Service Quality Based on SERVQUAL Dimension and Its Impact on Customer Satisfaction at Dzahira Medika Clinic

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Abstract

This study seeks to determine service quality based on SERVQUAL dimension — tangibles, reliability, responsiveness, assurance, and empathy — and its impact on customer satisfaction at Dzahira Medika Clinic. This sort of research employs a quantitative methodology. This study employs a descriptive approach. The population in this study was an average of 20 patients of Dzahira Medika Clinic per day, while this study was conducted for 7 days, the research sample was 104 people obtained from the Slovin formula. This study gathered primary data by administering a questionnaire to respondents that used a 1–5 point Likert scale. Data analysis was performed with the assistance of IBM SPSS Statistics version 27 software. The Research reveal that Service Quality based on SERVQUAL dimension — tangibles, reliability, responsiveness, assurance, and empathy — has a positive and significant impact on Customer Satisfaction at Dzahira Medika Clinic. This study provides an understanding of how service quality impact customer satisfaction at Dzahira Medika Clinic. The five SERVQUAL dimensions work synergistically to enhance customer satisfaction at Dzahira Medika Clinic. This finding provides valuable insight for management to improve customer satisfaction through good service quality.

Kata Kunci: *Service Quality; Customer Satisfaction; Service Dimensions; Patient Satisfaction; Healthcare Industry.*

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INTRODUCTION

In the healthcare industry, particularly in service facilities such as clinics, providing quality service is fundamental to ensuring customer satisfaction in this case, patients. Customer satisfaction arises when consumers perceive that the goods or services they utilize meet or go beyond what they anticipated, whereas dissatisfaction occurs when reality falls short of these expectations. High levels of satisfaction foster patient loyalty and enhance the reputation of the service institution.

As providers of services directly related to individual health and well-being, clinics are expected to deliver not only professional medical care. The quality of service is not enough only to be assessed from the competence of medical personnel or the sophistication of medical equipment, but also have to care to non-medical aspects such as friendliness of staff, service speed, comfort of facilities, also effective communication.

Research on service quality and its impact on customer satisfaction has been conducted across various sectors, including healthcare and other business sectors such as retail and e-commerce. Putera et al. (2025) examined the Shopee platform and found that perceptions of service quality and brand image directly influence user satisfaction. This

underscores the importance of efficient and reliable digital services in fostering consumer loyalty. In the context of conventional retail, Hossain (2025) applied the SERVQUAL and S-LARGE models to Aarong in Bangladesh. Their findings indicate that the dimensions of reliability, empathy, and responsiveness directly affects customer satisfaction in creating long-term customer relationships through CRM.

Meanwhile, in the health service sector, Saputro et al. (2024) examined the quality of service for BPJS patients at Bhayangkara Pontianak Hospital. They concluded that good service, ranging from short wait times, cleanliness, to friendly behavior from medical staff, significantly increased patient satisfaction. Research by Aprilia & Ridhaningsih (2025) found that CRM and service quality have significant influence on customer satisfaction but do not have effect on customer loyalty. Setyawan et al. (2025) focused their research on Indonesian migrant workers in Taiwan and found that good access to information, communicative attitudes of medical personnel, and health service competence greatly determine their level of satisfaction as a vulnerable user group. Research conducted by Ismoerida and Puspitasari (2021) at Mega Kartika Clinic found that service quality and pricing both positively influenced patient satisfaction, which subsequently influenced loyalty. This discovery highlights the value of service quality in establishing long-term connections with patients.

In line with research conducted by Rahayu & Wati (2018); Rahman & Winarno (2019); Siswadi et al. (2019); Surti & Anggraeni (2020); Putranto (2022); Gulo et al. (2022); Kusnadi & Ruknan (2022); Setiawan et al. (2022); Arsyad (2023); Agustine (2024) that service quality has a favorable and substantial impact on customer satisfaction. Another research by Angely et al. (2019); Zaini (2022); Hamzah et al. (2023) show that service quality elements such as tangibles, reliability, responsiveness, assurance, and empathy have an impact on consumer satisfaction. Imran et al. (2021) found that patients are satisfied when the quality of service meets their wishes. The results of Mahira et al. (2021) study indicate that improved service quality leads to greater customer satisfaction, implying that service quality factors play an important part in boosting customer satisfaction.

Most existing research supports the view that service quality is essential in influencing consumer satisfaction. However, a study by Kasinem (2020) provides an alternate viewpoint, suggesting that service quality may have a detrimental impact on consumer satisfaction.

As a healthcare provider, Dzahira Medika Clinic must pay close attention to how its service quality affects patient experiences and satisfaction levels. This research, therefore, aims to examine service quality and its impact on customer satisfaction at Dzahira Medika Clinic, with the intention of offering practical strategies to enhance both. The study adopts the SERVQUAL framework, which includes five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy, as the basis for evaluating service quality in impact to customer satisfaction.

LITERATURE REVIEW

Service Quality

In their book, Tjiptono & Chandra (2019) emphasized that service quality is the result of customers' perception of how a service is able to meet their expectations. This concept is closely related to the gap between anticipated and actual service delivery.

According to Kotler & Keller (2019), Service quality refers to the complete set of traits and characteristics inherent in a service that influence how well it fulfills customer needs, whether those needs are clearly expressed or implied. The discrepancy between customer expectations and their perceptions of the actual service received is usually used to measure it. When the delivered service goes beyond customer expectations, it results in satisfaction or even a high level of satisfaction. On the other hand, if it is below expectations, there will be dissatisfaction. According to Putranto (2022) in his research, service quality plays a strategic

role in the business continuity of a company, the existence of consumers is a prerequisite for buying and selling activities. Service orientation must be directed towards achieving customer satisfaction. The company's ability to provide optimal, structured, and in accordance with the principles of business ethics is believed to be able to make a positive contribution to sustainable revenue increase in the long term.

In the research of Siswadi et al. (2019) within the SERVQUAL framework, service quality is assessed across five core dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Among these, customers generally regard reliability as the most critical factor, followed by responsiveness, assurance, empathy, and then tangibles. Service quality is viewed as the overall impression formed by customers, which results from contrasting the service they actually received with what they had anticipated. The perceived quality of a service increases as the gap between expectation and experience decreases.

In the research of Rahayu & Wati (2018) all five SERVQUAL dimensions positively and significantly affect customer satisfaction. This suggests that enhancing these aspects of service delivery can lead to improved customer experiences. Therefore, service organizations should pay close attention to these dimensions as part of their strategy to build lasting customer satisfaction and loyalty.

Customer Satisfaction

As stated by Kotler & Keller (2019) customer satisfaction refers to the emotional response—either positive or negative—that consumers experience after evaluating the actual performance of a product or service in relation to what they initially expected. In a more recent study, Arsyad (2023) explained that service quality is shaped by the gap between what customers expect and how they perceive the service delivered. When the actual performance goes beyond expectations, customers tend to feel satisfied or even delighted. In the study, Gulo et al. (2022) also stated that satisfaction is the result received by buyers who experience the performance of a company that meets their expectations. Thus, in their book, Tjiptono & Candra (2019) said that customer satisfaction is a consumer's emotional response or evaluation of the consumption experience of a product or service that is perceived to have met or exceeded expectations. This means that customer satisfaction arises when there is a positive match between consumer expectations of a service or product and the real experience received. When a product or service matches or surpasses customer expectations, it often results in satisfaction and can even foster customer loyalty. Conversely, if the offering falls short of expectations, it tends to lead to dissatisfaction.

From this definition, customer satisfaction can be described as a psychological state that emerges from comparing pre-purchase expectations with post-purchase perceptions. When the received product or service aligns with or goes beyond what the customer anticipated, satisfaction occurs. However, if the service performance is perceived to be lower than expected, disappointment is likely. In essence, customer satisfaction represents an emotional reaction to the consumption experience, indicating how well a service or product fulfills the customer's wants and expectations.

Research Outline

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┌─────────────────────────┐      ┌─────────────────────────────┐
│   Service Quality (X)   │ ───▶ │  Customer Satisfaction (Y)  │
└─────────────────────────┘      └─────────────────────────────┘
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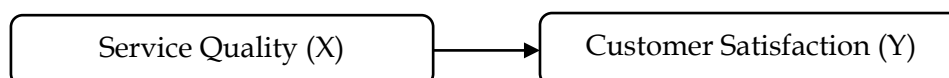
Figure 1. Research Outline

The hypotheses of this study are derived from the aforementioned research framework:

H1: Service Quality has a positive and significant impact on Customer Satisfaction

METHOD

This sort of research employs a quantitative methodology. This study employs a descriptive approach. The aim is to analyze service quality and its impact on customer satisfaction, by combining the five dimensions in the SERVQUAL model—tangible, reliability, responsiveness, assurance, and empathy—as one composite variable. This research was carried out at the Dzahira Medika Clinic, Pendopo, Empat Lawang, for seven days. The population of this study is an average of 20 patients who visit every day, so that the total population during the study period reaches 140 people. Samples are determined using the Slovin formula.

$$n = N / (1 + N(e^2))$$
$$n = 140 / (1 + 140(0,05^2))$$
$$n \approx 103,70$$

A total of 104 respondents were included in this study. A structured questionnaire with a five-point Likert scale that goes from 1 (totally disagree) to 5 (totally agree) was used to conduct the main data collection. The tool was created to gather consumers' opinions on service quality and overall satisfaction.

IBM SPSS Statistics software, version 27, was used to analyze the data. The initial stage involved evaluating the questionnaire instrument's validity and reliability. Validity was tested by examining the item-total correlation, with items considered valid if their correlation value exceeded 0.3. Reliability was assessed using Cronbach's Alpha, where a coefficient of 0.7 or higher indicated strong internal consistency.

Before proceeding with regression analysis, classical assumption tests were conducted, which included:

- Normality test to ensure that the data is distributed normally with the Kolmogorov-Smirnov test.
- Heteroscedasticity test is performed to ensure that residual variance is constant, using the Glejser test method.
- Multicollinearity tests, although not mandatory on simple regressions, are still performed to ensure that there are no symptoms of high correlation between indicator items.

After meeting the basic assumptions, the data is analyzed using simple linear regression to find out how much service quality impact on customer satisfaction.

RESULT AND DISCUSSION

Validity Test

Based on Sugiyono (2017), the purpose of a validity test is to assess the extent to which an instrument accurately captures the concept or variable it is designed to measure. An instrument is considered valid if it accurately reflects the data related to the variables under investigation. To assess the validity of each questionnaire item prior to distributing it to the actual respondents, a pilot test was carried out involving 30 participants. This trial aimed to evaluate the quality of the questionnaire. The Corrected Item Total Correlation (CITC) column's values indicated that every item had a correlation coefficient higher than the critical value from the r-table. With a sample size of 30 and a 5% significance level, the value of r-table was 0.300. Since all items exceeded this value, it was concluded that all indicators used to measure valid variables.

The complete findings of the validity examination are shown in Table 1 below.

Table 1. Validity Test Result

Variable	Indicator	CITC	R-table	Result
Service Quality	Tangibles1	0.757		
	Tangibles2	0.704		
	Tangibles3	0.865		
	Tangibles4	0.854		
	Reliability1	0.822		
	Reliability2	0.796		
	Reliability3	0.831		
	Responsivenese1	0.939		
	Responsivenese2	0.891		
	Responsivenese3	0.933		
	Responsivenese4	0.844	0.300	Valid
	Assurance1	0.955		
	Assurance2	0.893		
	Assurance3	0.928		
	Assurance4	0.921		
	Empathy1	0.877		
	Empathy2	0.930		
	Empathy3	0.869		
Customer Satisfaction	CS1	0.914		
	CS2	0.891		
	CS3	0.842		

Source: SPSS Data Ouput, 2025

Reliability Test

According to Sugiyono (2017), reliability is the level of consistency of an instrument in measuring what is measured. An instrument is regarded as reliable when it consistently generates similar outcomes each time it is used to measure the same variable. According to Table 2, every variable has Cronbach's Alpha scores that are greater than 0. 700. This suggests that the data collected for Service Quality and Customer Satisfaction possess strong internal consistency, indicating that the instrument used is dependable.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Cronbach's Alpha Standard	Result
Service Quality	0.980	0.700	Reliable

Customer Satisfaction	0.902	0.700

Source: SPSS Data Ouput, 2025

Normality Test

In linear regression, the normal distribution of data is important because it will affect the validity of the analysis results and statistical conclusions. Abnormal data can lead to bias and misinterpretation of significant impact between variables. Table 3 below presented the normality of the data was assessed using the Kolmogorov-Smirnov test. To evaluate whether the data are normally distributed, the significance value (Asymp. Sig.) is used as a reference. If this value is greater than 0.05, it indicates that the data distribution is normal. In this study, the Asymp. Sig. value was 0.052, which satisfies the requirement. Hence, it can be concluded that the information appears to align with a normal distribution and the assumption of normality is fulfilled, allowing the linear regression analysis to proceed.

Table 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N	104
Asymp. Sig. (2-tailed)[2]	0.052

Source: SPSS Data Ouput, 2025

Heteroscedasticity Test

To identify any signs of heteroscedasticity, the Glejser test was applied. This method involves regressing the absolute values of residuals against the independent variables. If the resulting significance value (Sig.) is greater than 0.05, it suggests that heteroscedasticity is not present in the model.

Table 4. Heteroscedasticity Test Result

Model	Sig.
(Constant)	0.336
Service Quality	0.855

Source: SPSS Data Ouput, 2025

As shown in Table 4, the Sig. value is 0.855, indicating that the data do not exhibit heteroscedasticity. Therefore, it is appropriate to proceed with linear regression analysis.

Multicollinearity Test

The multicollinearity test is an important procedure to verify that the independent variables in the model are not highly correlated with one another. This study used two main indicators to identify the presence of multicollinearity: The Variance Inflation Factor (VIF) and the tolerance value. The VIF shows how much the variability of a regression coefficient is increased due to the correlation among predictors. When the VIF is below 10 and the tolerance exceeds 0.10, it indicates that multicollinearity is not a significant issue in the regression model.

Table 5. Multicollinearity Test Result

Model	Tolerance	VIF

	Service Quality	1.000	1.000

Source: SPSS Data Ouput, 2025

Referring to Table 5, the results of the multicollinearity test show that the VIF value is 1.000, which is below the threshold of 10, and the tolerance value is 1.000, which exceeds the minimum requirement of 0.10. The findings show that no multicollinearity exists among the independent variables in the regression model.

Linear Regression Analysis Result

To examine the impact of service quality on customer satisfaction, a simple linear regression approach was utilized. This statistical method allows for the analysis of how variations in the independent variable —service quality— can predict changes in the dependent variable, namely customer satisfaction. By applying this technique, the study aims to measure the strength and direction of the relationship between the two variables, offering empirical evidence of how improvements in service quality may lead to increased levels of customer satisfaction. The analysis yielded the following results:

Table 6. Linear Regression Analysis Result

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	0.861	0.405	
service quality	0.800	0.090	0.661

Source: SPSS Data Ouput, 2025

Based on the results of Table 6 above, the following equations are obtained:
$$Y = 0{,}861 + 0{,}800X$$
The constant coefficient of 0.861 suggests that if the Service Quality variable is zero, the predicted value of Customer Satisfaction would be 0.861. The regression coefficient of 0.800, which is positive, suggests that with each one-unit boost in Service Quality, Customer Satisfaction is expected to rise by 0.800 units, assuming other factors remain unchanged.

Additionally, the standardized beta coefficient (β) of 0.661 reflects that Service Quality has a fairly strong impact on Customer Satisfaction. This standardized coefficient is particularly useful for comparing the relative strength of different independent variables in a regression model, especially when the variables are measured on different scales.

Partial Test (T-Test) Results

The partial test, often referred to as a t-test in the context of regression analysis, serves to evaluate whether a particular independent variable exerts a significant impact on the dependent variable within a given model. This test isolates the contribution of one variable while holding other factors constant, allowing researchers to understand its specific impact. The results of such a test are essential in confirming the importance of individual predictors and in refining the overall accuracy and explanatory power of the regression model.

Table 7. Partial Test Results

Model	t	Sig.
(Constant)	2.128	0.036
service quality	8.897	0.000

Source: SPSS Data Ouput, 2025

To carry out the partial test, the critical t-value is obtained from the t-distribution table using a 5% significance level for a two-tailed test, which means the significance is split into 0.025 on each side. The degrees of freedom (df) are calculated by subtracting the number of predictors from the total number of participants: 104 – 2 = 102. This results in a t-table value of 1.984. Referring to Table 7, the t-statistic for the Service Quality variable is 8.897, which is clearly greater than the t-table value (8.897 > 1.984). Furthermore, the p-value (Sig.) is 0.000, which is below the 0.05 threshold. Therefore, it can be concluded that there is a statistically significant partial impact of Service Quality on Customer Satisfaction. The outcome of the analysis presents substantial justification to accept the alternative hypothesis (H1), affirming that service quality has a statistically positive and significant impact on customer satisfaction. This means that improvements in how services are delivered tend to result in higher levels of satisfaction among customers. The findings underscore the importance of prioritizing service excellence, as consistent enhancements in service quality can directly contribute to better customer experiences.

Discussion

The findings of this study indicate that service quality—based on the five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy—positively and significantly impact customer satisfaction at Dzahira Medika Clinic. These results are consistent with the study by Prihandoyo et al. (2021), which also found that service quality dimensions significantly affect patient satisfaction in healthcare clinics. Although each SERVQUAL dimension of service quality may have a different degree of impact, together they contribute meaningfully to overall satisfaction.

In addition, Al-Mhasnah et al. (2018) in their research on the health sector in Jordan stated that there is a strong and positive relationship between service quality and patient satisfaction. This study confirms that each dimension in the SERVQUAL model contributes to patients' positive perception of the services they receive, thus having a direct impact on their satisfaction.

Similar findings were also presented by Cho (2024) in his research at Chan Myae Nay Chi Hospital in Myanmar. He found that all dimensions in the SERVQUAL model made a real contribution to increased patient satisfaction and loyalty.

These findings show that a customer's experience of clinical services is not only determined by medical outcomes, but is also heavily impacted by how the service is packaged and delivered as a whole. Tangible dimensions such as the cleanliness of the waiting room, the neatness of the officers, and the completeness of the facilities, are the first impressions that strengthen the perception of quality. Meanwhile, reliability and responsiveness emphasize the importance of accuracy of service promises as well as speed and alertness in responding to patient needs, which directly shapes satisfaction or dissatisfaction. Assurance, which is reflected in the professional and reassuring attitude of employees and medical personnel, also creates a sense of security and trust in receiving treatment. Finally, empathy, or the personal attention of the clinic staff to the patient's condition and comfort, strengthens emotional bonds that increase satisfaction in a deeper way.

Customer satisfaction is formed as a psychological response that arises when patients' expectations of medical services are met or even exceeded by the reality they experience. The impact of service quality on customer satisfaction can be understood as a mutually reinforcing mechanism, where the five dimensions of SERVQUAL work in synergy to form a satisfactory service experience.

CONCLUSION

The quality of service based on SERVQUAL dimensions — tangible, reliability, responsiveness, assurance, and empathy — has a positive and significant impact on customer satisfaction at Dzahira Medika Clinic.

These five dimensions do not stand alone, but strengthen each other in creating complete and meaningful services for patients. Dzahira Medika Clinic needs to continue to maintain a balance of these five aspects as a unit of service strategy so that consistent and comprehensive service quality will form a sustainable positive perception and contribute to increasing customer satisfaction. Thus investing in quality improvement in every dimension of SERVQUAL will not only increase short-term satisfaction, but also strengthen the clinic's position in the long term. Clinics that are able to understand and manage these five aspects well will be better prepared to compete in providing quality health services that are oriented to patient needs.

Based on the conclusions that have been submitted, improvements to the research that have been carried out are very necessary. For future studies, the findings of this research may serve as a valuable reference or source of literature for investigations involving service quality and customer satisfaction variables. It is also recommended that upcoming research explore alternative frameworks or dimensions of service quality proposed by other source of literature, to determine which specific aspects have the strongest impact on customer satisfaction. Moreover, future studies should consider applying this research to different settings with broader scopes and larger sample sizes to obtain results that are more generalizable and representative.

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