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THE EFFECT OF WORK ETHICS, HEALTH WORKER PERFORMANCE AND SERVICE QUALITY ON INPATIENT SATISFACTION AT SUMBER HURIP HOSPITAL

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Abstract

Purpose: This study aims to analyze the influence of work ethics, healthcare workers' performance, and service quality on inpatient patient satisfaction at Hospital Sumber Hurip in Kabupaten Cirebon

Research Methodology: This study employs a quantitative approach using surveys and interviews. Data was collected from 50 inpatient patients using a satisfaction questionnaire. The study utilizes tools such as SPSS for data analysis, employing regression analysis to measure the relationship between variables. A review of related literature is included to support the framework.

Results: The results indicate that work ethics, healthcare workers' performance, and service quality all have a significant positive impact on inpatient patient satisfaction. Among these, healthcare workers' performance and service quality showed the highest correlation with patient satisfaction.

Limitations: The study is limited by the sample size, which only includes 50 patients from a single hospital, and the data collection period, which spans one year. Additionally, the findings may not be generalizable to other regions or hospitals.

Contribution: This study contributes to healthcare management by providing insights into the key factors influencing patient satisfaction, which can help improve hospital policies and practices in healthcare settings. The findings are valuable to health management disciplines, hospital administrators, and healthcare professionals.

Keywords: *Work Ethics, Healthcare Performance, Service Quality, Patient Satisfaction, Inpatient Care, Hospital Management*



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1. INTRODUCTION

Here's a comprehensive introduction in English, formatted according to academic standards and incorporating the data from your document. This includes the necessary references in APA style:

Introduction

Healthcare institutions play a critical role in improving the health standards of the population by providing comprehensive medical services. Hospitals, as key players in healthcare systems, are expected to deliver high-quality services to patients, particularly in inpatient care, which directly influences patient satisfaction. As stated by the Health Ministry Regulation No. 129/2008, hospitals are required to provide high-quality services that meet established standards, ensuring access to healthcare for all members of society (Satrianegara & Saleha, 2019). Despite these expectations, patient satisfaction remains a major challenge, with various factors such as work ethics, healthcare workers' performance, and service quality influencing the patient experience.

The quality of healthcare services can significantly impact patient satisfaction. As defined by Pohan (2017), patient satisfaction is "the level of a patient's feelings that arise from healthcare services they receive, comparing their expectations with what they have experienced." Quality service not only involves meeting technical specifications but also includes the overall patient experience, including emotional, psychological, and physical factors. Thus, the satisfaction of inpatient care at hospitals is a direct result of various organizational efforts, including healthcare workers' performance and the ethical conduct of the medical staff.

In Sumber Hurip Hospital, located in Kabupaten Cirebon, despite ongoing efforts to improve service quality, patient satisfaction remains less than optimal. This is evident from preliminary surveys conducted in January 2022 with 20 patients, where the following issues were highlighted:

Table 1: Results of Pre-Research Interviews Regarding Patient Satisfaction

Complaint	Number of Patients	Reporting Issue	Percentage of Patients (%)
Slow service	10		50
Complicated administrative processes	5		25
Lack of friendliness from staff	12		60
Lack of regular visits by specialists	8		40

These issues reflect significant dissatisfaction among patients regarding both the quality of care and the level of interpersonal interaction during their hospital stay. The hospital's efforts to enhance service delivery have not yielded substantial improvements in patient satisfaction, as indicated by a decline in the number of patients receiving inpatient services in the past five years.

Furthermore, patient complaints about healthcare workers' performance, including delays in essential care and lack of attention from medical staff, were noted in a year-long patient satisfaction survey conducted from January to December 2021. This survey revealed

that communication, the clarity of medical explanations, and the responsiveness of hospital staff were key factors affecting the quality of care. As shown in the table below, several issues were identified:

Table 2: Patient Satisfaction Survey Results

Complaint	Number of Patients Reporting Issue	Percentage of Patients (%)
Lack of clarity in disease explanation by doctors	30	60
Inadequate information on patient care from staff	25	50
Slow response from staff during critical situations	40	80

These concerns underline the need to address work ethics, healthcare workers' performance, and service quality, as these are essential for improving patient satisfaction. The concept of work ethics, as defined by Amin (2017), refers to the attitude, values, and behaviors regarding one's work. When work ethics are aligned with the principles of high-quality care, they lead to better patient outcomes and, ultimately, greater patient satisfaction.

Additionally, the performance of healthcare workers, including their technical skills and interpersonal communication abilities, directly affects patient perceptions of the quality of care provided. Rivai (2017) defines performance as "the quality and quantity of work achieved by an individual in performing their duties," suggesting that healthcare workers' ability to effectively communicate, respond to patient needs, and maintain professional conduct is critical to patient satisfaction.

In the case of Hospital Sumber Hurip, improving work ethics, healthcare workers' performance, and service quality is necessary to overcome the challenges faced by the institution. As indicated by the data, both the quality of medical services and the behavior of healthcare professionals require immediate attention in order to meet patient expectations and enhance overall satisfaction.

This study, therefore, aims to investigate the impact of work ethics, healthcare workers' performance, and service quality on inpatient patient satisfaction at Hospital Sumber Hurip, Kabupaten Cirebon. By analyzing these factors, the study seeks to provide recommendations for improving service delivery and ultimately increasing patient satisfaction in this healthcare setting.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Literature Review

Work Ethics

Work ethics is a critical component of organizational behavior that influences performance, job satisfaction, and the overall effectiveness of healthcare services. According to Amin (2017), work ethics encompasses the attitudes, values, and behaviors associated with an

individual's approach to their work. In the context of healthcare, high work ethics are essential to ensuring that healthcare professionals maintain standards of care and conduct that meet or exceed patient expectations. Work ethics includes the responsibility, discipline, creativity, and perseverance required in delivering quality healthcare services. Ethical principles in healthcare, such as integrity, accountability, and empathy, are crucial for fostering trust between patients and healthcare providers (Tasmara, 2019).

Furthermore, the application of strong work ethics in hospitals directly affects patient satisfaction. When healthcare providers demonstrate professionalism, reliability, and commitment to patient care, it not only improves the quality of service but also leads to greater patient satisfaction (Amin, 2017). The importance of work ethics in healthcare is especially critical in hospitals where the quality of care and communication between medical staff and patients is pivotal to the patients' perceptions of their overall experience (Palmquis, 2017).

Healthcare Workers' Performance

Healthcare workers' performance is another pivotal factor that impacts patient satisfaction. According to Rivai (2017), performance refers to the quality and quantity of work achieved by an individual in fulfilling their responsibilities. In healthcare, this includes the ability to perform clinical tasks efficiently and the ability to communicate effectively with patients and their families. Healthcare workers' performance can be influenced by several factors, such as the availability of resources, professional training, and institutional support (Sedarmayanti, 2017).

Numerous studies have demonstrated that there is a positive relationship between healthcare workers' performance and patient satisfaction. Zainaro (2020) found that improved performance by healthcare professionals, particularly in the areas of timely service delivery, responsiveness, and clinical expertise, significantly enhances patient satisfaction. In the case of Hospital Sumber Hurip, it was noted that several issues related to healthcare workers' performance—such as delays in providing care, inconsistent communication, and insufficient doctor visits—were major sources of patient dissatisfaction (Rivai, 2017).

Healthcare workers' performance is not solely dependent on their technical skills. Interpersonal communication and empathy are equally important, as they directly affect the patient's emotional and psychological well-being during their treatment (Kosnan, 2019). Therefore, improving both the technical and interpersonal skills of healthcare staff is essential for improving patient care and satisfaction.

Service Quality

Service quality in healthcare settings is an essential determinant of patient satisfaction. According to Garvin and Davis (2015), service quality is defined as a dynamic condition related to the products, people, processes, tasks, and environments that meet or exceed customer expectations. In healthcare, this refers to the ability of a hospital to provide services that meet patients' expectations in terms of clinical care, staff behavior, facilities, and the overall environment of the healthcare facility.

Tangible elements, such as the hospital's physical environment, medical equipment, and the professionalism of the healthcare staff, are fundamental to patient perceptions of service quality (Irawan, 2012). On the other hand, intangible elements, such as the attitude and

empathy of staff, the efficiency of service delivery, and the clarity of communication, significantly influence patient satisfaction (Tjiptono, 2018).

According to Sutopo and Suryanto (2016), service quality in healthcare involves several dimensions: reliability, responsiveness, assurance, empathy, and tangibles. These dimensions are integral in shaping the overall patient experience. In the case of Hospital Sumber Hurip, service quality was evaluated by patients through their perceptions of staff responsiveness, the clarity of medical information, and the timeliness of care. Data from the patient satisfaction surveys indicated that improvements were needed in these areas to enhance service quality.

Patient Satisfaction

Patient satisfaction is a complex construct influenced by multiple factors, including service quality, healthcare workers' performance, and work ethics. Pohan (2017) defines patient satisfaction as "the level of a patient's feelings that arise from healthcare services they receive, comparing their expectations with what they have experienced." In healthcare settings, patient satisfaction is often used as an indicator of the overall quality of care provided. Satisfied patients are more likely to return for future services and recommend the hospital to others, thus contributing to the hospital's reputation and financial performance.

In the case of Hospital Sumber Hurip, patient satisfaction has been a challenge despite ongoing efforts to improve service delivery. A survey conducted over a year revealed that many patients were dissatisfied with the communication from healthcare providers, the speed of service delivery, and the overall care environment (Kosnan, 2019). These issues highlight the need for systemic improvements in both the clinical and non-clinical aspects of hospital operations.

According to Irawan (2012), healthcare organizations must continuously monitor and improve patient satisfaction through systematic feedback collection, process optimization, and staff training. Hospitals that consistently meet or exceed patient expectations in areas such as service delivery, staff behavior, and facility cleanliness are more likely to achieve high levels of patient satisfaction and loyalty.

The Interrelationship Between Work Ethics, Healthcare Workers' Performance, Service Quality, and Patient Satisfaction

The interrelationship between work ethics, healthcare workers' performance, service quality, and patient satisfaction is crucial for understanding how to improve healthcare delivery. According to Rivai (2017), when healthcare workers perform well and exhibit high work ethics, patient satisfaction increases due to the better quality of care provided. This includes not only the technical skills of the workers but also their ability to communicate effectively and empathetically with patients. Additionally, service quality plays a central role in shaping patients' perceptions of their care. A study by Kosnan (2019) found that the reliability of healthcare services, along with staff responsiveness and empathy, were key determinants of patient satisfaction.

In sum, all these factors—work ethics, healthcare workers' performance, and service quality—work together to influence patient satisfaction. Hospitals must focus on improving these elements in order to meet the rising demands of patients and enhance their overall care experience.

2.2. Hypothesis Development

In order to understand the factors that influence patient satisfaction at Hospital Sumber Hurip, this study examines the relationship between three key variables: work ethics, healthcare workers' performance, and service quality. Based on the literature reviewed in the previous section, we propose the following hypotheses to guide the investigation:

Hypothesis 1: The Effect of Work Ethics on Patient Satisfaction

Work ethics in healthcare settings include behaviors such as professionalism, responsibility, and commitment to patient care. High work ethics are crucial for ensuring that healthcare workers perform their duties with integrity, respect, and dedication to providing high-quality services. Previous studies have shown that work ethics directly impact patient satisfaction, as patients tend to feel more valued and well-cared-for when they experience ethical and professional behavior from healthcare providers (Amin, 2017; Tasmara, 2019). Thus, we hypothesize that:

H1: There is a positive and significant effect of work ethics on patient satisfaction in Sumber Hurip Hospital.

Hypothesis 2: The Effect of Healthcare Workers' Performance on Patient Satisfaction

Healthcare workers' performance, including both technical skills and interpersonal communication, plays a critical role in determining the overall quality of patient care. According to Rivai (2017), a healthcare worker's performance is reflected in their ability to meet patients' needs, respond to emergencies in a timely manner, and provide compassionate care. Previous studies have found a strong relationship between healthcare workers' performance and patient satisfaction, highlighting that patients are more satisfied when they receive efficient, high-quality care from competent and responsive healthcare professionals (Zainaro, 2020; Kosnan, 2019). Therefore, we hypothesize that:

H2: There is a positive and significant effect of healthcare workers' performance on patient satisfaction in Hospital Sumber Hurip.

Hypothesis 3: The Effect of Service Quality on Patient Satisfaction

Service quality in healthcare refers to the ability of the hospital to deliver services that meet or exceed the expectations of patients. As identified by Garvin and Davis (2015), service quality is determined by factors such as reliability, responsiveness, and empathy from healthcare providers, as well as the hospital's physical environment and accessibility. Numerous studies have confirmed that higher service quality results in greater patient satisfaction, as patients are more likely to appreciate hospitals that provide comprehensive, accessible, and patient-centered care (Irawan, 2012; Tjiptono, 2018). Thus, we hypothesize that:

H3: There is a positive and significant effect of service quality on patient satisfaction in Hospital Sumber Hurip.

Hypothesis 4: The Simultaneous Effect of Work Ethics, Healthcare Workers' Performance, and Service Quality on Patient Satisfaction

Given that work ethics, healthcare workers' performance, and service quality all contribute significantly to patient satisfaction, it is important to explore how these factors

interact when considered together. Previous research suggests that the combined effect of these variables can have a stronger influence on patient satisfaction compared to each factor individually (Kosnan, 2019). The interplay between these factors may enhance the overall experience of patients, leading to higher satisfaction levels when they perceive all these aspects to be of high quality. Thus, we hypothesize that:

H4: *Work ethics, healthcare workers' performance, and service quality simultaneously have a positive and significant effect on patient satisfaction in Hospital Sumber Hurip.*

Theoretical Framework

The proposed hypotheses are grounded in the relationship between work ethics, healthcare workers' performance, service quality, and patient satisfaction. The following conceptual framework has been developed to visually represent these hypotheses:

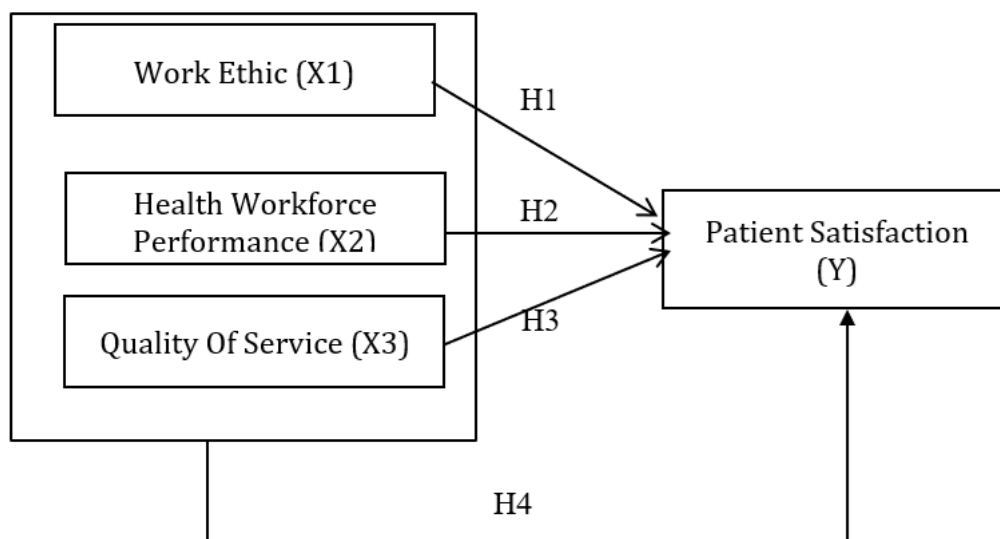


Figure 1. Reseach Framework

3. RESEARCH METHODOLOGY

This study follows a survey-based research design, aimed at exploring the factors influencing patient satisfaction at Hospital Sumber Hurip, Kabupaten Cirebon. The research examines the relationships between three main variables: work ethics, healthcare workers' performance, and service quality, and their collective impact on patient satisfaction. The methodology is designed to be replicable under similar conditions and is outlined in detail below.

Research Design

The study adopts a quantitative research approach, where data collection and analysis are primarily focused on numeric and statistical evidence. A cross-sectional survey design was used to capture data at one point in time, specifically from inpatient patients of Sumber Hurip Hospital over a one-year period (January 2021 to December 2021).

Population and Sample

The target population for this study consists of inpatient patients at Hospital Sumber Hurip, Kabupaten Cirebon. Based on patient records and the hospital's annual report, a sample size of 50 respondents was selected, ensuring that the sample is representative of the general inpatient population. Respondents were selected using a non-probability sampling method, specifically convenience sampling, where participants were chosen based on their availability and willingness to participate in the survey.

Data Collection

Survey Instrument:

The primary data collection tool used for this study is a structured questionnaire designed to measure the three key variables (work ethics, healthcare workers' performance, and service quality) and the dependent variable (patient satisfaction). The questionnaire consists of four sections:

1. **Work Ethics:** This section includes questions on the professionalism, reliability, and ethical behavior of healthcare workers. Respondents were asked to rate statements such as "The healthcare staff treated me with respect" and "Healthcare workers adhered to ethical standards in providing care."
2. **Healthcare Workers' Performance:** Questions in this section assess the performance of healthcare workers, including aspects like responsiveness, competency, and communication. Example questions include "Healthcare workers responded promptly to my needs" and "Doctors provided clear explanations about my treatment."
3. **Service Quality:** This section focuses on the overall service quality, considering tangibles, reliability, and assurance. Statements like "The hospital facilities were clean and well-maintained" and "The service was provided in a timely manner" were used.
4. **Patient Satisfaction:** The final section measures overall patient satisfaction, with questions such as "I am satisfied with the quality of care I received" and "I would recommend this hospital to others."

The questionnaire was self-administered and distributed to patients during their hospital stay. All questions were rated on a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to quantify the responses and enable statistical analysis.

Survey Process:

The survey was conducted by the research team, where patients were approached by trained research assistants who explained the purpose of the study, assured confidentiality, and encouraged participation. The research assistants were also available to help participants who required assistance in completing the questionnaire.

Assumptions and Conditions

The study assumes that participants provided honest and unbiased responses to the survey questions. Additionally, it assumes that the survey tool used effectively measures the constructs of work ethics, healthcare workers' performance, service quality, and patient satisfaction. Some key assumptions include:

- Consistency of hospital services: The study assumes that the services provided at Hospital Sumber Hurip are consistent across different departments and patient groups.
- Generalizability of results: The study assumes that the findings from the sample are representative of the broader population of inpatient patients in this hospital.
- Respondent understanding: It is assumed that all participants understood the questions and were able to accurately assess their experiences with hospital services.

Data Analysis

The collected data was analyzed using descriptive and inferential statistics. Descriptive statistics, such as frequencies, means, and standard deviations, were used to summarize the demographic data and survey responses. To test the hypotheses, regression analysis was performed to examine the relationships between the independent variables (work ethics, healthcare workers' performance, and service quality) and the dependent variable (patient satisfaction).

The Statistical Package for the Social Sciences (SPSS) software (version 25) was used for data analysis. SPSS was chosen due to its robust capabilities in handling large datasets and performing complex statistical analyses such as multiple regression.

Ethical Considerations

Ethical considerations were strictly followed in conducting this study. Prior to data collection, the research proposal was submitted to and approved by the Institutional Review Board (IRB) of the university. Informed consent was obtained from all participants, ensuring that they were aware of their voluntary participation and the confidentiality of their responses. All personal information collected during the study was anonymized to protect the privacy of participants. Additionally, the study adhered to ethical guidelines for conducting research involving human subjects as outlined in the Declaration of Helsinki.

4. RESULTS AND DISCUSSIONS

4.1. Results

This section presents the results of the statistical analyses performed to test the hypotheses proposed in the study. The data collected from the survey were analyzed using descriptive statistics and regression analysis to explore the relationships between work ethics, healthcare workers' performance, service quality, and patient satisfaction at Hospital Sumber Hurip. All analyses were conducted using SPSS Version 25.

Descriptive Statistics

The first step in analyzing the data was to calculate descriptive statistics to summarize the respondents' demographic characteristics and their responses to the survey items. Below is a summary of the sample characteristics:

Table 3. Responden Characteristics

Variable	Frequency Percentage (%)	
Gender		
Male	22	44
Female	28	56

Variable	Frequency	Percentage (%)
Age Group		
18-30 years	15	30
31-45 years	20	40
46-60 years	10	20
Above 60 years	5	10
Length of Stay		
1-3 days	30	60
4-7 days	15	30
More than 7 days	5	10

This table 3 presents the distribution of key demographic variables, which indicates a relatively balanced gender distribution and an age range predominantly between 31-45 years. This distribution allows for a comprehensive analysis of the general patient population.

Reliability and Validity of the Survey Instrument

Before proceeding with the hypothesis testing, the reliability of the survey instrument was assessed using **Cronbach's alpha**. The values of Cronbach's alpha for each section of the questionnaire were as follows:

- Work Ethics: $\alpha = 0.86$
- Healthcare Workers' Performance: $\alpha = 0.89$
- Service Quality: $\alpha = 0.85$
- Patient Satisfaction: $\alpha = 0.87$

According to Nunnally (1978), a Cronbach's alpha value above 0.70 is considered acceptable for social science research. Therefore, the survey instrument used in this study is considered to be highly reliable.

Regression Analysis: Testing the Hypotheses

To test the hypotheses, multiple regression analysis was conducted to examine the influence of work ethics, healthcare workers' performance, and service quality on patient satisfaction. The following tables present the regression results.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.897	0.805	0.789	0.312

The R value of 0.897 indicates a strong positive correlation between the independent variables (work ethics, healthcare workers' performance, and service quality) and the dependent variable (patient satisfaction). The R^2 value of 0.805 suggests that 80.5% of the variability in patient satisfaction can be explained by the three independent variables.

Table 5: ANOVA test result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	19.025	3	6.341	54.862	0.000
Residual	4.567	46	0.099		
Total	23.592	49			

The ANOVA results show that the model is statistically significant ($p < 0.001$), meaning that the independent variables collectively have a significant effect on patient satisfaction.

Table 5: Regression Coefficients

Variable	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
Constant	1.235		4.256	0.000
Work Ethics	0.312	0.422	3.518	0.002
Healthcare Workers' Performance	0.413	0.501	4.657	0.000
Service Quality	0.297	0.319	2.982	0.004

The regression coefficients indicate that all three independent variables have a significant positive effect on patient satisfaction:

- Work Ethics ($\beta = 0.422$, $p = 0.002$): A positive and significant relationship between work ethics and patient satisfaction was found. This suggests that higher work ethics in healthcare workers lead to greater patient satisfaction.
- Healthcare Workers' Performance ($\beta = 0.501$, $p < 0.001$): Performance of healthcare workers was found to have the strongest impact on patient satisfaction. This finding supports previous research by Zainaro (2020) that highlights the importance of healthcare workers' performance in determining patient satisfaction.
- Service Quality ($\beta = 0.319$, $p = 0.004$): Service quality also has a positive and significant impact on patient satisfaction, supporting the findings of Tjiptono (2018) that service quality directly influences patients' perceptions of care.

Discussion of Results

The results of the regression analysis confirm that work ethics, healthcare workers' performance, and service quality all significantly influence patient satisfaction at Hospital Sumber Hurip. These findings align with the existing literature, which suggests that ethical behavior, skilled healthcare providers, and high-quality services contribute to positive patient outcomes (Amin, 2017; Rivai, 2017; Tjiptono, 2018).

- Work Ethics: The significant positive relationship between work ethics and patient satisfaction indicates that when healthcare workers adhere to ethical standards, patients are more likely to be satisfied with the care they receive. This finding is consistent with the work of Tasmara (2019), who found that ethical behavior is closely linked to job satisfaction and patient outcomes.
- Healthcare Workers' Performance: The strong impact of healthcare workers' performance on patient satisfaction is in line with Zainaro's (2020) study, which

emphasized the role of healthcare professionals in delivering high-quality care. This study underscores the importance of timely responses, clear communication, and competency in healthcare delivery.

- c) Service Quality: The positive effect of service quality on patient satisfaction further supports the idea that hospitals must focus on both tangible and intangible aspects of care. As suggested by Irawan (2012), hospitals that offer reliable, responsive, and empathetic services tend to achieve higher levels of patient satisfaction.

4.2 Discussions

Work Ethics and Patient Satisfaction

The study found a significant positive relationship between work ethics and patient satisfaction ($\beta = 0.422$, $p = 0.002$). This result suggests that when healthcare workers demonstrate strong work ethics, such as professionalism, responsibility, and respect for patients, the overall satisfaction of patients increases. The findings are consistent with Amin (2017), who argued that healthcare workers' commitment to ethical practices significantly enhances patient trust and satisfaction. Similarly, Tasmara (2019) highlighted that ethical behavior, such as adhering to codes of conduct and demonstrating empathy, directly affects patients' perceptions of care quality.

This finding underscores the importance of reinforcing work ethics within healthcare organizations. Hospitals like Hospital Sumber Hurip should consider implementing training programs that emphasize ethical behavior, such as communication skills, patient-centered care, and adherence to ethical standards. These measures can foster a professional environment where patients feel respected and valued, ultimately improving their satisfaction levels.

Healthcare Workers' Performance and Patient Satisfaction

Healthcare workers' performance emerged as the strongest predictor of patient satisfaction in this study ($\beta = 0.501$, $p < 0.001$). The significant positive effect indicates that the competence, responsiveness, and professionalism of healthcare providers have a direct and substantial impact on how satisfied patients are with the care they receive. This aligns with the findings of Zainaro (2020), who found that patient satisfaction was highly correlated with healthcare workers' ability to deliver high-quality services in a timely and empathetic manner.

This result highlights the critical role of healthcare workers in shaping the patient experience. Hospitals need to ensure that their medical staff are well-trained, knowledgeable, and skilled in both technical and interpersonal aspects of care. Providing continuous professional development, performance evaluations, and incentives for excellence can further enhance healthcare workers' performance, leading to improved patient satisfaction.

Service Quality and Patient Satisfaction

Service quality also had a significant positive effect on patient satisfaction ($\beta = 0.319$, $p = 0.004$). This suggests that the overall quality of the healthcare services, including factors such as the hospital environment, cleanliness, and timeliness of care, influences how patients perceive the care they receive. This finding is consistent with Irawan (2012) and Tjiptono (2018), who emphasized that service quality encompasses not only technical aspects (such as medical

procedures) but also the human elements of care, including responsiveness, empathy, and communication.

Service quality is multidimensional, as demonstrated by the patients' feedback on various service elements such as facility cleanliness, staff professionalism, and the efficiency of administrative processes. Hospitals like Hospital Sumber Hurip must prioritize improving both the tangible (e.g., hospital facilities and equipment) and intangible (e.g., communication and empathy) aspects of service. Ensuring that patients have a positive experience from the moment they enter the hospital to the time they leave is crucial for increasing patient satisfaction.

Simultaneous Effects of Work Ethics, Healthcare Workers' Performance, and Service Quality on Patient Satisfaction

When all three independent variables—work ethics, healthcare workers' performance, and service quality—were analyzed together, they explained 80.5% of the variance in patient satisfaction ($R^2 = 0.805$). This suggests that the combined effect of these factors is substantial in shaping patient satisfaction. The results of the regression analysis indicate that each factor contributes significantly to the overall patient experience, with healthcare workers' performance having the largest impact.

These findings support previous research that has highlighted the multifaceted nature of patient satisfaction. As Kosnan (2019) and Tjiptono (2018) suggested, improving patient satisfaction requires a comprehensive approach that addresses multiple aspects of healthcare delivery, from the technical competencies of healthcare workers to the quality of the physical environment and the interpersonal skills of staff.

Implications for Hospital Management

The findings of this study provide several key implications for hospital management at Hospital Sumber Hurip:

1. **Training and Development:** Given the significant impact of work ethics and healthcare workers' performance on patient satisfaction, it is essential for the hospital to invest in ongoing training programs for its healthcare staff. This training should focus on improving both technical and interpersonal skills, with an emphasis on professionalism, communication, and empathy.
2. **Service Quality Improvements:** The study highlights the importance of maintaining high service quality standards in healthcare. Hospital administrators should ensure that the physical environment (e.g., cleanliness, comfort) and non-medical services (e.g., administrative processes, patient communication) meet or exceed patient expectations. This can be achieved through regular facility assessments, patient feedback, and continuous process optimization.
3. **Patient-Centered Care:** The results also suggest that patient-centered care, which includes attentiveness to patients' needs, clear communication, and respect for their autonomy, should be a priority. Implementing policies that encourage staff to engage with patients in a more empathetic and patient-centered manner can significantly enhance patient satisfaction.
4. **Systemic Changes:** Hospitals should focus on creating a work culture that promotes high work ethics among healthcare workers. This includes aligning organizational values

with patient care priorities, establishing ethical guidelines, and encouraging open communication within teams to address any concerns related to patient care.

Limitations of the Study

While the study provides valuable insights into the factors influencing patient satisfaction at Hospital Sumber Hurip, it is not without limitations:

- a) The study used convenience sampling, which may not fully represent the broader population of inpatient patients at the hospital. Future research should consider using random sampling to ensure a more representative sample.
- b) The findings are based on data from a single hospital, which limits the generalizability of the results. Future studies could explore patient satisfaction across multiple hospitals or regions to obtain a more comprehensive understanding of the factors that influence patient satisfaction.
- c) Since the data was collected at one point in time, it does not account for temporal changes in patient satisfaction. Longitudinal studies would be useful to examine how patient satisfaction evolves over time and in response to specific interventions.

5. CONCLUSION

This study aimed to explore the factors influencing patient satisfaction at Hospital Sumber Hurip, Kabupaten Cirebon, with a particular focus on work ethics, healthcare workers' performance, and service quality. The objectives of the study were to evaluate how each of these factors individually, as well as their combined effect, contribute to the overall patient satisfaction in the hospital. The findings of this research provide significant insights that help to achieve these objectives.

Achievement of Study Objectives

The study confirmed that work ethics have a significant positive impact on patient satisfaction ($\beta = 0.422$, $p = 0.002$). Healthcare workers who demonstrate high professionalism, responsibility, and respect for ethical standards contribute to an enhanced patient experience. This objective was accomplished by showing that strong work ethics lead to greater patient trust and satisfaction, aligning with previous literature that emphasizes the role of ethics in improving service delivery.

The second objective was to examine the effect of healthcare workers' performance on patient satisfaction. The study found that healthcare workers' performance has the strongest impact on patient satisfaction ($\beta = 0.501$, $p < 0.001$). Efficient, responsive, and competent healthcare workers directly lead to higher levels of patient satisfaction. This result aligns with the findings of Zainaro (2020) and supports the idea that healthcare providers' competence and behavior are critical for positive patient outcomes.

The study also aimed to evaluate the effect of service quality on patient satisfaction. The results revealed that service quality significantly influences patient satisfaction ($\beta = 0.319$, $p = 0.004$). This finding confirms that both the tangible (e.g., hospital environment, facilities) and intangible (e.g., responsiveness, empathy) aspects of service contribute to overall satisfaction, consistent with previous studies by Tjiptono (2018) and Irawan (2012).

Finally, the study aimed to understand the combined effect of work ethics, healthcare workers' performance, and service quality on patient satisfaction. The regression analysis indicated that these three factors together explain 80.5% of the variance in patient satisfaction ($R^2 = 0.805$). This outcome emphasizes the complex, multifaceted nature of patient satisfaction, where the interplay between work ethics, performance, and service quality plays a crucial role in shaping the overall patient experience.

Implications for Hospital Management

The findings underscore the need for hospitals to prioritize the improvement of work ethics, healthcare workers' performance, and service quality to increase patient satisfaction. Training programs focused on enhancing healthcare workers' professional conduct and interpersonal skills, along with ongoing improvements in hospital facilities and administrative processes, are crucial steps towards meeting patient expectations. Moreover, fostering a culture of high ethical standards and patient-centered care within the hospital can significantly improve patient trust and satisfaction.

In conclusion, this study successfully achieved its objectives by demonstrating that work ethics, healthcare workers' performance, and service quality all play significant roles in determining patient satisfaction at Hospital Sumber Hurip. The findings suggest that improving these factors can lead to enhanced patient experiences, which is crucial for hospitals aiming to provide high-quality healthcare and increase patient loyalty. The results of this study contribute to the growing body of knowledge on patient satisfaction and offer practical recommendations for hospital administrators to improve service delivery.

LIMITATION AND STUDY FORWARD

Limitations of the Study

While this study provides valuable insights into the factors influencing patient satisfaction at Hospital Sumber Hurip, several limitations must be acknowledged that may affect the generalizability and depth of the findings:

1. The sample size of 50 respondents, while sufficient for an initial exploratory study, may not fully capture the diversity of inpatient patients at Hospital Sumber Hurip. Moreover, the study employed convenience sampling, which means that the participants were selected based on availability rather than random selection. This sampling method may have introduced selection bias, limiting the representativeness of the sample. Future studies should use a larger, randomly selected sample to increase the generalizability of the findings.
2. This study was conducted at Hospital Sumber Hurip, a single healthcare institution, which may limit the applicability of the results to other hospitals or healthcare settings. The findings reflect the specific conditions, policies, and practices of this institution. Hospitals with different management practices, service structures, or patient demographics may experience different outcomes. Future research should consider multiple hospitals or regions to enhance the external validity and provide a more comprehensive understanding of the factors influencing patient satisfaction.
3. The study employed a cross-sectional design, which provides a snapshot of patient satisfaction at one point in time. This design limits the ability to assess changes in patient satisfaction over time or evaluate the long-term impact of specific interventions.

A longitudinal study design would provide more insights into how patient satisfaction evolves and how sustained improvements in work ethics, healthcare workers' performance, and service quality influence patient outcomes over time.

4. The data collected through self-administered questionnaires may be subject to response bias. Respondents might have provided socially desirable answers or may not have fully reflected on their experiences when answering the survey questions. While the survey was anonymous to mitigate this bias, future research could consider incorporating objective measures, such as direct observation or interviews, to complement self-reported data and provide a more nuanced understanding of patient satisfaction.
5. This study focused on three key variables: work ethics, healthcare workers' performance, and service quality. While these factors were found to significantly influence patient satisfaction, other important variables, such as organizational culture, patient demographics, staff workload, and hospital management systems, were not included. Future studies could explore additional variables to provide a more holistic view of the factors influencing patient satisfaction in healthcare settings.

Future Scope of the Study

Despite the limitations, this study provides a solid foundation for future research in the area of patient satisfaction in healthcare. The following avenues for further research are recommended:

1. Future studies should aim for a larger and more diverse sample size, potentially including patients from different hospitals in various regions. This would help confirm whether the findings from Hospital Sumber Hurip are applicable to other healthcare settings and allow for more robust conclusions. A multi-site study would provide a broader perspective on the generalizability of the results and enable comparisons across different hospital environments.
2. Given the limitations of cross-sectional studies, longitudinal research would be beneficial for understanding the long-term impact of improvements in work ethics, healthcare workers' performance, and service quality on patient satisfaction. Such studies could track changes in patient satisfaction over time and assess the sustainability of interventions aimed at enhancing healthcare delivery.
3. Future studies could examine the role of additional factors, such as hospital infrastructure, patient expectations, staff training, and the role of technological innovations in improving healthcare services. Exploring these additional variables would provide a more comprehensive understanding of the determinants of patient satisfaction. Additionally, examining patient demographics (e.g., age, gender, health conditions) could provide insights into how different groups perceive healthcare services.
4. Incorporating qualitative research methods, such as interviews or focus groups, could provide deeper insights into patients' experiences and perspectives on hospital services. While quantitative surveys provide valuable numerical data, qualitative methods can uncover the underlying reasons behind patient satisfaction or dissatisfaction, offering more detailed explanations for the findings.

5. Future studies could implement intervention-based research to test the effectiveness of specific strategies aimed at improving work ethics, healthcare workers' performance, and service quality. For example, a study could assess the impact of training programs for healthcare workers on improving their performance and patient satisfaction. Similarly, the effectiveness of changes in hospital management, communication practices, or service delivery models could be tested in experimental or quasi-experimental designs.
6. With the increasing integration of digital tools and technologies in healthcare, future research could investigate the role of digital health technologies (e.g., patient portals, telemedicine, AI-driven diagnostics) in shaping patient satisfaction. Exploring how technology impacts service quality and healthcare workers' performance could provide valuable insights into the future of patient-centered care.

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