

# “THE RELATIONSHIP BETWEEN SERVICE QUALITY AND PATIENT SATISFACTION LEVEL AT UNISMUH MEDICAL CENTER (UMC)”

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## Abstract

Background: Patient satisfaction is a standard used to assess the efficiency of health services at a clinic. Patient satisfaction is a necessary benchmark in providing an assessment of a health service. The patient's view of health services is a very important factor in assessing health services. Research Purpose: To assess the relationship between service quality and patient satisfaction levels. Method: This research is a quantitative type of research with a cross sectional method. The population in the study used was patients based on Unismuh Medical Center (UMC) clinic data from Desember-Februari 2023, totaling 188 samples. The sampling technique is accidental sampling. All data is obtained from primary data. Result: The research results obtained a value of ( $p=0.035$ ), because ( $p \text{ value}=0.035 < \alpha \text{ value } (0.05)$ ). Conclusion: There is a relationship between service quality and patient satisfaction level.

Keywords: Quality of service and level of patient satisfaction.

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