

The Effect of Mediation on Patient Satisfaction on the Relationship between Characteristics and Quality of Service on Patient Loyalty at the Beringin Jaya Public Health Center Labuhan Batu Selatan

Sri Astuti^a, Agus Seswandi^{a,*}, Helwen Heri^a,

^a Magister of Management, Postgraduate Program, Universitas Lancang Kuning, Indonesia.

ABSTRACT

This study aims to analyze the effect of patient characteristics and service quality and the mediating relationship of patient satisfaction on patient loyalty. Where this research was conducted at the Beringin Jaya Public Health Center. Sources of data from this study were employees at the Beringin Jaya Public Health Center Indonesia. With the number of respondents as many as 100 as the research sample. Furthermore, the data analysis techniques in the form of descriptive analysis, convergent and discriminant validity tests and reliability tests, and SEM-PLS analysis. Research results: from data that has been processed. Shows the calculation of patient characteristics has an effect on patient satisfaction, service quality has an effect on satisfaction, patient satisfaction has an effect on patient loyalty, patient characteristics negatively have no effect on patient loyalty, service quality has no negative effect on patient loyalty, patient satisfaction mediates patient characteristics on patient loyalty, Patient Satisfaction mediates Service Quality on Patient Loyalty

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Introduction

Puskesmas is one of the health facilities that are widely used by the community. The Puskesmas as the Technical Implementation Unit of the Health Service (UPTD) is the spearhead of health services in Indonesia.

According to Law no. 75 of 2014 Article 1 concerning Community Health Centers, Public Health Centers are health service facilities that carry out public health efforts and first-level individual health efforts, by prioritizing promotive and preventive efforts, to achieve the highest degree of public health in their working areas. These health efforts are carried out with an emphasis on services for the wider community in order to achieve optimal health degrees, without neglecting the quality of services to individuals (Hatmoko, 2006).

Beringin Jaya Public Health Center is located on the border between Riau Province and North Sumatra Province, namely between Rokan downstream and Labuhan Batu Selatan districts, where the Beringin Jaya Health Center has two villages namely Torgamba Village and Beringin Jaya Village with a total population of 12,082 residents in the working area of the Beringin Jaya Health Center soul.

*CORRESPONDING AUTHOR. Email: agusseswandi@unilak.ac.id

Users of health services at the Puskesmas demand quality services not only regarding recovery from physical illness but also regarding the attitudes, knowledge and skills of officers in providing services and the availability of adequate facilities and infrastructure that can provide comfort. With the increasing quality of service, the function of services at the puskesmas needs to be improved to be more effective and efficient and provide satisfaction to patients and the community (Khusnawati, 2010).

The world of health today is a business opportunity that is quite good. This is evidenced by the increasing number of hospitals or private clinics that have been established. In Indonesia, several international standard hospitals have also been established. Hospitals, both private and government-owned, try to attract as many patients as possible by improving their services.

Patients play a very important role in the success or failure of a clinic or health service. The patient's view will be Based on Article 49 No. 36 of 2009 concerning health, it is stated that the government, local government and the community are responsible for the implementation of health efforts. The implementation of health services is carried out in a responsible, safe, quality, as well as equitable and non-discriminatory manner, so that according to the Health Law, the implementation of health services must prioritize the safety of patients' lives over other interests.

Quality of service is one of the important factors in the utilization of health services. Assessment of good service quality is not limited to healing physical illnesses, but also on the attitudes, knowledge and skills of officers in providing services, communication, information, courtesy, punctuality, responsiveness. and the availability of adequate facilities and physical environment. There are five main factors in determining Service Quality, namely: tangible, reliability, responsiveness, assurance, and empathy. These dimensions will determine the influence of the five dimensions of Service Quality on Patient Satisfaction and also the dimensions of Service Quality that most dominantly affect Patient Satisfaction. Quality is a dynamic condition related to products, people/labor, processes and tasks as well as an environment that meets or exceed rainbow expectations bro or consumer, Nasution (2009).

According to Zeithaml, Berry and Parasuraman (Tjiptono & Diana, 2010), the characteristics used by customers in evaluating service quality can be identified with five groups of characteristics, namely:

1. Tangibles, including physical facilities, equipment, employees, and means of communication.
2. Reliability, namely the ability to provide the promised service immediately and satisfactorily.
3. Responsiveness, namely the desire of staff to help customers and provide responsive service.
4. Assurance, including the ability, courtesy and trustworthiness of the staff, free from danger, risk or doubt.

5. Empathy, including the ease of making good communication relationships and understanding the needs of customers.

Service quality provides a special impetus for customers to establish long-term mutually beneficial relationships with the company. This allows the company to understand carefully the expectations and needs of customers which in turn the company will be able to increase customer satisfaction. If a company is able to create customer satisfaction, it will create customer loyalty.

Loyalty is an ancient term that has traditionally been used to describe loyalty and devotion to a country, cause, or individual. In a business context, loyalty is used to describe the willingness of customers to continue to subscribe to a company in the long term, by buying and using its goods and services repeatedly, preferably exclusively, and positively and is reflected in consistent repeat purchases.

Then Griffin in Setiawan (2011), suggests that customer loyalty is a more reliable measure for predicting sales and financial growth, compared to customer satisfaction and voluntarily recommending the company's products to friends and colleagues. According to Lovelock (2010).

Loyalty is an asset of a brand that shows the high value of loyalty, because to build it there are many challenges that must be faced and it takes a very long time. Loyalty development will provide great benefits for the company. Loyalty will be the key to success, not only in the short term but sustainable competitive advantage. Efforts by service providers to provide quality services in order to form trust, a positive image, and provide satisfaction to patients. The final estuary of quality service efforts is the creation of loyalty.

Press (2002) defines that Patient Satisfaction is the conformity of the patient's expectations with the treatment he received while in treatment. While Krowinski & Steiber (1996) defines patient satisfaction as a positive evaluation of the dimensions of specific services and is based on patient expectations and services provided.

The meaning of Patient Satisfaction is actually essentially the same as customer satisfaction, because they are both in an effort to provide a sense of satisfaction to consumers. Kottler (1994) states that the notion of customer satisfaction is an after-purchase evaluation where the chosen alternative is at least equal to or exceeds customer expectations, customer satisfaction will arise if the results (outcomes) meet buyer expectations. Customer satisfaction is defined by Kotler as a customer's feeling of pleasure or disappointment that arises after comparing the perception of the performance (result) of a product and his expectations. In Indonesia, the world of health is experiencing a very significant development and has a pretty good prospect. Conditions like this make the competition more competitive. Therefore, every company engaged in the health service industry must be able to use various ways in order to attract customers through the Quality of Service.

The achievement of patient satisfaction and the level of trust will increase patient loyalty, so that the reputation of the hospital will also increase. Quality is also one of the supporting factors in hospital accreditation. Patient demands for quality services are not only associated with healing from illness, but also regarding patient satisfaction with the overall quality of the service process, including medical services in hospitals to meet patient needs and expectations.

Health services at the Puskesmas are a form of service provided to clients by a multi-disciplinary team. Today's health services have become the main health service industry where each Puskesmas is responsible for the recipients of health services. The existence and quality of health services provided is determined by the values and expectations of the recipients of these services.

Theoretical support

Service quality

According to Tjiptono (2010) Service Quality is the level of excellence expected and control over the level of excellence to meet customer desires. Based on the opinion above, it can be concluded that there are main factors that affect the quality of service, namely: expected services and perceived/perceived services. If the perceived service is in accordance with the expected service, then the service quality will be perceived as good or positive. If the perceived service exceeds the expected service, then the service quality is perceived as ideal quality. Likewise, if the perceived service is worse than the expected service, the service quality is perceived as negative or bad. So whether or not the quality of service depends on the ability of service providers to consistently meet consumer expectations.

Service Quality is an achievement or achievement in customer service. This is very reflected in every meeting of a ministry. Customers usually form expectations of a service from a past experience, word of mouth or advertising. In general, customers compare the perceived service with the expected service where if the previous service was not satisfactory then the customer will be disappointed. Service quality provides a special impetus for customers to bond with a service that is provided plays a very significant role so that in an effort to deliver superior service quality to patients, clinic managers need to have a key strategy to survive in a competitive environment. The definition of service quality or service is centered on efforts to fulfill customer needs and desires and the accuracy of delivery to balance customer expectations (Umar Husen 2012).

Based on the definitions above, it can be concluded that Service Quality is the actions and abilities of employees in a company that is carried out with full commitment to provide the best and quality service to consumers, fellow employees and also company leaders.

Service quality can also be interpreted as how good the services provided by the agency are compared to patient expectations. Patients who feel good service from an agency will have an impact on patient satisfaction and increase the desire to seek treatment again. Patients will also recommend the treatment has been received to others so that the agency will have the

distinction and ability to compete with other agencies. Providing service quality means making compromises with customer expectations in a consistent manner. Service is all the efforts made by employees to fulfill the wishes of their customers with the services that will be provided.

Satisfaction

The word satisfaction comes from the Latin "satis", which means good enough, adequate and "facio" which means to do or make. So, satisfaction can be interpreted as "an effort to fulfill something" (Tjiptono and Chandra, 2005).

Customer satisfaction is the level of a person's feelings (happy or disappointed), after comparing the performance (results) he feels with his expectations. Satisfaction is the result of comparing the performance received with the expectations held against these results. (Kotler, 2002: 52), Meanwhile Barnes (2003: 64) suggests that satisfaction is the customer's response to the fulfillment of needs. It is difficult to measure the level of patient satisfaction, because it involves behavior that is very subjective. A person's satisfaction with an object varies from the level of very satisfied, satisfied, quite satisfied, less satisfied, very dissatisfied. Assessment of the condition of the health center (good or bad quality) is a complete picture of the quality of the puskesmas based on the subjective experience of the individual patient. The indicators of patient satisfaction in the puskesmas are:

- a. Clarity of doctor's information on patient complaints
- b. Patient care procedures
- c. Accuracy of patient examination schedule
- d. Courtesy of nurses and midwives in providing services
- e. Politeness of doctors in providing services
- f. The ability of doctors to provide services regardless of status
- g. The ability of nurses and midwives in providing services regardless of status.
- h. The ability of doctors to provide confidence in healing.

Service is all the efforts made by employees to fulfill the wishes of their customers with the services that will be provided. A service is said to be good by the patient, determined by the fact whether the service provided can meet the patient's needs, by using the patient's perception of the service received (satisfactory or disappointing, also including the length of service time). Satisfaction begins with acceptance of the patient from the first time he arrives until the patient leaves the hospital (Supriyanto and Ernawati, 2010).

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For decades research on service quality provides evidence that there is a significant effect between service quality and customer satisfaction, service providers benefit in terms of

customer loyalty and drive customers back, isolate customers from competitors, reduce failure costs, can create sustainable advantages and increase profits. , increase positive word of mouth, lower costs for new customers, increase price tolerance, especially the willingness of customers to pay premium prices.

Loyalty

Loyalty is an ancient term that has traditionally been used to describe loyalty and devotion to a country, cause, or individual. In a business context, loyalty is used to describe the willingness of customers to continue to subscribe to a company in the long term, by buying and using its goods and services repeatedly, preferably exclusively, and voluntarily recommending the company's products to friends and colleagues.

Many service organizations have developed programs to maintain customer loyalty as part of their relationship development activities. Loyalty is expressed in full with an attitude towards a brand and not just a thought.

According to Hermawan Kartajaya (2004), the notion of loyalty is a manifestation of the fundamental human need to have, support, feel safe, build attachments, and create emotional attachments.

Etymologically, the term "loyalty" (loyal) is adapted from the French "Loial" which means the quality of being loyal. Loyalty is something related to human emotions, so to get someone's loyalty, we must be able to influence the emotional side of that person. According to Kotler and Keller (2009), loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause customers to switch.

The use of the term Loyalty is generally used in the fields of marketing, business, and also organization. In the field of marketing and business, the notion of loyalty is the willingness of customers or consumers to continue to buy and use a company's products in the long term. While in the organizational field, loyalty is a person's loyalty to the organization where he works by devoting his abilities and time.

Loyalty is an ancient term that has traditionally been used to describe loyalty and enthusiastic devotion to a country, cause or individual. In a business context, this term is used to describe the willingness of customers to continue to subscribe to a company in the long term, by buying and using its goods and services repeatedly and preferably on an exclusive basis and voluntarily recommending the company's products to friends and family his colleagues.

Research Framework

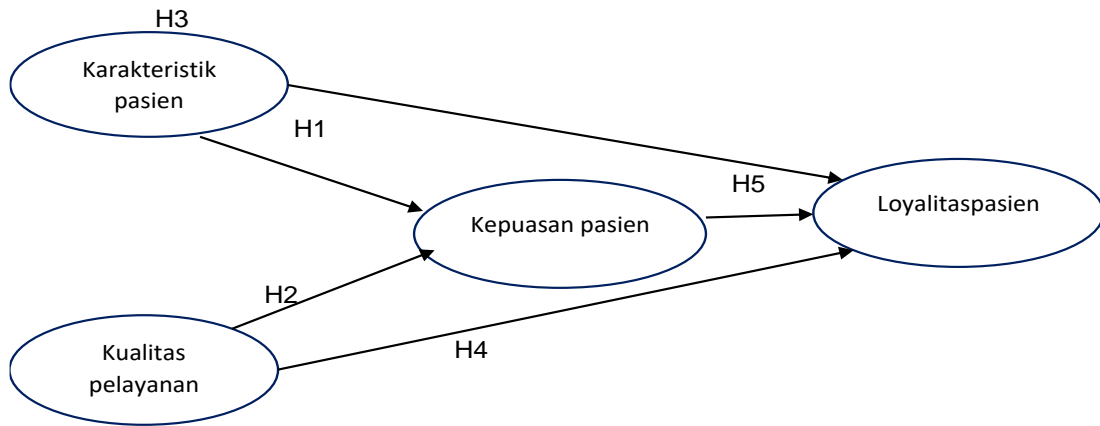


Figure 1. Research Framework.

Research method

Quantitative Method

This study uses quantitative methods by explaining that the research paradigm emphasizes an understanding of problems in social life based on conditions of reality or natural settings that are holistic, complex and detailed. The nature of this research is descriptive and verification, describing the characteristics of the variables studied and testing the truth of a hypothesis. Analysis of the verification method was carried out to test hypotheses using statistical test tools (Solimun et al., 2017).

Verificative analysis to test the truth of a hypothesis which is carried out through data collection in the field about the variables studied. The verification analysis in this study will use the PLS Structural Equational Modeling (SEM) statistical test. PLS is one of the SEM techniques that is able to analyze latent variables, indicator variables and measurement errors directly. PLS analysis is an integration between path analysis, regression, and confirmatory factors

Results

Analisis SEM-PLS

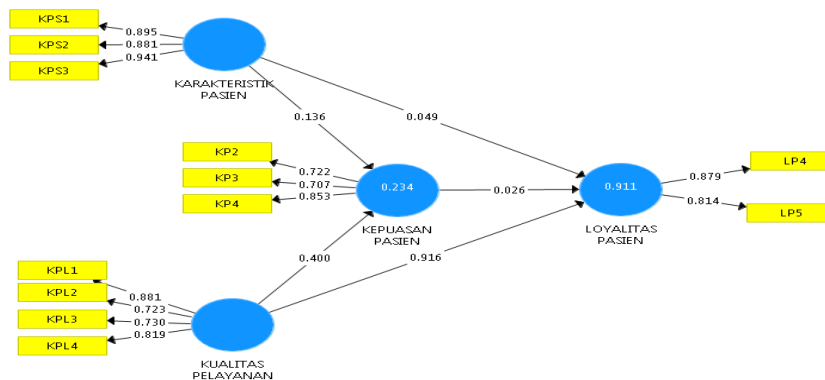


Figure 2. Path Chart.

Significance Test Results

Table 1. Significance Test Results

Hypothesis	T Statistics (O/STDEV)	P Values	Note:
Patient Characteristics -> Patient Satisfaction	1,134	0,257	Not Received
Patient Characteristics -> Patient Loyalty	1,295	0,196	Not Received
Patient Satisfaction -> Patient Loyalty	0,734	0,463	Received
Service Quality -> Patient Satisfaction	2,762	0,006	Not Received
Quality of Service -> Patient Loyalty	33,057	0,000	Received

Notes. Data Olahan, 2022

The results of the analysis of the direct influence of patient characteristics on patient satisfaction can be seen that the results of data processing show that patient characteristics on patient satisfaction have no significant effect on patient satisfaction with a value of 0.257 which is greater than 0.05. It is said to be significant if the profitability value is at the level of 0.000 which is smaller than 0.05. So, hypothesis 1 which states that patient characteristics affect patient satisfaction at the Beringin Jaya Public Health Center cannot be accepted

The results of the analysis of the direct influence of Service Quality on Patient Satisfaction can be seen that the results of data processing show that Service Quality on Patient Satisfaction has a positive and significant effect, indicated by a profitability value of 0.006 which is smaller than 0.05 and a tcount value greater than 1.96, with the path coefficient is 0.400, which means that patient satisfaction can be directly affected by the quality of service by 0.400 or 40%. So, hypothesis 2 which states that Service Quality has an effect on Patient Satisfaction at the Beringin Jaya Public Health Center cannot be accepted.

The results of the analysis of the direct influence of Patient Characteristics on Patient Loyalty can be seen that the results of data processing show that Patient Characteristics on Patient Loyalty have no significant effect with a value of 0.196 which is greater than 0.05. It is said to be significant if the profitability value is at the level of 0.000 which is smaller than 0.05. So, hypothesis 3 which states that patient characteristics affect patient loyalty at the Beringin Jaya Public Health Center cannot be accepted.

The results of the analysis of the direct influence of Service Quality on Patient Loyalty can be seen in table 4.10, that the results of data processing show that Service Quality on Patient Loyalty has a positive and significant effect, indicated by a profitability value of 0.000 which is smaller than 0.05 and a tcount greater than 1.96, with a path coefficient of 0.916, which means that patient satisfaction can be directly affected by the quality of service of 0.916. So hypothesis 4 which states that service quality affects patient loyalty at the Beringin Jaya Public Health Center can be accepted.

The results of the analysis of the direct effect of Patient Satisfaction on Patient Loyalty can be seen that the results of data processing indicate Patient Satisfaction on Patient Satisfaction does not significantly affect patient Loyalty with a value of 0.463 which is greater than 0.05. It is said to be significant if the profitability value is at the level of 0.000 which is smaller than 0.05. So hypothesis 5 which states that patient satisfaction affects patient loyalty at the Beringin Jaya Public Health Center can be accepted.

Test Results Indirectly

Table 2. Test Results Indirectly

	Specific Indirect Effects
Patient Characteristics -> Patient Satisfaction -> Patient Loyalty	0,004
Quality of Service -> Patient Satisfaction -> Patient Loyalty	0,010

Notes. Data Olahan, 2022

In the Indirect Effect of Service Quality on Patient Loyalty through Patient Satisfaction, it shows that it has no significant effect, because the coefficient value is 0.010 or 1%.

Discussions

The research discussion aims to provide an overview and results obtained from this research.

a. Patient characteristics

The results of this study indicate that the characteristics of patients at the Beringin Jaya Labuhan Batu Selatan Health Center are very good and satisfying.) Because the quality of service at the Beringin Jaya Labuhan Batu Selatan Health Center is a reference for each patient to reuse service products or not. Patient is an important factor that influences the patient before taking treatment. This is in line with research conducted by Aulia Nur Hidayati, et al.; 2014

b. Service quality

The results of this study indicate that the quality of service at the Beringin Jaya Health Center in Labuhan Batu Selatan is very good and satisfying.). Because the quality of service at the Beringin Jaya Health Center Labuhan Batu Selatan becomes a reference for each patient to reuse service products or not. If the service quality is good, satisfaction will arise in the mind and patients will return to using these services. Thus it can be concluded that the quality of service is good. Service is an important factor that affects patients before taking treatment actions. The results of this study are also supported or in line with research (Kiky Jenitha Rosalia, et al: 2018). which states that Service Quality has an effect on Patient Satisfaction in accordance with the research studied.

c. Patient Satisfaction

The overall results of the study indicate that respondents who visited the Beringin Jaya Health Center in Labuhan Batu Selatan said they were very satisfied. This is because doctors and nurses have the ability, responsiveness, assurance, empathy and direct evidence. The results of this study are also supported or in line with research (Ginka Vigaretha1, et al 2018) in providing services that suit the needs of respondents.

d. Patient loyalty

The results showed that respondents who visited the Beringin Jaya Health Center in Labuhan Batu Selatan were good and satisfactory. Because of the quality of service that made the patient satisfied, it increased the loyalty of the patient himself to return to the Puskesmas Beringin Jaya Labuhan Batu Selatan. Because the higher the patient satisfaction, the higher the level of patient loyalty at the Beringin Jaya Health Center Labuhan Batu Selatan. The results of this study are also supported or in line with research (Ritna Rahmawati Dewi; 2016).

Conclusion

This research provides a valuable contribution to a Puskesmas Beringin Jaya Labuhan Batu Selatan, especially on the topics of patient characteristics, service quality, patient satisfaction, and patient loyalty. As well as studies on human resources. The findings of this study illustrate how and why Patient Satisfaction mediates Patient Characteristics, Quality of Service, and Patient Loyalty.

1. Patient characteristics affect patient satisfaction at the Beringin Jaya Health Center Labuhan Batu Selatan

2. Service Quality Affects Patient Satisfaction at the Beringin Jaya Health Center Labuhan Batu Selatan
3. Patient Satisfaction Affects Patient Loyalty at the Beringin Jaya Health Center Labuhan Batu Selatan
4. Patient characteristics have no negative effect on Patient Loyalty at the Beringin Jaya Health Center Labuhan Batu Selatan
5. Quality of Service has no negative effect on Patient Loyalty at the Beringin Jaya Health Center Labuhan Batu Selatan
6. Patient Satisfaction Mediates Patient Characteristics on Patient Loyalty at the Beringin Jaya Health Center Labuhan Batu Selatan
7. Patient Satisfaction mediates Service Quality on Patient Loyalty at the Beringin Jaya Health Center Labuhan Batu Selatan.

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Disclosure statement

No potential conflict of interest was reported by the authors.

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