

ABSTRACT

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Study Programme : Management

Title : The Effect of Service Quality on Patient Satisfaction: Case Study on Patients at Lhokseumawe City Hospital

The projected growth of Indonesia's population, which has continued to increase in recent years, is a determining factor in the increasing demand for health services. Health services in Aceh, especially in Lhokseumawe, still face serious challenges, one of the problems is the existence of complaints from patients who highlight services in hospitals that are not in accordance with patient expectations. This study aims to see the effect of service quality (medical care procedures, administrative processes, hospital image, trust, patient safety, infrastructure, personnel quality, and social responsibility) on patient satisfaction. This research method uses quantitative methods with data collection through questionnaires distributed directly to patients at the hospital. Data analysis using the Smart PLS program, data collected from 200 patients from hospitals in Lhokseumawe city and then analyzed using SmartPLS 4.0. The results show that administrative processes, hospital image, trust, infrastructure, and personnel quality have a positive and significant effect on patient satisfaction. In contrast, medical care procedures, patient safety, and social responsibility do not significantly affect patient satisfaction. These results underscore the importance of improving certain dimensions to increase patient satisfaction. The implications of this study suggest focusing on improving administrative efficiency, hospital image, trust, infrastructure, and personnel quality to better meet patient expectations and build greater patient satisfaction.

Keywords: *Health care provider, service quality, patient satisfaction, hospital, Lhokseumawe.*