

The Effect of Doctor Presence and Services on Patient Satisfaction Moderated in Collaboration at Citra Sari Husada Karawang Hospital

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ABSTRACT

This study aims to find out and analyze the influence of the presence of doctors and services on patient satisfaction moderated by Cooperation at Citra Sari Husada Hospital. Doctors or health workers and hospitals as health facilities are unsure providers who will provide health services to the receiver which in this case is the patient. The research method used is Quantitative with SmartPLS 3 data analysis with a total of 100 respondents at Citra Sari Husada Hospital. Service to Patient Satisfaction, has an effect with a coefficient of 0.265 and a t-statistic of 1.702. Cooperation on Patient Satisfaction has an effect with a coefficient of 0.408 and a t-statistic of 1.792. Meanwhile, Service has an influence on Cooperation with a coefficient of 0.532 and a t-statistic of 6.231. Not all associations were significant at the level of 0.05 ($p < 0.05$), which confirms not all research hypotheses are significant.

INTRODUCTION

Hospitals as one of the health service facilities have a very strategic role in an effort to accelerate the improvement of the health status of the Indonesian people. This role today is increasingly demanded as a result of changes in the epidemiology of diseases, changes in the socio-economic structure of the community for services that are more quality, professional and able to meet the needs and desires of patients. These demands are getting heavier in the face of the 21st century which is on the verge of collapse, where the era of globalization whose one of the implications is in the form of liberalization of health services and as one of the health facilities that provide health services to the community has a very strategic role in accelerating the improvement of the degree of public health. Therefore, hospitals are required to provide quality services in accordance with the standards set and need to maintain the quality of their services. The scope and quality of hospital services can be seen from several indicators, one of which is the coverage of the number of inpatient and outpatient visits and emergencies.

The main function of the hospital is to provide promotive, preventive, curative and rehabilitative services. Private and government hospitals are currently developing in terms of the number and types of specialist services offered by prioritizing excellent service. An organization is said to be of service quality When it is able to provide services in accordance with standards (standart desicion), then can satisfy its customers (customer satisfaction), develop to be said to be of quality if customer delight is not only satisfactory, but tends to provide services that are in accordance with standards, provide services that can satisfy their customers, and pay attention to the emotional aspect, namely how the customer's emotional response in receiving the services provided, and always thinking about the aspect of innovation by providing services that exceed expectations. Seeing the needs and desires of patients is something that greatly affects patient satisfaction. A very valuable asset in the hospital is patients who are satisfied with the services provided. Where satisfied patients will often use the services provided, on the other hand, if the patient feels dissatisfied then they will tell others about the bad experience they received.

Doctors or health workers and hospitals as health facilities are unsure providers who will provide health services to the receiver, which in this case is the patient. Hospitals and doctors are engaged in professions that are bound by medical ethics. The problem of the medical profession is aimed at a group of people in society who carry out special expertise and skills with art in that field for the public good, even though these activities can be their livelihood. Profession is the application of knowledge with technological proficiency that always requires art in its application which is devoted to the public interest.

The purpose of a hospital is for the social or public interest. Therefore, hospitals and doctors should not only pursue personal gains for personal interests. Hospitals in carrying out their goals and responsibilities towards patients and society cannot be separated from the relationship between doctors as physicians and patients as sufferers.

Patient satisfaction is influenced by the quality of health services provided by hospitals to their providers, where the quality of health services for patients means empathy, respect and responsiveness to their needs. Therefore, the quality of health services in hospitals is important because it is seen from the reciprocity that will be obtained by the hospital itself.

LITERATURE REVIEW

Patient Satisfaction Theory

Patient Satisfaction is defined as a customer's overall evaluation of his or her experience with hospital services. A legitimate way to improve patient care is the examination and monitoring of customer satisfaction. Vukmir (2019) says that the most important definition of overall patient satisfaction is When a patient's own expectations for treatment and care are met or exceeded. In addition, Naidu (2020) defines patient satisfaction as "an important indicator for the evaluation of different dimensions of Healthcare".

Patient Satisfaction Indicators

According to Sabarguna (2017), patient satisfaction is a subjective value of the quality of services provided. But even though the 10 subjective ones still have an objective basis, meaning that even though the assessment is based on past experiences, education, psychological situations at that time and 21 environmental influences at that time, it will still be based on the truth and objective reality that exists. Endang (in Mamik, 2020:110), patient satisfaction is an evaluation or assessment after using a service, that the chosen service at least meets or exceeds expectations.

Collaboration

According to Lewis Thomas and Elaine B. Johnson (2019), cooperation is a grouping that occurs among living beings that we know. Cooperation or learning together is a team process in which members support and rely on each other to achieve a consensus result. The classroom is an excellent place to build group (team) skills, which you need later in life.

Presence of Doctor

The relationship between doctor and patient is generally referred to as a therapeutic transaction. Therapeutic transactions have a very large impact on the doctor as a health worker and the patient as the cured party. Both parties have rights and obligations that in practice must be fused with each other. It is said that this is because it turns out that the relationship has an effect on the attachment that the patient's rights are the doctor's obligations and the doctor's obligations are the patient's rights.

Services

Health services are efforts that are carried out alone or jointly in an organization to maintain and improve the quality of health, prevent and cure diseases, and restore the health of individuals, families, and communities (Ministry of Health of the Republic of Indonesia, 2017). According to Donabedian (1980:81), that "the health service process is a direct approach in assessing quality, while the indirect approach is an assessment of the structure and the assessment of outcomes.". Structural characteristics tend to affect the health service process so that the quality can be reduced or improved. Similarly, services in the service process, including variations in service quality, will affect service outcomes, namely changes in health status and patient satisfaction. In addition to service quality, these three "attributes are relevant for assessing the attributes of health institutions, programs, and systems" (Donabedian, 2023).

Elements of Service

The quality of health service services will be highly determined if the needs or expectations of service users can be met or on time. For this reason, health service providers must be able to meet the expectations of service users. Two things that affect the quality of services are expected services and perceived services. According to Gronroos in Irawan (2000:57), other factors that are also used by consumers to measure the quality of services are the outcome, process, and image of the service.

Conceptual Framework

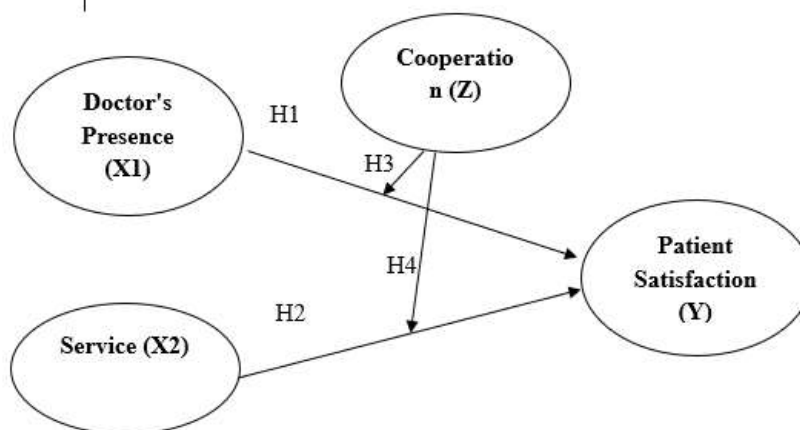


Figure 1. Conceptual Framework

- H1 : *The Positive Effect of Doctor Presence on Patient Satisfaction at Citra Sari Husada Hospital.*
- H01 : *No Positive Effect of Doctor's Presence on Patient Satisfaction at Citra Sari Husada Hospital.*
- H2 : *Positive Effect of Service on Patient Satisfaction at Citra Sari Husada Hospital.*
- H02 : *No Positive Effect of Service on Patient Satisfaction at Citra Sari Husada Hospital.*
- H3 : *The Positive Effect of Moderated Doctor Presence with Cooperation on Patient Satisfaction at Citra Sari Husada Hospital.*

- H03 : *No Positive Effect of Moderated Doctor Presence with Cooperation on Patient Satisfaction at Citra Sari Husada Hospital.*
- H4 : *The Positive Effect of Moderated Services with Cooperation on Patient Satisfaction at Citra Sari Husada Hospital.*
- H04 : *No Positive Effect of Moderated Services with Cooperation on Patient Satisfaction at Citra Sari Husada Hospital.*

METHODOLOGY

The research model is a method used to carry out research or (research), which is an effort to discover, develop, and find out the truth of a knowledge carried out with scientific models. This research uses a quantitative research model, according to Sugiyono (2017) is a research method based on the philosophy of positivism, as a scientific method because it has fulfilled scientific principles concretely or empirically, objectively, measurably, rationally, and systematically. SEM - PLS is a powerful analysis method because it can be applied to all data scales, this approach was first introduced by Herman Will. SEM - PLS allows structural equation modeling with a relatively small sample size and does not require multivariate normal assumptions (Ghozali, 2021).

RESEARCH RESULT

Descriptive Analysis

Table 1. Guidelines for Respondent Answer Value Categories

Caption / Interval	Category	
	Numbers	Percentage
Maximum Score	5	100%
Score Minimum	1	20%
Number of Categories	5 Categories	
20,00% - 35,99 %	Very Bad	
36,00% - 51,99%	Bad	
52,00% - 67,99%	Not Good	
68,00% - 83,99%	Good	
84,00% - 100,00%	Excellent	

To measure each variable, a questionnaire was used with statements that were adjusted to the concept constructed. Each statement in the research questionnaire was given a score of 1 for the lowest score and a score of 5 for the highest score. The assessment score was equalized in percentages, where score 1 equals 20% and score 5 equals 100%. The categorization for each variable, dimension and indicator is divided into 5 (five) categories, where the interval range used is 16%.

Evaluation of Measurement Models (Outer Model)

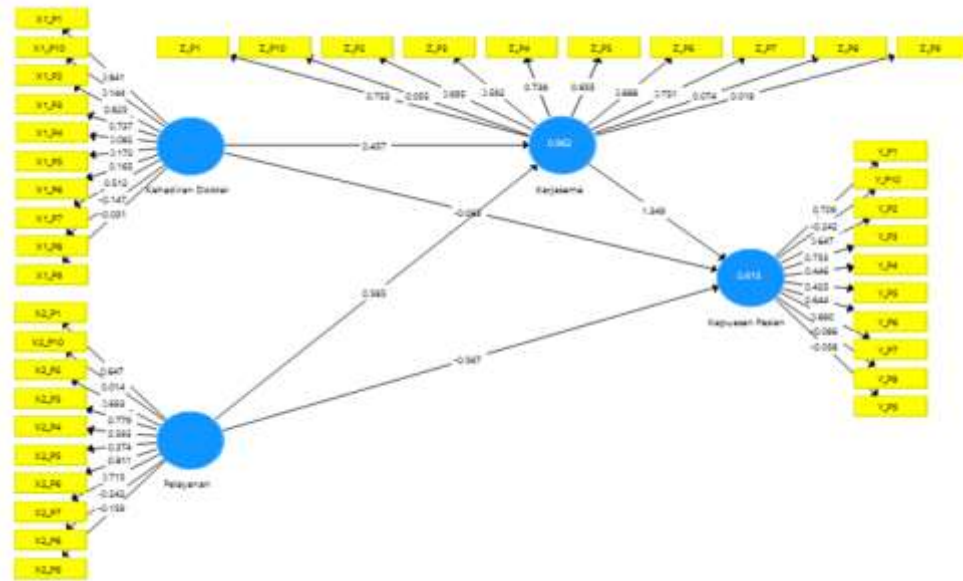


Figure 2. Path Diagram

Q-Square

The Q-square test shows the goodness of fit model compared to the baseline model. A positive Q-square value indicates that the model is fit.

Table 2. Q-Square

	Saturated Model	Estimated Model
SRMR	0,104	0,104

Source: data processed by researchers (2026)

Based on the table above, it can be seen that the SRMR value is 0.104 which is included in the standard root mean residual (SRMR) threshold. So it can be concluded that the model fits with the data.

F-Square

The value of F-Squares is used to explain the influence of each exogenous variable on the exogenous variable (Ghozali, 2021). The following are the results of the F-Square test in this study, which can be seen in the table below.

Table 3. F Square

Relationship	f-Square	Effect
Collaboration	0,445	Large
Presence of Doctor	0,047	Small
Services	0,687	Large

Source: data processed by researchers (2026)

The f-Square table provides information on the magnitude of the effect of each independent variable on Cooperation and Services showing large effects with a value of f-square 0.445, which far exceeds the threshold of 0.35 for large effects. Patient Satisfaction has a small effect with a value of f-square 0.047, while Service shows a large effect with a value of f-square 0.687. These results are consistent with the findings from the path coefficients analysis, confirming the relative importance of each variable in the model.

DISCUSSION

The Effect of Doctor Presence on Patient Satisfaction

Based on the results of the path coefficients analysis and the hypothesis test, Doctor Presence has the strongest influence on Patient Satisfaction with a path coefficient of 0.257 and the highest t-statistic of 1.430, which confirms the acceptance of the research hypothesis. The results of the f-Square test provide information about the magnitude of the effect of each variable, Doctor Presence has a small effect with an f-square value of 0.047. So it can be concluded that Doctor Presence has a positive effect on Patient Satisfaction in Inpatients at Citra Sari Husada Hospital. This indicates that every timely Doctor Presence can foster new enthusiasm for patients in undergoing treatment at Citra Sari Husada Hospital.

The Effect of Service on Patient Satisfaction

Based on the results of the analysis of path coefficients and hypothesis tests, the variable hypothesis test of Service to Patient Satisfaction occupies the second position with a coefficient of 0.048 and a t-statistic of 0.278, which confirms the acceptance of the research hypothesis. This means that service has a positive effect on patient satisfaction in Inpatients at Citra Sari Husada Hospital, which when service increases, there is an increase in patient satisfaction in getting facilities and comfort at Citra Sari Husada Hospital.

According to Dimas Mastra Dewa Saputra (2025), health services are one of the basic needs that must be met to improve the quality of life of the community. Patient satisfaction is the main factor that determines the quality of health services such as health centers. The purpose of this study is to study the influence of service quality on patient satisfaction. This study uses the SERVQUAL Model as an approach in measuring service quality based on five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. This study uses a quantitative method with a survey technique through a questionnaire distributed to outpatients of the Tanjungsari Health Center. The research sample amounted to 100 respondents who were selected using the purposive sampling method. Data analysis was carried out by multiple linear regression analysis. The results of the study showed that tangibles did not have a significant influence on patient satisfaction. Trust, responsiveness, confidence, and empathy had a positive and significant effect. Simultaneously, the satisfaction of patients at the Tanjungsari Health Center was influenced by the five dimensions of service quality. As a result, the health center must improve the quality of services through more responsive interactions, increased patient trust, and a more empathetic approach to providing health services.

The Effect of Moderated Doctor Presence with Cooperation on Patient Satisfaction

Based on the results of the analysis of path coefficients and the hypothesis test of the Doctor Presence variable on Cooperation, it has an effect with a coefficient of 0.428 and t-statistic of 4.947, which confirms the acceptance of the research hypothesis. Based on the results of f-Square, it provides information about the magnitude of the effect of each variable of Doctor Presence on Cooperation. The higher the Doctor Attendance Rate on time, the better the cooperation between patients in carrying out treatment at Citra Sari Husada Hospital.

According to Fiktorius Kuludong (2017) stated that the increase in the number of patient visits for treatment is something that needs to be considered to increase hospital revenue. Hospitals must be able to create patient satisfaction by improving the quality of their services. One of the things that is part of the quality of service is the communication skills of doctors to patients. Good doctors' communication skills will create patient satisfaction. This has been proven in previous studies that say patients show significantly increased satisfaction with individual consultations, with the greatest increase being in satisfaction with doctors' communication skills.

The Influence of Moderated Services with Cooperation Affects Patient Satisfaction

Based on the results of the analysis of path coefficients and the hypothesis test of the service variable to Cooperation, it has an effect with a coefficient of 0.532 and a t-statistic of 6.231, The more services provided by medical personnel at Citra Sari Husada Hospital, the better the cooperation provided by patients in queuing, waiting, and providing input on the services of Citra Sari Husada Hospital.

According to Linda Wulan Riana (2019) who has a similar research, it can be concluded that based on the research that has been conducted, it can be concluded that good teamwork and high job satisfaction have an influence on the quality of service provided by nurses at Abdul Wahab Sjahranie Samarinda Hospital. Based on the results of observations in the field, it was obtained that nurses are required to help each other and be able to work together in a team. It has also been written in the nursing job description that a nurse must be able to work in a team and be able to work under pressure. In a nursing team, there is a team leader who is in charge of giving direction and supervising his team members. If a problem occurs at work, the problem will be solved together. The team leader is also required to provide a briefing before starting a job so that the work can be completed immediately in a directed manner.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion above, several conclusions can be drawn, including:

1. The presence of a doctor has a positive effect on Patient Satisfaction in Inpatients at Citra Sari Husada Hospital.
2. Service has a positive effect on Patient Satisfaction in Inpatients at Citra Sari Husada Hospital.
3. The presence of Doctors has a positive effect on Patient Satisfaction moderated by Cooperation in Inpatients at Citra Sari Husada Hospital.
4. Service has a positive effect on Patient Satisfaction moderated by Cooperation with Inpatients at Citra Sari Husada Hospital.

ADVANCED RESEARCH

1. The results of the study show that the presence of doctors in the hospital on time gives a sense of satisfaction for inpatients who are waiting for the presence of doctors, therefore Citra Sari Husada Hospital should prioritize patient satisfaction by paying attention to the timeliness of doctors and medical personnel in handling patient treatment in the hospital.
2. Citra Sari Husada Hospital needs input as this is for service improvement in order to establish cooperation between the hospital, medical personnel, and patients to maintain order in waiting for the doctor's attendance schedule according to the hours that have been determined. The existence of confirmation during the doctor's absence is a service effort that prioritizes the comfort of patients to convey complaints that occur.

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