ANALYSIS OF SERVICE QUALITY AND LOCATION ON PATIENT SATISFACTION AT BHAKTI KOPETRI CLINIC

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Abstract

Purpose: This research aims to examine the influence of service quality and location on patient satisfaction at the Bhakti Kopetri Clinic. It seeks to understand how these factors contribute to the overall patient experience in the context of rapidly developing clinics in Indonesia.

Research Methodology: The study employs a descriptive and verification approach, utilizing a classic assumption test that includes normality, multicollinearity, heteroscedasticity tests, as well as multiple linear regression, t-tests, and F-tests. A sample of 96 patients who had received treatment at the Bhakti Kopetri Clinic was selected using purposive sampling techniques.

Results: The findings indicate that the service quality variable has a positive and significant effect on patient satisfaction. Similarly, the location also positively and significantly impacts patient satisfaction. Furthermore, both service quality and location together have a simultaneous and significant effect on patient satisfaction.

Limitations: The research is limited to a single clinic and may not be generalizable to other healthcare facilities. Additionally, the sample size, while adequate, could be expanded for future studies to enhance reliability.

Contribution: This study contributes to the understanding of how service quality and location influence patient satisfaction in healthcare settings, providing insights that can help clinics improve their services and better meet patient expectations.

Keywords: Service Quality, Location, Patient Satisfactin

1. INTRODUCTION

In Indonesia, clinics are developing very rapidly, especially in the field of services and services. Health is a human right, according to Law No. 36 of 2009 concerning Health. Namely, a very valuable community need. WHO states that good medical services provide effective, guaranteed, and high-quality services to those in need in order to be brought together with adequate health resources. The required health resources can be met, so that health development efforts can be successful and useful. Health resources consist of strength, tools, and financing (Grace Putri Laia & Lea Sri Ita br P.A, 2022).

Health clinics in Karawang Regency are currently developing rapidly because the status of the clinic will standardize the number of residents whose status is immigrants or natives, and most clearly researchers see the number of industries that are developing in Karawang Regency. For this reason, researchers can conclude how many companies and employees there are in Karawang Regency if there are employees who are sick and have accidents, of course the first aid is at the clinic.

A clinic is an institution engaged in the field of health services with the responsibility of providing treatment, care, seeking healing and health for patients. A clinic must have complete facilities, standards, high quality of service, and a comfortable atmosphere. This Bhakti Kopetri clinic is located at Jl. Raya Teluk Jambe No. 5 Desa/Kel Telukjambe Kecamatan Telukjambe Timur, Karawang Regency, West Java Province. One of these Bhakti Kopetri clinics already has an operational permit, the type of clinic is an outpatient primary clinic number 503/1042/13.IOK.PRJ/II/DPMPTSP/2019 which is given by the Karawang Regency Government and approved by the investment and integrated one-stop service office of Karawang Regency.

Patient satisfaction is very important, patients really expect friendly, fast, accurate service, and reliable human resource performance (Isyanto, Yulianisa, et al., 2023). To make patients satisfied, the clinic must provide services according to the standards set by the clinic and must also meet patient expectations (Ronaldi et al., 2022). Patient satisfaction does not only occur when patients recover from their illness, but also from the quality of service they receive when they seek treatment at the clinic. Clinics that are able to provide good service will make patients happy (Isyanto, Dwi, et al., 2023). Several factors can determine the quality of service, such as trust, responsiveness, assurance, empathy, and physical appearance or tangibles of service. The tools for measuring service quality are these five dimensions, which are called Service Quality. Patients will feel satisfied if there is a match between what they expect and what they get from their health services (Isyanto & Wijayanti, 2022). The quality of health services is very important for patient satisfaction, trust, and patient loyalty. Clinics will attract clients back if they get services that suit their needs. If not, clients will feel dissatisfied and may switch to other health service companies. (Isyanto, Muharam, et al., 2023).

Based on previous research entitled analysis of the influence of service quality and location on inpatient satisfaction at the happy hospital in Makassar, it shows that service quality and location have a significant effect on patient satisfaction. (Baan, 2020). The same thing was stated by (Afrizoni, 2023) where the results showed that service quality and location had a significant effect on patient satisfaction.

The location of the clinic and the activities of providing service channels needed by the company founders are shaped by the physical structure of the company. The location of the

clinic is an important part of establishing a clinic. For this reason, a specific and general location must be chosen so that other people can know the existence of the clinic (Oktavia et al., 2023). Determining this location requires careful consideration and accurate information in order to project future environmental conditions if other people know the existence of the clinic. The aim of determining the right location for a company is to be able to operate efficiently and achieve its targets (Ramly et al., 2023).

Based on the results of a field survey conducted by several patients who had received treatment at the Bhakti Kopetri Clinic, the researcher found that there were two problems faced by the clinic. First, its location is far from the highway, which sometimes makes people outside not know about it. The second is that the clinic does not provide BPJS health.

The purpose of this study was to determine how well the Bhakti Kopetri Clinic provides quality of service that has an impact on outpatient satisfaction because a good health facility will show the same quality of service. To collect data on the problems to be studied and provide an explanation of the phenomenon as clearly as possible, showing how important the depth and detail of the data studied are. And to find out how satisfied patients are, both from the company and from outside the company, when they receive treatment at the Bhakti Kopetri Clinic. By doing this, researchers will be able to see more closely how employees and doctors handle patients who come to the Bhakti Kopetri Clinic. The results will be clearer about how the general public and company employees receive patients who come to the Bhakti Kopetri Clinic. The clinic also tries to help people who do not yet know the Clinic. By looking at the background above, the formulation of the problem in this study:

1. How is the quality of service at the Bhakti Kopetri Clinic?, 2. How is the location of the Bhakti Kopetri Clinic?, 3. How is patient satisfaction with the Bhakti Kopetri Clinic?, 4. Is there an influence of service quality on patient satisfaction at the Bhakti Kopetri Clinic?, 5. Is there an influence of location on patient satisfaction at the Bhakti Kopteri Clinic?, 6. Is there a simultaneous influence of service quality and location on patient satisfaction at the Bhakti Kopetri Clinic?

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
2.1. Literature Review

Management

In an organization, management is very important to achieve goals. Management activities cannot be separated (Sembiring & Sinaga, 2022). Because with management that can help achieve goals and expectations. This arrangement, management, and regulations can achieve management expectations and goals. (Jhuji, 2020). Reveals that management is the science and art of overseeing the process of utilizing human resources and other resources effectively and efficiently to achieve certain goals (Hedy & Budiarti, 2023). Marketing Management

Marketing management is a field that studies how to decide the intended market and acquire, retain, and develop customers by generating value that is beneficial to customers. (Sari, 2023). The analysis, planning, implementation, and control program called marketing management aims to create, establish, and maintain profitable agreements to achieve organizational goals. (Yulia et al., 2019). marketing management is described as a combination of art and science that involves selecting target markets and efforts to attract, retain, and increase the number of customers by creating, distributing, and communicating in ways that increase value for consumers (Hedy & Budiarti, 2023).

Service Quality

Service quality is a dynamic state that is closely related to products, services, resources and people as well as processes and environments that can at least meet or even exceed the expected quality of service. (Isyanto & Wijayanti, 2022) States that service quality is the level of excellence expected and control over that level of excellence to meet customer desires. So the indicators used include: 1) Reliability, 2) Responsiveness, 3) Assurance, 4) Empathy, 5). Physical evidence (Isyanto, Muharam, et al., 2023).

Location

According to (Vernanda & Afrizoni, 2023) location is one of the crucial factors that influences the success of a service, because location is closely related to the potential market of service providers to influence the decisions that consumers will come to. (Mahfudhoh & Muslimin, 2020) A location that is easily accessible to consumers and close to the center of activity is the right location for a business, including businesses in the field of clinic services. The indicators used include 1) access, 2) accessibility, 3) parking facilities, 4) expansion, 5) and the environment.

Patient satisfaction

According to (Amroh Athiyyah, 2021) patient satisfaction is the atmosphere shown by consumers when they realize that their needs and desires match what is expected and are well met. The indicators used include: 1). Suitability of expectations, 2). Willingness to recommend.
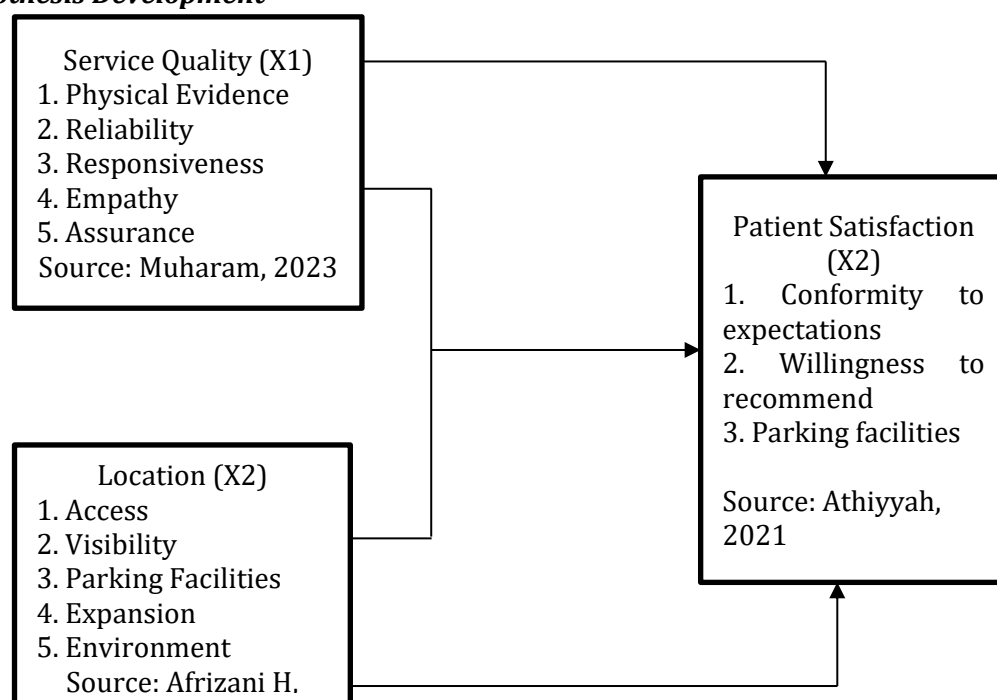
2.2. Hypothesis Development

Figure 1. Reseach Framework

1. H1: Service Quality and Patient Satisfaction

   a) Hypothesis Statement: There is a positive and significant relationship between service quality (X1) and patient satisfaction (Y).
   b) Rationale: High service quality is expected to enhance patient experiences, leading to greater satisfaction levels. Factors such as responsiveness, reliability, and empathy in service delivery may play crucial roles in shaping patient perceptions.

2. H2: Location and Patient Satisfaction

   a) Hypothesis Statement: There is a positive and significant relationship between location (X2) and patient satisfaction (Y).
   b) Rationale: The convenience and accessibility of a clinic's location can significantly affect patient satisfaction. A strategically located clinic is likely to attract more patients and enhance their overall experience.

3. H3: Combined Effect of Service Quality and Location on Patient Satisfaction

   a) Hypothesis Statement: Service quality (X1) and location (X2) have a simultaneous and significant effect on patient satisfaction (Y).
   b) Rationale: Both service quality and location are essential factors that, when combined, create a comprehensive impact on patient satisfaction. The interaction between these variables can lead to a more holistic understanding of patient experiences at the clinic.

3. RESEARCH METHODOLOGY
a. Research Design

The research was conducted using a quantitative method, using a descriptive verification approach. Descriptive research aims to understand each variable itself, either in one or more variables, so that verification research intends to find out how the independent variable relates to its dependent variable. In this study, the survey method is a component of the quantitative research approach. In cases where the survey method is used to collect data from a particular natural location, the researcher uses a questionnaire to obtain this information.

b. Population and sample

Population

The population in this study were outpatients or those who had been treated at the Bhakti Kopetri clinic. The number of patients in the Bhakti Kopetri clinic cannot be known or is infinite. The population studied was the population in Telukjambe Timur District.

Sample

A sample is a component of an individual that has a number and characteristics (Isyanto, Muharam, et al., 2023). The sampling technique in this study used a non-probability sampling technique, namely purposive sampling. Purposive Sampling (Purposive or judgmental Sampling) is a sampling technique based on the researcher's or evaluator's consideration of which samples are useful and representative.

In determining the number of samples, the researcher used the Hair formula, the formula is used because the population is not clearly known and is infinite.

Respondents selected as samples for this study have the following characteristics:

1. The sample is a resident of TelukJambe Timur District.
2. The sample knows the location/place of the Bhakti Kopetri Clinic and has been treated at the Bhakti Kopetri Clinic.

The sample size was taken using the Hair formula, et al. The Hair formula is used because the population size is not yet known for sure and suggests that the minimum sample size is 5-10 times the indicator variable. So that the number of indicators is 12 indicators multiplied by 8 (12 x 8 = 96).

c. Data Source

Quantitative data sources can be processed through surveys given to respondents and processed using SPSS. In collecting research data, data sources are collected in the form of primary and secondary data:

1. Primary data; The researcher collects primary data through surveys and questionnaires based on predetermined characteristics.
2. Secondary data; Secondary data is obtained from the Bhakti Kopetri clinic. The sampling technique uses non-probability sampling.

d. Data Collection Technique

The following is the approach used by researchers to collect information for research:

1. Survey; A survey is used to collect data. The purpose of this survey is to determine the level of satisfaction of Bhakti Kopetri Clinic patients with the services provided.
2. Questionnaire; The study collects data using an online questionnaire used through a google form, this includes various questions answered by respondents, especially those who have received treatment at the Bhakti Kopetri Clinic.

e. Research Variables

Research variables are certain variations in a trait, value, attribute, or trait of an individual, object or activity that is studied and can then reach a conclusion (D. I. Putri, 2019).

1. Independent Variable; Location and service quality are two factors that influence the independent in this study.
2. Dependent Variable; The variable that is influenced by the independent variable. In this study, the dependent is patient satisfaction.

f. Research instruments and measuring instruments of research instruments

1. Research instrument measuring instruments

Table 1. Operational variables

Variabel	Indikacor	Scale
Service Quality (X1)	1. Physical evidence 2. Reliability 3. Responsiveness 4. Empathy 5. Assurance	Likert
Location (X2)	1. Access 2. Visibility 3. Parking Facilities 4. Expansion 5. Environment	Likert
Patient Satisfaction (Y)	1. Conformity of Expectations 2. Willingness to recommend	Likert

g. Research Instrument Test

1. Validity Test; Validity Test is a test that shows the level of accuracy between the data that occurs and the data collected by the researcher (N. P. A. S. A. Putri, 2023). This data will explain whether the results of this analysis are accurate and whether further testing can be carried out. To test the validity of this study, as follows. (Isyanto, Muharam, et al., 2023):

a. If r-table < r-count then the explanation in this study is valid.

b. If r-table> r-count then the explanation in this study is not valid.

2. Reliability Test; Reliability Test is a test that shows the accuracy and precision of its measurements. The Reliability Test in this study was carried out using the SPSS application with the following provisions (Isyanto, Muharam, et al., 2023):

a. If Cronbach Alpha [a]> 0.60 then the data is reliable.

b. If Cronbach Alpha [a] < 0.60 then the data is not reliable.

3. Data Transformation Test; This study uses the Data Transformation Test with the MSI method.

h. Data analysis techniques

Descriptive data analysis is a method related to the presentation, collection, and conclusions of data so that useful information can be created and also arranged in a form that is ready to be analyzed. Descriptive analysis is carried out to determine the average score of respondents' answers for each variable of service quality and location that affects patient satisfaction. The analysis technique uses multiple linear regression, the average score testing method is carried out using SPSS.

4. RESULTS AND DISCUSSIONS
4.1. Results

Descriptive Analysis

There are descriptive analysis results, which show that 96 respondents in this study are:

Table 2. Description of Characteristics of Research Respondents

Characteristics	Total 8 (12 x 8 = 96) Percentage (%)
Age	81,1%
15 – 25	8,1%
26 – 35	4%
36 – 45	2,4%
46 – 55	0,8%
> 56	
Gender	
Male	39,5%
Female	60,5%
Occupation	
Student	60,5%
Employee	28,2%
Entrepreneur	4,8%
Housewife	4%
Lecturer	0,8%
Teacher	0,8%
Private Employee	0,8%
Income	
Rp. < 500.000	41,9%
Rp. 1.000.000 – 3. 000.000	25,8%
Rp. 4.000.000 – 5.000.000	19,4%
Rp. > 6.000.000	12,9%

There are descriptive analysis results, that it can be seen that 96 respondents in this study were women (60.5%), and men (37.9%) with an age range of 15-25 years (83.1%), 26-35 years (8.1%), 36-45 years (4%), 46-55 years (2.4%), >56 years (0.8%). most of the respondents' jobs are students (60.5%), employees (28.2%), entrepreneurs (4.8%), housewives (4%), lecturers (0.8%), teachers (0.8%), private employees (0.8%). With an income of Rp. <500,000 (41.9%), Rp. 1,000,000 - 3,000,000 (25.8%), Rp. 4,000,000 - 5,000,000 (19.4%), Rp. > 6,000,000 (12.9%). For all respondents totaling 96 people who have been treated at the Bhakti Kopetri Clinic.

Validity Test

The results of data testing for the variables of service quality, location, and patient satisfaction were carried out using the SPSS program. All indicators in the questionnaire questions are valid because the correlation coefficient value is >0.3.

Reliability Test

Table 3. Results of Reliability Test

Variabel	*Crombach Alpha*	Values	Note
Quality of service (X1)	0,943	0,6	**Reliable**
Location (X2)	0,949	0,6	**Reliable**
Patient satisfaction (Y)	0,958	0,6	**Reliable**

Source: Data processed by researchers with SPSS (2016)

Based on the results of table 4 above, it states that the Cronbach Alpha value of the three variables is stated that the Cronbach Alpha value is > 0.60. Thus, it can be concluded that all instruments of the three variables are reliable. Based on the Asymp Sig value (2-tailed) of 0.072 > 0.05 or sig value > 0.05. This means that the data in this study are normally distributed and can be tested further.

Table 4. Normality Test Results

		Unstandardized Residual
N		96
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	1.95171664
Most Extreme Differences	Absolute	.132
	Positive	.072
	Negative	-.132
Kolmogorov-Smirnov Z		1.289
Asymp. Sig. (2-tailed)		.072
a. Test distribution is Normal.		

Multiple Linear Regression Analysis

Based on the results of the multiple linear regression calculations shown as an example below:

Table 5. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardiz ed Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Toleran ce	VIF
1 (Constant)	-2.679	1.791		-1.495	.138		
Quality of Service	.743	.078	.649	9.478	.000	.294	3.398
Location	.314	.067	.319	4.664	.000	.294	3.398

a. Dependent Variable: Patient Satisfaction

Source: data processed by researchers with SPSS (2016) Y = a + b1X1 + b2X2 + e

$$Y = 2.679 + 0.743X1 + 0.314X2$$

1. B1 is the value of the regression coefficient (X1) with a value of 0.743 indicating that the service quality variable has a positive effect on patient satisfaction (Y).
2. B2 is the value of the regression coefficient (X2) with a value of 0.314 indicating that the location variable has a positive effect on patient satisfaction (Y).

The coefficient of determination test is carried out to determine the strength of the influence and relationship between the two variables, namely variable (X) and variable (Y). The following are the results of the coefficient of determination test.

Table 6. Results of the Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.934ᵃ	.872	.869	1.973

a. Predictors: (Constant), Location, Quality of Service

b. Dependent Variable: Patient Satisfaction
Source: Data processed by researchers with SPSS (2016)

Based on the table above, we can see the value of the determination coefficient or Adhysr R Square of 0.872 or 87.2%, which means that the ability of the location and service quality variables to influence patient satisfaction variables is 87.2% and 12.8% is influenced by other variables outside this regression model.

Table 7. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Toleranc e	VIF
1 (Constant)	-2.679	1.791		-1.495	.138		
Quality of Service	.743	.078	.649	9.478	.000	.294	3.398
Location	.314	.067	.319	4.664	.000	.294	3.398

a. Dependent Variable: Patient Satisfaction
Source: Data processed by researchers using SPSS (2016)

Multicollinearity test with the condition that the Tolerance value is > 0.10 and the VIF value is < 10. So there is no multicollinearity. This study obtained the results of the Tolerance value (0.294) > 0.10 and the VIF result (3.398) < 10, meaning that this study did not experience multicollinearity.

Table 8. Heteroscedasticity Test Results
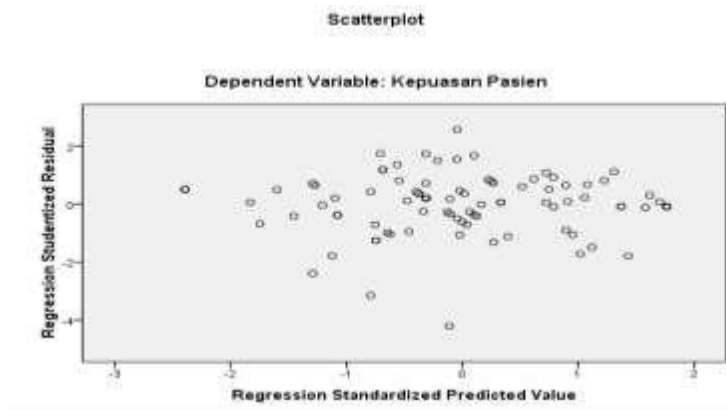
Source: Data processed by researchers with SPSS (2016)

Based on the table above, it shows that the data is spread both above the value of 0 and below the value of 0. This means that the research data does not show symptoms of heteroscedasticity.

Based on table 9. shows the results of the t-test (partial), namely:

a) The results of the t-test (partial) are known to have a t value of 9.478 and a significant value of the service quality variable (XI) of 0.00 <0.05, which means that the service quality variable (XI) has an effect on the patient satisfaction variable (Y).
b) The results of the t-test (partial) are known to have a t value of 4.664 and a significant value of the location variable (X2) of 0.00 <0.05, which means that the location variable (X2) has an effect on the Patient Satisfaction variable (Y).

Table 10 Simultaneous F-Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2457.366	2	1228.683	315.766	.000ᵃ
	Residual	361.874	93	3.891		
	Total	2819.240	95			

a. Predictors: (Constant), Location, Service Quality
b. Dependent Variable: Patient Satisfaction
Source: Data processed by researchers with SPSS (2016)

Based on the table above, it shows that the sig value is 0.00 <0.05, which means that the service quality variables (XI) and location (X2) have a simultaneous effect on the patient satisfaction variable (Y).

4.2 Discussions

1. Quality of service at Bhakti Kopetri Clinic

The quality of service at Bhakti Kopetri Clinic is to find out how satisfied patients are and what can be improved. The services provided to patients must always be monitored and observed in order to create good service quality, where to measure the quality of service we can use the dimensions of service quality which include five measurement tools, namely,

physical evidence, reliability, responsiveness, empathy, and assurance. This study aims to determine how effective the quality of service of Bhakti Kopetri Clinic is in meeting patient needs and expectations. According to (Isyanto & Wijayanti, 2022) that service quality is an important component in improving company quality because it has an influence on bringing in new consumers and reducing the possibility of old consumers to switch services. The purpose of this study is to provide a complete picture of the quality of service of Bhakti Kopetri Clinic.

2. Location of Bhakti Kopetri Clinic

The location of Bhakti Kopetri Clinic is to understand the extent to which the location meets patient needs. Location according to (Fauji & Pramudita Faddila, 2020) Location refers to various marketing activities that seek to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers. The main focus on the location of the Bhakti Kopetri Clinic is to provide comfort and ease of access for patients, as well as its potential impact on patient acceptance and satisfaction. The location of the Bhakti Kopetri Clinic can be optimized to support better services and meet patient needs.

3. Patient satisfaction at the Bhakti Kopetri Clinic

This focuses on deepening understanding regarding the level of patient satisfaction at the Bhakti Kopetri Clinic, the extent to which patient expectations are met through direct evaluation of patient experiences. Likewise, in the study (Kismanto & Suryo Murtopo, 2023) it was stated that it has a positive and significant effect on patient satisfaction. By focusing on the patient's perspective such as the suitability of expectations, the clinic atmosphere can affect patient perception and satisfaction. As well as analyzing patient responses, location comfort, and the extent to which service quality, location creates a positive impact on patient satisfaction.

4. The Effect of Service Quality on Patient Satisfaction

The results of the study on the service quality variable (X1) showed a t value of 9.478 and a significant value of 0.00 <0.05, which means that the service quality variable (XI) has a positive and significant effect on the patient satisfaction variable (Y). Therefore, the service is considered good or positive if it is in accordance with patient expectations. Service quality is very important, according to (Isyanto & Wijayanti, 2022) because it affects the interest of old customers and attracts new customers. If the service offers good service quality, consumers tend to be interested in using the service. The results of this study are in line with research conducted by (Afifah, 2020) which states that service quality affects patient satisfaction.

5. The Influence of Location on Patient Satisfaction

The results of the study on the location variable (X2) showed a t value of 4,664 and a significant value of 0.00 <0.05, which means that the location variable (X2) has a positive and significant effect on Patient Satisfaction (Y). Satisfaction is a feeling of pleasure or disappointment that arises from comparing perceived performance to expectations. The results of this study are in line with research conducted by (Afifah, 2020) which states that location affects patient satisfaction.

6. The Simultaneous Influence of Service Quality and Location on Patient Satisfaction

The results of the study on service quality and location on patient satisfaction showed that a significant value of 0.00 <0.05 was obtained, which means that service quality and location simultaneously affect patient satisfaction. And has a coefficient of determination of 0.872 or 87.2%. So it can be concluded that there is a simultaneous and significant influence between service quality and location on Patient Satisfaction. The results of this study are supported by previous studies showing that service quality and location have a significant effect on patient satisfaction. (Baan, 2020). The same thing was stated by (Vernanda & Afrizoni, 2023) where the results showed that service quality and location had a significant effect on patient satisfaction.

5. CONCLUSION

There are detailed research results, conclusions that can be drawn, namely:

1. Services from nurses who are friendly, responsive, and provide health services to patients in accordance with applicable procedures.
2. Adequate facilities, such as a large parking area, have a fairly large building size, are located near the center of the crowd, and the environment around the Bhakti Kopetri clinic is very safe.
3. Patient satisfaction plays an important role in building trust, improving and maintaining good service standards, and adequate facilities.
4. Service quality has a positive and significant influence on patient satisfaction at the Bhakti Kopetri clinic.
5. Location has a positive and significant influence on patient satisfaction at the Bhakti Kopetri clinic.
6. Service quality and location can simultaneously affect patient satisfaction at the Bhakti Kopetri clinic.

IMPLICATIONS AND SUGGESTIONS

The implications of this study for the Bhakti Kopetri clinic are:

1. Physical evidence factors on patient satisfaction such as waiting rooms, room comfort and interior should be given more attention so that patients feel comfortable at the Bhakti Kopetri Clinic.
2. Reliability factors in service quality such as, readiness, speed and accuracy of patient reception, examination services,
3. Responsiveness factors of service quality which are dominant factors such as, responsive to patient complaints, providing medicine quickly and accurately, providing information and responsiveness in handling patients to improve the creation of patient satisfaction which is a selling point for the Bhakti Kopetri Clinic services.
4. Empathy factors in services such as, special attention to patients, understanding what patients need, at the Bhakti Kopetri Clinic.
5. Assurance factors (guarantee and certainty) of services such as, knowledge in determining the diagnosis until trust arises to be further improved to create patient trust in the Bhakti Kopetri Clinic.

LIMITATION AND STUDY FORWARD

Limitations

1. Single Clinic Focus: This study is limited to the Bhakti Kopetri Clinic, which may not represent the experiences of patients in other healthcare facilities. The findings may lack generalizability across different types of clinics or hospitals.
2. Sample Size: While the sample size of 96 patients is adequate, a larger sample could enhance the reliability and validity of the results. A more extensive study could provide a broader understanding of patient satisfaction across various demographics.
3. Non-Probabilistic Sampling: The use of purposive sampling may introduce bias, as it relies on the researcher's judgment. This could affect the representativeness of the sample and the overall conclusions.
4. Limited Scope of Variables: The study focuses primarily on service quality and location, potentially overlooking other critical factors influencing patient satisfaction, such as staff training, technology use, or patient demographics.
5. Cross-Sectional Nature: The study employs a cross-sectional design, capturing patient satisfaction at a single point in time. Longitudinal studies could provide insights into how satisfaction levels change over time.

Study Forward

1. Expanded Research Scope: Future studies should include multiple clinics and hospitals to compare patient satisfaction levels across different healthcare settings. This could lead to a more comprehensive understanding of the factors influencing satisfaction.
2. Larger Sample Sizes: Increasing the sample size and employing random sampling techniques could enhance the study's reliability and validity, providing more generalized findings.
3. Inclusion of Additional Variables**:** Future research should consider incorporating additional factors that may affect patient satisfaction, such as healthcare accessibility, physician-patient communication, and patient education.
4. Longitudinal Studies: Conducting longitudinal studies could help track changes in patient satisfaction over time, providing deeper insights into the long-term impact of service quality and location.
5. Qualitative Research**:** Incorporating qualitative methods, such as interviews or focus groups, could enrich the understanding of patient experiences and expectations, offering more nuanced insights beyond quantitative measures.
6. Impact of Technology: Future research could explore how telemedicine and digital health services influence patient satisfaction, especially in the context of ongoing technological advancements in healthcare delivery.

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