hospital must be periodically tested and adjusted by an authorized health testing organization. All the medical staff working in the hospital are working. Hospital operations must respect professional standards, standard operating procedures, service standards, professional ethics, patient rights, and prioritize patient interests and safety. Based on the research carried out between 2018 and 2019 at the Darusyifa Mulia Clinic, the author found that the quality of services still lacks professionalism and there are still some shortcomings. there was a lot of poorly maintained equipment. In Darusyifa Mulia Clinic, there is no increase in patient complaints, the service professionalism and the need for maintenance of each property must be reasonable, because the patient complaints are not increased, and patients are satisfied with the service provided. good, quality, fast. Therefore, the writer was interested to come up with the title "EFFECT OF SERVICE QUALITY AND PHYSICAL ENVIRONMENT ON PSYCHOLOGICAL SATISFACTION OF LEBAK BULUS DARUSYIFA CLINIC MULIA KARANG TENGAH".

2. Literature Review

2.1. Management

Management is an activity carried out by an organization in order to manage, regulate, implement and manage the activities of the organization or company. This is consistent with what Terry and Afifudin (2014: 5) expressed, who defined management as a routine process consisting of planning, organizing, activating, and controlling activities to identify and implement predetermined goals using human and other resources. . . At the same time, according to Robbins, Coulter (2016: 8) "management is the coordination and control of other activities in order to complete them effectively and efficiently. The meaning of efficiency itself is the maximum output from the minimum possible input, and the result Effectiveness is doing the right thing or doing the work that helps the organization to achieve its goals. According to Aziz and Irfayanti (2014; 5), management defines the art of management, which includes the vision of the sum of the individual parts, as well as creating a picture of the vision. At the same time, Lilis Sulastris cited in her book "Management: An

Introduction (History, Data, Theory and Practice)" (2014:14), management is a variety of planning, organizing, directing, monitoring/controlling, etc. It is defined as a type of management that includes the processes, methods and activities of each. setting and achieving goals effectively and efficiently with others. In the definition of management given by Hasibuan (2012:1): "Management is the science and art of managing the process of effective and efficient use of human and other resources for specific purposes.

2.2. Marketing

Understanding Marketing Management According to Kotler and Keller (2016:27), marketing is a set of activities, institutions, and processes that create, communicate, deliver, and exchange value propositions for customers, clients, and partners. and society in general. The definition defines it. Marketing is a set of activities, institutions, and processes that create, communicate, deliver, and exchange value propositions to consumers, customers, partners, and society. According to Kotler and Armstrong (2014: 14), marketing management is the analysis, planning, implementation, and control of programs designed to create, create, and maintain beneficial exchanges with target customers to achieve organizational goals. According to Assauri (2014: 12), marketing management is "the activity of analyzing, planning, implementing and controlling programs aimed at creating, creating and maintaining exchange profits through the target market in order for the organization (company) to achieve its long-term goals. "

Understanding Marketing Marketing plays an important role in the company, because during its implementation, it directly interacts with customers and the external environment of the company. Kotler and Keller (2014: 17) marketing activities are aimed at creating a company. Kotler and Keller (2014: 5) gave the following definition of marketing: "Marketing is a social process in which individuals or groups acquire, create, offer, and value products they need and want. services to other people." According to Kotler and Armstrong (2015: 27), "Marketing is the process by which companies create strong relationships with customers in order to create value for customers and get value back from customers." The meaning of this definition is that marketing is It is the process by which companies create value for customers and establish strong relationships with customers in order to obtain value from customers.

Understand the totality of marketing services. The success of the company in achieving its goals depends on the composition of the company's marketing strategy. A number of tools are used to obtain consumer feedback on marketing activities. According to Fendi Tiptono (2014:41), "service marketing mix is a set of tools that marketers can use to determine the characteristics of services offered to consumers." Marketing mix is is a marketing variable that can be organized to increase the company's sales. Fandy Tjiptono (2014:42) formulated the marketing mix with 8 elements (product, price, promotion, place, people, process, physical evidence and customer service).

- a. A product is a form of service offering aimed at achieving organizational goals by satisfying the needs and wants of consumers. In this context, a product can be anything (physical or intangible) that can be offered to a potential customer to satisfy a specific need or desire. A product is anything that is offered to the market for attention, acquisition, use, or use to satisfy a need or need in the form of physical objects, services, people, organizations, or ideas.
- b. Price (price) Pricing decisions are related to strategic and tactical policies, such as price levels, discount structures, payment terms, and the degree of price discrimination among

different customer groups. In general, these aspects are similar to what is common in commodity markets. However, the difference is that the intangible nature of services makes price an important indicator of quality. The private and non-transferable nature of various services allows for price discrimination in service markets, while many public sector services are sold at subsidized prices or even for free. This makes it difficult to determine the price of the service. in.

- c. Promotion (Promotion) The traditional promotion mix includes various methods of communicating the benefits of the service to potential and current customers. These methods consist of advertising, sales promotion, direct marketing, personal selling, and public relations methods. Although in general, the promotion of goods is the same as that of services, the promotion of services requires a special focus on efforts to increase the availability of services. Additionally, in service marketing, production personnel are an important part of the promotional mix.
- d. Location: A distribution decision is about easy access to services for potential customers. These decisions include actual location decisions (e.g. deciding where to stay in hotels and restaurants) and decisions to use intermediaries to make services more accessible to consumers (e.g. whether to use travel agents or sell holiday packages directly to consumers), as well as decisions about the availability of services (for example, the use of telephone transmission systems).
- e. People (people) For most services, people are a vital element of the marketing mix. Every part-time employee in the service industry is a marketer whose actions and behaviors directly affect customer outcomes. Therefore, any service organization (especially a high-level customer-facing organization) must clearly define what is expected of each employee when interacting with customers.
- f. Physical evidence (tangible evidence) The intangible nature of the service makes it impossible for potential customers to evaluate the service before using it. An important element of the marketing complex is an attempt to reduce the level of risk by providing material evidence and service characteristics.
- g. Process (process) The production or operational process is an important factor for users of contact services who act as co-producers of related services. For example, restaurant customers are greatly influenced by the way staff serve them and the wait time during production.
- h. Customer service the meaning of customer service varies from organization to organization. In the service industry, customer service can be defined as the overall quality of service perceived by customers. Therefore, the responsibility of this element of the marketing mix is not limited to the ex-customer department, but is the concern and responsibility of all production personnel, regardless of service organization or supplier. Managing the quality of service offered to customers is closely related to product design and personnel policies.

2.3. Customer (Patient) Quality

Understanding Customer (Patient) Satisfaction According to Zeithaml and Bitner (2012:19) in Jasfar, customer satisfaction is the relationship between the customer's perception of the service received and the expectations before receiving the service used. is a comparison, but according to Tiptono (2016: 204), satisfaction can be interpreted as an attempt to perform something or to do something properly. Based on the above definition, satisfaction is a function of perception or performance related to performance and

expectations. If the parameters are lower than expected, the patient is not satisfied. If the results meet expectations, the patient is satisfied. If the performance exceeds expectations, the patient is very satisfied or happy.

2.4. Physical environment

The physical environment is the state or condition of a place that is the key to the success and survival of a business. Consumers come there because of the desire to experience a different atmosphere from home, and this atmosphere is created by the physical environment of the enterprise location. According to Lovelock and Wirtz (2011, p. 48), the physical environment states that the various business actors in the service industry require customers to enter the business. Therefore, business participants should take the time to design the physical environment of the location so that customers are comfortable and satisfied. Rambat Lupiyoadi (2013: 92) defines physical evidence as follows: "A company's evidence or physical environment (physical evidence) is the place where services are created, where service providers and customers interact, and all physical elements used for communication and support. Service role" Based on some of these theories, the researchers concluded that the service environment / physical environment is a pattern or form consisting of external elements such as information boards, parking, scenery, design, organization, etc. , equipment and decorations obtained by the customer from the service provider.

2.5. Service quality

Understanding service quality According to Fandi Tjiptono (2012: 157), "service quality is defined as a measure of the level of service. what is provided meets the customer's expectations." Meanwhile, according to Tiptono (2016: 59) "service quality is the level of excellence expected and the highest level of control to fulfill the customer's wishes." According to Tiptono (2011:59) " "Service quality refers to the level of excellence expected and the control over that level to meet customer expectations."

Hypothesis

A hypothesis is a temporary response to a research problem statement, and here is the formulation of the research problem. expressed as an interrogative sentence. Answers are said to be provisional because they are based only on relevant theories and not on empirical facts obtained through data collection. Therefore, hypothesis can also be expressed as a theoretical answer that formulates a research problem rather than an empirical answer (2010:64). Thus, the results of coefficient calculations in this study were checked by the following steps:

H0: $r = 0$ There is a suspicion that the quality of service does not affect customer satisfaction at the Darusyifa Mulia clinic in Karang Tengah, Lebak Bulus.

H1: $r \neq 0$ There is a suspicion that there is an effect between service quality and customer satisfaction at Darusyifa Mulia Clinic, Karang Tengah, Lebak Bulus

H0: $r = 0$ There is a suspicion that the physical environment does not affect customer satisfaction at the Darusyifa Mulia Clinic, Karang Tengah, Lebak Bulus

H2: $r \neq 0$ There is a suspicion that there is an influence Physical environment and customer satisfaction at Darusyifa Mulia Klinik in Karang Tengah, Lebak Bulus, Lebak Bulus Physical environment and customer satisfaction at Darusyifa Mulia Karang is Tengah Klinik, Lebak Bulus.

3. Research Methods

Type of research According to Sugiyono (2016:44), this type of research is quantitative-associative, which is “research that investigates the effect or relationship between two or more variables”. Therefore, this quantitative correlation study can generate theoretical functions for symptom interpretation, prediction, and control, and data can be converted into quantitative form.

Place and time of research

1. Research object: According to Sugiyono (2016: 13), “Research object is a scientific objective to acquire data for a specific purpose and to use it for some purpose”. This study was conducted at Darusyifa Clinic Mulia Karang Tengah, Lebak Bulus
2. Research period: This research was carried out in stages over a period of 3 (three) months from January to March 2020 according to the needs of the author.

Population and Sample

1. Population
A population is a general area composed of objects and subjects with specific qualities and characteristics for the purpose of study and further inference, Sugiyono (2014: 148). Therefore, the population is not only people, but also objects and other natural objects. In this study, the population consisted of patients who received or used medical services at Darusyifa Mulia Karang Tengah Clinic, and a total of 6,637 patients were obtained from patient attendance records.
2. Sampling Sugiyono (2016:215) “Sampling refers to the number and characteristics of the population”. According to Arikunto (2010:131), “a sample is a part or representation of the population under study”.

Methods of Data Collection Data collection is an attempt to obtain information that is used to measure variables. According to Sugiyono (2016:308), “data collection is a scientific method of acquiring valid data to prove it, develop knowledge, and thus use it to solve problems and move forward.

1. Primary data According to Sugiyono (2016:308), “Primary sources are sources of information that provide direct information to data collectors”. In this study, this study was conducted by distributing a questionnaire to the clients of Darusyifa Mulia Karang Tengah Clinic.
2. Observation Sugiyono (2016: 141) "Observation is a process consisting of various processes of obtaining fact-based data about the real world through observation." In this case, the author made a direct observation of the Darusyifa Mulia Karang Tengah clinic, and the observation was limited to the main issues, thus focusing on (actual) and related data.
 - a. Questionnaire A question is a series of written statements given to respondents. The list of statements is mainly focused on issues related to the problem under study. According to Sugiyono (2016: 142), “questionnaires are an effective method of data collection if the researcher knows by whom the variable is measured and what is expected from the respondents”. In this study, questionnaires were created in the form of statements with Likert scale responses: Strongly Disagree (value 1), Disagree (value 2), Disagree (value 3), Agree (value 4) and Strongly Agree (value). 1). value 5).

- b. Documentation Sugiyono (2016: 138) says, "Documentation is a record of events." Documents can be written or illustrated. This method is used to obtain information such as company history and number of employees.

Data seconds

According to Sugiyono (2016: 308), "secondary data are indirect data sources that provide information to data collectors". Secondary data for this research includes historical information about the history of the company, number of employees and other things that support the written material.

Data Analysis Methods According to Sugiyono (2016:206), "Data analysis is the process of analysing the data after collecting data from all the respondents. Perform calculations to answer formula problems and perform calculations to test hypotheses.

Experimental instrument and research data According to Sugiyono (2016: 206), "in quantitative research, data analysis is the act of collecting data from sources". Activities during data analysis consist of grouping data based on variables and their types, tabulating data based on variables, presenting data based on the variables under study, making calculations to answer the problem statement, determining their effects, and making calculations to test hypotheses. would suggest Data plays a very important role in research. This is because the data are representative of the variables under study and serve as a means of confirming hypotheses. Data validity determines data quality. It depends on whether the instrument used meets the principles of validity and reliability. When testing this device, 2 (two) tests are used, namely:

Validity test

Validity refers to demonstrating the level of accuracy between the data on the site and the data that the researchers could collect. According to Sekaran (2006) in Haryadi Sarjono and Winda Julianita (2011:35), "Validity is evidence that the instrument, technique, or process used to measure a concept actually measures the intended concept." At the same time, according to Sugiyono (2016: 361), "validity means that there is similarity between the data collected and the actual data". Furthermore, according to Gozali (2016: 52), "the questionnaire is considered valid if the questions on the questionnaire can clarify what is being measured by the questionnaire". See the Item-Total Statistics table for validity checks. This value is compared to the value of $r_{count} > r_{table}$ and considered valid.

Reliability test

Reliability test is the consistency of a series of measurements or a series of measuring instruments when repeated measurements made by a measuring instrument. A good instrument does not direct respondents to select specific answers. According to Sugiyono (2016: 168), "a reliable instrument will provide the same data when measuring the same object several times". Meanwhile, according to Gozali (2016:47). Reliability is a means of examining the consistency of responses among respondents to a survey question. A questionnaire is considered reliable if the person's responses to the questions are stable or stable over a period of time. Based on the above definition, reliability is defined as the properties related to accuracy, consistency, and consistency. It is considered reliable if a group of subjects is measured several times and the same results are obtained if the aspects found within the same subject are measured, unchanged.

Classical hypothesis testing Classical hypothesis testing is used to determine the validity of data. According to Santoso (2015: 342), "regression models are used for forecasting. A

good model is the one with the least prediction error. Therefore, before being used, the model must meet certain assumptions, which are often called classical. The classical hypothesis tests used in this study are normality test, multicollinearity test, heteroskedasticity test, and autocorrelation test.

Normal test

A normality test is used to test whether the dependent variable, the independent variable, or both are normally distributed in a regression model. According to Gozali (2016: 160), “a good regression model is normally distributed or close to normal”. Therefore, tests of normality are performed for residual values rather than for individual variables. So, this test is to check whether the population data is normally distributed. In this study, two normality test designs were used: Kolmogorov Smirnov test and P Plot (Probability plot). This examination used SPSS version 20 software.

Ghozali (2016:161) further explains that the normality test can be controlled by the Kolmogorov Smirnov test under the following conditions: If the significance value is <0.05 , the data is not normally distributed. If the significance value > 0.05 , the data is normally distributed. A normality test can then be determined by looking at the distribution of points on the diagonal axis of the graph. According to Gozali (2016:164), the rationale for the decision is as follows.

- 1) If the data is spread around the diagonal line and follows the direction of the diagonal line, then the regression model is normal.
- 2) If the data are spread far from the diagonal line and do not follow the direction of the diagonal line, the regression model is not normal.

Multicollinearity test

This multicollinearity test is designed to test whether there is a relationship between the independent variables in a regression model. According to Gozali (2016: 105), he believes that “multicollinearity tests are designed to test whether there is a relationship between independent variables in a regression model”. A good regression model should show no correlation between the independent variables. If the independent variables are correlated, then these variables are not orthogonal. Orthogonal variables refer to independent variables where the correlation value between the independent variables is zero.

Statistical Tests Data analysis plans, written or unwritten, are an integral part of any research project. This model was formatted before data collection and during hypothesis generation. This means that the research data analysis project is prepared by identifying the types of data to be collected, the sources of data to be found, and formulating the hypotheses to be tested. In order to clearly see the effect of independent variables product quality (X1) and service quality (X2) on customer satisfaction (Y), this study uses different data analysis as follows.

Descriptive analysis

In this study, the main purpose of the research problem requires the researchers to conduct a systematic, in-depth and meaningful analysis and research. This descriptive analysis provides an overview of the data that needs to be examined to help determine scientific properties. Sample data. Analyses were conducted by examining the frequency with which respondents selected the options asked for each survey.

4. Results and Discussion

4.1. Results

General characteristics of the research object

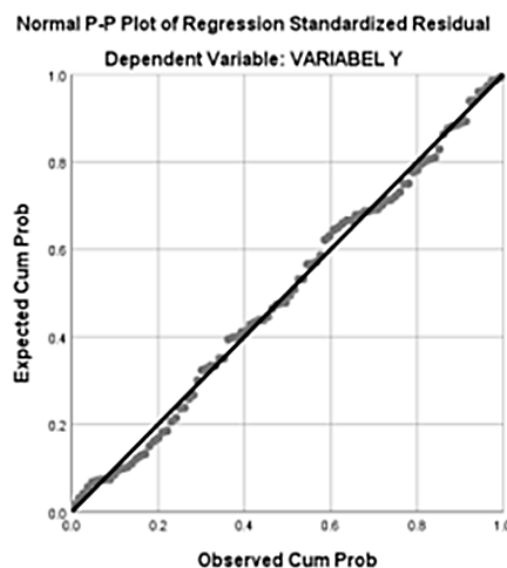
Brief history of the company. Darusyifa Mulia Clinic is one of the medical clinics in Silandak, South Jakarta, Jalan Karang Tengah I No.78 Rw 008 Lebak Bulus, Cilandak, South Jakarta 12440. It started with dreams and ambitions. This hospital was established on March 1, 2008 with a vision and mission of a diverse group of people who serve and want to serve the public in the healthcare industry. Darusyifa Mulia Clinic is still alive and going strong with these noble dreams and goals and the support of doctors who share the same dreams and goals. Darusyifa Mulia Clinic is a hospital that prioritizes quality and safety to provide the highest quality medical services. Supported by a dedicated team of doctors, nurses and specialist staff, Darusyifa Mulia Clinic is a trusted hospital of the local community. Darusyifa Mulia Clinic is determined to be a leading health care provider that serves the community with integrity and dedication, ensuring quality of service, patient comfort and safety. Doctor treatment procedures make it easy for patients to get the right treatment from the doctor. Darusyifa Mulia Clinic not only provides excellent services, but also wants to create a safe, beautiful and comfortable environment for its patients with auxiliary areas such as comfortable waiting rooms equipped with TVs and air conditioners, clean toilets and comfortable treatment rooms.

Vision and mission

1. Vision To become a hospital that provides quality services in the health sector and serves the community.
2. Mission
 - a. Providing high-quality and affordable services to all levels of society
 - b. To organize the provision of services in the health sector in accordance with the needs of the society.in. Improving health science and technology.

Classical hypothesis testing

Normality test in this study, 2 test designs for normality test, Kolmogorov Smirnov test and PP standardized residual regression plot were used. Below is a test for normality of data developed with SPSS version 25.



Source: SPSS version 25 (2021) primary data processing results

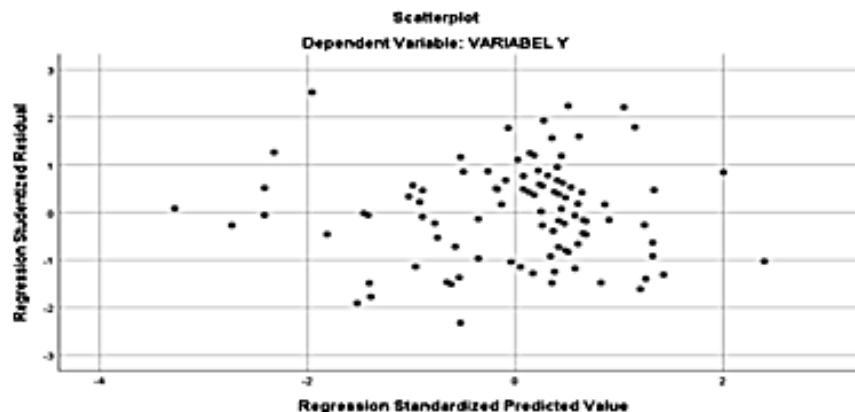


Figure 2. PP Regression graph Standardized residuals

Heteroskedasticity Test In this study, the scatterplot method and Spearman's rank method were used to perform the heteroskedasticity test. Below is the data contrast test developed by SPSS version 25.

4.2. Discussion

After reading the results of this study and then analyzing how well the data represents the study, in particular, the ability to explain how service quality and price affect customer satisfaction. The following is a discussion of the results of this study.

Service quality variable (X1)

1. From the table above, it can be seen that the highest score, 4.20, is in the scale category (3.41 - 4.20: excellent), namely the statement that the nurses of DARUSIF MULIA CLINIC should be ready for patients. . listen to the complaints of patients.
2. In addition, to continue improving the quality of services in the field of "professional doctors and nurses in the use of medical equipment". The minimum score is 4.94. The clinic should then further increase the desired attention to the consumer.
3. According to the results of the validity test, the calculated results r for items 1-10 of the questionnaire exceed the value of r in the table, which means that items 1-10 of the service quality variable (X1) are accepted. valid.
4. According to the results of the reliability test, if the questionnaire element rca ($0.815 > r_{table}$ (0.197) $\alpha = 5\%$), the variance of the elements of the service quality variable (X1) can be considered reliable.
5. Based on regression coefficient value $0.369 \neq 0$, correlation coefficient 0.747 , determination of 55.7% , t-test of service quality variable, Darusyifa Mulia Karang Tengah has partially positive and significant effect on patient satisfaction. .
6. According to the results of a partial test (t test) between service quality and patient satisfaction, the estimated value of $t > t$ in the table $7.268 > 1.985$, $sig < 0.05$ ($0.000 < 0.05$), so H_0 is rejected and H_a is. "Service quality affects patient satisfaction at Darusyifa Mulia Karang Tengah Clinic," admitted.

Physical environment variables (X2)

1. Based on the table above, it can be seen that it has the highest value, namely 3.85, in the category of the scale (3.64 - 4.21: good), namely the statement, the quality of illumination in the patients' Lat, DARUSYIFA MULIA. CLINIC good enough.

2. In addition, it is necessary to further improve the physical environment from the point of view of "according to the patients, the good air circulation of DARUSYIFA MULIA CLINIC ensures the comfort of the patients during surgery." The minimum score is 3.39. then the hospital should be more rational and improve.
3. Based on the results of the validity test, items 1-10 of the questionnaire receive a calculated r result that exceeds the r value of the table, that is, the physical environment variable (X2) of questions 1-10 is declared valid.
4. Based on the results of the reliability test, $r_{ca} (0.776) > r_{table} (0.198)$ questionnaire items with $\alpha = 5\%$ conditions, then the variance of the elements of the physical environment variable (X2) can be declared reliable.
5. Based on regression coefficient value $0.529 \neq 0$ and correlation coefficient 0.747, service quality and physical environment variables were determined by T-test to be 55.7%, which positively and significantly affected patient satisfaction at Darustifa Mulia Karang Tengah Clinic.
6. The results of the partial test (t-test) between physical environment and patient satisfaction show a value of $8.836 > 1.984$, $sig < 0.05$ ($0.000 < 0.05$), so H_0 is rejected and H_a is accepted, namely: "there is the physical environment of Darusyifa Mulia Karang Tengah Clinic for patient satisfaction.

Patient satisfaction variable (Y)

1. As can be seen from the table above, the weight category (3.64 – 4.21: good) has the highest score of 3.85, which means that patients are satisfied with the attitude of doctors and nurses. The patient may or may not choose the period of service.
2. In addition, we should continue to improve customer satisfaction in terms of "patients are satisfied with the experience and skills of doctors and nurses when receiving treatment with medical equipment." Where the lowest score was 3.54. Therefore, the company should improve its service quality and physical environment to create patient satisfaction and patients will continue to recommend it to others.
3. Based on the results of the validity test, questions 1-10 of the questionnaire receive a calculated r result that exceeds the r value of the table, which means that questions 1-10 of the physical environment variable (Y) should be declared valid. .
4. According to the results of the reliability test, $r_{ca} (0.838) > r_{table} (0.198)$ items of the questionnaire with $\alpha = 5\%$ condition, the variance of the elements of patient satisfaction variable (Y) can be considered reliable.
5. According to the results of the F-test, if the calculated F-value $> f_{table}$ is $59.823 > 3.09$, $sig\text{-value} < 0.05$ or $0.000 < 0.05$ ", it can be considered that the quality of service is simultaneously affected. Darusyifa Mulia Central Reef Clinic patient satisfaction physical environment about satisfaction.

One of the objectives of this study is to investigate the effect of service quality and physical environment variables on patient satisfaction using the following regression equation.

$$Y = 2.940 + 0.369 X1 + 0.529 X2$$

The calculated value of 0.369 indicates that the change in customer satisfaction is most dominant due to the change in the service quality variable (X1) when other variables are held constant. At the same time, other variables can be seen as follows.

- a. An increase in the physical environment variable (X2) by one increases the regression coefficient of patient satisfaction (Y) by 0.529. Assuming that the other independent variable, service quality (X1), does not change.
- b. The fixed number is 2.940 when independent variables such as service quality (X1) and physical environment (X2), mainly patient satisfaction, remain 2.940.

5. Conclusion

Based on the description of the previous sections and the results of the analysis and discussion of the impact of service quality and physical environment on patient satisfaction, the following was done.

1. Based on the partial analysis of the coefficient of determination, it was found that the variable quality of service has a 55.7% effect on patient satisfaction at the same time. This shows that quality service increases patient satisfaction. In hypothesis testing, the calculated t value is $7.268 > t \text{ Table } 1.985$ and it is also supported by the significance of $0.000 < 0.05$, so it can be concluded that variable X1 has an effect on variable Y or approximately rejects 1 and rejects 1. accepted. This means that the service quality variable has a partially positive and significant effect on patient satisfaction at Darusyifa Mulia Karang Tengah Clinic.
2. Based on the partial analysis of the coefficient of determination, it was found that the variable of the physical environment has a simultaneous effect of 55.7% on patient satisfaction. This shows that quality service increases patient satisfaction. In hypothesis testing, the calculated t value is $8.836 > t \text{ Table } 1.984$ and $0.000 < 0.05$, so it is concluded that there is an effect on variable Y (X2), or reject 2 and accept 2. This means that the physical environment variable has a partially positive and significant effect on patient satisfaction at Darusyifa Mulia Karang Tengah Clinic.
3. Based on the research results, using the regression equation $Y = 2.940 + 0.369 X1 + 0.529 X2$, it was shown that service quality and physical environment partially affect patient satisfaction. The higher the service quality and the physical environment, the higher the patient satisfaction, and on the contrary, the poorer the service quality and physical environment, the lower the patient satisfaction. Therefore, H_{o3} is rejected and H_{a3} is accepted, indicating a simultaneous influence between service quality and physical environment on patient satisfaction.

Offers

1. The quality of service provided by DARUSYIFA MULIA Clinic in Karang Tenga is good, but there are some shortcomings such as insufficient parking space, uncomfortable waiting rooms and rooms without lighting. There are too few chairs for patients to wait for their turn, so researchers at DARUSYIFA MULIA CLINIC in Karang Teng are creating a safe and comfortable environment and expanding the parking area for patients.
2. The physical environment of DARUSYIFA CLINIC is good, but there are things that make the physical environment of the patient unpleasant, for example, the researcher suggested to give certain signs when looking for patients at DARUSYIFA MULIA CLINIC, Karang Tenga. hospital, they are clearly visible from a distance.
3. Patient satisfaction at DARUSYIFA MULIA Clinic in Karang Tengah needs to improve the service so that patients can get treatment more easily and patients will be satisfied with the service of DARUSYIFA MULIA Clinic in Karang Tengah.

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