

# **THE RELATIONSHIP OF PATIENT SERVICE QUALITY WITH REVISIT INTEREST IN THE NEW NORMAL ERA AT OUTPATIENT POLY OF BHAYANGKARA HOSPITAL POLDA LAMPUNG IN 2022**

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*The impact of the Covid pandemic has been felt enough to reduce the number of patient visits at outpatient services at the Bhayangkara Polda Lampung Hospital. The number of outpatient visits before the Covid-19 pandemic occurred in 2020 was 28,906 patients. Meanwhile, after the Covid-19 pandemic, it decreased, namely in 2021 as many as 22,941. The purpose of this study was to determine the relationship between patient service quality and interest in repeat visits in the new normal era at the outpatient poly at Bhayangkara Hospital Polda Lampung in 2022.*

*This type of research is quantitative, with a cross sectional approach. The sample in this study was visitors to the Outpatient Polyclinic of Bhayangkara Hospital Polda Lampung in June-July 2022 a total of 173 respondents, the sampling technique used was proportional random sampling. Collecting data using a questionnaire, data analysis using the chi square test.*

*The results showed the frequency distribution of respondents who were interested in repeat visits was 102 respondents (59.0%). There is a relationship between perceptions of reliability (p value 0.000 OR 5.3), responsiveness (p value 0.000 OR 7.7), assurance (p value 0.000 OR 7.6), empathy (p value 0.000 OR 4.6) and evidence. physical condition (p value 0.000 OR 6.2) with an interest in repeat visits in the New Normal Era at the Outpatient Outpatient poly of Bhayangkara Polda Lampung Hospital in 2022. Suggestions for the Outpatient poly of Bhayangkara Polda Lampung Hospital should be able to improve the quality of health services, from every aspect especially the part that the patient considers unfavorable.*

*Keywords: Quality of Service, Interest in Repeat Visits.*

## **Introduction**

The COVID-19 pandemic is posing a challenge to global health systems. Fear, disinformation, and restrictions on movement of persons and materials exacerbate the rapidly expanding need for care for people with COVID-19, disrupting the delivery of frontline healthcare for all. As a result, some people are unable to obtain necessary services, such as travelling to the hospital.

Various issues began to surface practically everywhere in the world as the Covid-19 pandemic spread rapidly. These issues stem from the availability of restricted hospital resources, hospital constraints in providing services, and how hospitals mentally prepare health professionals. Furthermore, hospitals and health personnel must deal with public anxieties of Covid 19 transmission, which makes it difficult for patients to obtain the health care they require. Hospitals are currently restricting inpatient and outpatient visits to reduce the spread of COVID-19 infection (Adiputra, 2020; Chen et al., 2016; Irawan & Sudarsa, 2020).

Outpatient services are intended to deliver effective and efficient services and to be able to provide quality services in compliance with set standards, to reach all levels of society, and to meet customer expectations by providing quality services. Of course, the quality of the hospital as an institution that generates health care technology products is dependent on the quality of medical and nursing services supplied to patients, which can lead to patient satisfaction and raise customer interest in reusing their services (Nursalam, 2014).

According to preliminary findings from the Bhayangkara Police Hospital in Lampung, the Covid epidemic had a significant impact on the frequency of patient visits to hospital outpatient services. The total number of outpatient visits prior to the Covid-19 epidemic in 2020 was 28,906 patients. Meanwhile, following the Covid-19 epidemic, it dropped, reaching 22,941 in 2021. This is not the case in hospitals of the same kind as Bhayangkara Hospital, type C, namely Bumi Waras Hospital and Pertamina Bintang Amin Hospital, where the number of outpatient visits has not reduced throughout the pandemic. Outpatient visits at Bumi Waras Hospital in 2019 were 53,426 (Lampung, 2019) and 44,307 at Pertamina Bintang Amin Hospital, with 74,143 at Bumi Waras Hospital and 53,686 at Pertamina Bintang Amin Hospital in 2020. (Lampung, 2021).

Interest or want to reuse health services is described as the patient's desire to reuse or not use services, which is part of behaviour after purchase. Consumers will experience a level of satisfaction or dissatisfaction after purchasing a product. Similarly, at health-care institutions such as hospitals, if the services offered are not of good quality, patient satisfaction will not be met.

According to Hamidiyah (2016)'s research, there is a significant association between patient evaluations of service quality and desire for repeat visits. There is a link between the characteristics of dependability, responsiveness, assurance, empathy, and physical evidence of service and the desire to return. Djano's research (2018) shows that there is an influence of service policy, doctor's services, and timeliness of services on patient interest in reusing services.

According to Habibi, Hakim, and Azizi's (2019) research, there is a link between the quality of nursing services with real physical evidence, reliability, responsiveness, assurance, and empathy, and patient repeat visits at RSIA PKU Muhammadiyah Cipondoh. According to Sinaga's (2018) research, there is a link between reliability, assurance, and empathy and views of the quality of outpatient services. According to Pajow, Mandagi, and Rumayar (2017), there is a link between responsiveness, assurance, and empathy and interest in reusing health services.

## **Literature Review**

### **Revisit Interest**

#### **Definition of Interest**

Returning interest is linked to loyalty. Repeat purchasers, often known as loyal buyers, are people who buy twice in a row. Repeat purchase research is significant because it is based on long-term success, not on the number of consumers who buy once and never again, but on the number of people who become repeat buyers. The derivation of iterative formulas is an important use of the beta-binomial mode. The expected share of loyal buyers is critical in determining whether the brand's market is mature and steady (Rahmawati, 2016).

#### **Factors Affecting Revisit Interest**

According to Azwar (1996) in Mahdani (2019), a service must have basic requirements, this means that these basic requirements can influence patients in determining their decisions on the reuse of health services.

##### **1. Available and sustainable**

The first fundamental criteria of effective service is that health services be accessible and sustainable in the community. This means that all sorts of health services required by the community are easily accessible, and their presence in the community is required at all times.

## 2. Acceptable and reasonable

The second fundamental condition of good service is that it is acceptable to the community and reasonable, which means that the health service does not contradict the community's views and beliefs. Contrary to beliefs, habits, and community culture, health services that are unnatural are not a requirement of good health services.

## 3. Easy to achieve

The third key criterion is that it is easily accessible to the community. The notion of achievement used here is primarily geographical in nature. Thus, the distribution of health facilities is critical in order to provide good health care. This facility will be widely used if it is easily accessible by using the various modes of transportation. The best predictors of short- and long-term changes in future demand are past usage rates and patterns.

## 4. Affordable

The community's affordability is the fourth basic criteria of good service. The definition of affordability is intended here, particularly in terms of the cost to realise the cost of health services must be pursued in accordance with the community's economic capacity. Expensive health treatments available solely to a select few are not good health services.

## 5. Service Quality

The fifth basic requirement of good service is quality, which shows the level of perfection of health services provided, which on the one hand can satisfy service users and on the other hand the procedures for implementation are in accordance with the code of ethics and standards that have been set.

### **Service quality**

#### **Definition of Service Quality**

According to Fandy Tjiptono (2017) defines service quality or service quality as a measure of how well the level of service provided is able to meet customer expectations. Meanwhile, according to Parasuraman in Arni Purwani and Rahma Wahdiniwaty (2017) mentions that service quality is a comparison between the perceived service (perception) of the customer and the quality of service expected by the customer.

#### **Service Quality Indicator**

The service quality indicators according to Kotler in Purwani and Wahdiniwaty (2017) are as follows:

### 1. Tangible evidence

In terms of graphics, tangible is a factor that influences client pleasure (related to the physical environment). Customers' perceptions will be influenced by good tangibles. Simultaneously, this tangible feature is one of the factors that influence client expectations. Physical buildings, equipment, workers, and modes of communication are examples of tangible features.

### 2. Reliability (reliability)

The ability to provide the promised service instantly and satisfactorily is referred to as reliability. Reliability means that the organisation delivers on its promises in terms of delivery, problem resolution, and price. Performance consistency and dependability are two major components of reliability. This means that the organisation can provide services immediately away, fulfil promises precisely and reliably, deliver the right data, and send accurate bills.

### 3. Responsiveness

Responsiveness is the desire of staff to help customers and provide responsive service. Some examples are timeliness of service, speed of calling back customers, and fast delivery of services. This dimension emphasizes attention and speed of time in relation to customer requests, services, complaints of problems that occur.

### 4. Assurance / Guarantee

Namely the knowledge, courtesy, and ability of company employees to foster customer trust in the company. This includes several components, including communication, credibility, security, competence, and courtesy.

### 5. Empathy

Empathy in a service is the presence of care, seriousness, compassion, understanding, and involvement of parties with an interest in the service in developing and carrying out service activities based on each of these parties' level of comprehension and understanding. Those who provide services must have empathy in order to understand the concerns of those who need assistance. The party being served should be aware of the limitations and skills of the person serving in order for the integration between the party serving and the party receiving the service to be seamless. This indicates that every type of service delivered to the person being served necessitates empathy for the numerous challenges encountered by those in need of assistance. Those who want service require a sense of concern for all forms of service management, such as feeling and understanding the need for quick service demands, understanding various forms of service changes that cause complaints from the form of service that must be avoided, and ensuring that the service operates in accordance with the desired activity. by both service providers and individuals seeking services

## **Methodology**

This study employs a quantitative research design with an observational analytic research design and a cross-sectional approach. The investigation was done out at the Bhayangkara Hospital Polda Lampung's Outpatient poly. The study was conducted between June 30 and July 29, 2022. In this study, the population was the average monthly visit to the Outpatient Poly Hospital, Bhayangkara Polda Lampung in 2022, a total of 832 visits. The minimum number of samples necessary for this study is 172.48 respondents, which will be rounded up to 173 respondents by the researcher. The dependent variable in this study is interest in repeat visits, and the independent variable is the quality of patient care. This research has received approval from the Ethics Committee of Universitas Mitra Indonesia under number No.S.25/057/FKES10/2022 dated June 29, 2022. The data in this study were taken using questionnaires to respondents, and data collection was carried out by coming directly to the field. The statistical test used is Chi square.

**Research result**  
**Univariate Analysis**  
**Dependent Variable (Revisit Interest)**

**Table 1**  
**Frequency Distribution of Respondents by Interest in Revisit at the Outpatient Poly Hospital Bhayangkara Polda Lampung in 2022**

<b>Revisit Interest</b>	<b>Frequency</b>	<b>Percentage (%)</b>
1. less interested	71	41.0
2. Interested	102	59.0
<b>Total</b>	<b>173</b>	<b>100,0</b>

According to table 1 above, which displays the frequency distribution based on an assessment of satisfaction, the majority of the 173 respondents analysed, 102 respondents (59.0%), were interested in returning to the Outpatient Polyclinic of Bhayangkara Hospital Polda Lampung.

**Independent Variable (Quality of Service)**

**Table 2**  
**Frequency Distribution of Respondents by Quality of Service at the Outpatient poly of Bhayangkara Hospital Polda Lampung in 2022**

<b>Independent Variable</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Reliability</b>		
1. Not good	64	37.0
2. Good	109	63.0
<b>Responsiveness</b>		
1. Not good	60	34.7
2. Good	113	65.3
<b>Assurance</b>		
1. Not good	62	35.8
2. Good	111	64.2
<b>Empathy</b>		
1. Nhot good	80	46.2
2. Good	93	53.8
<b>Physical Evidence</b>		
1. Not good	54	31.2
2. Good	119	68.8
<b>Total</b>	<b>173</b>	<b>100,0</b>

Based on table 2 above shows the frequency distribution based on the assessment of service quality, of the 173 respondents studied, most of the reliability in the good category 109 respondents (63.0%), good responsiveness 113 respondents (65.3%), guarantees in the good category 111 respondents (64.2%), empathy in the good category

93 respondents (53.8%), physical evidence in the good category 119 respondents (68.8%).

### Bivariate Analysis

In bivariate analysis, Chi Square is used as an analytical tool with the following analysis results:

#### 1. Reliability Relationship With Revisit Interest

**Table 3.**  
**Relation of Reliability, Responsiveness, Assurance, Empathy, Tangible With Interest in Repeat Visits in the New Normal Era at the Outpatient Outpatient poly of Bhayangkara Hospital, Lampung Police in 2022**

Service Quality	Revisit Interest						p value	OR (CI 95%)
	Less Intersted		Interested		Total			
	n	%	n	%	n	%		
<b>Reliability :</b>								
Not good	42	65.6	22	34.4	64	100.0	0,000	5,3
Good	29	26.6	80	73.4	109	100.0		(2,7-10,3)
<b>Responsiveness :</b>								
Not good	43	71.7	17	28.3	60	100.0	0,000	7,7
Good	28	24.8	85	75.2	113	100.0		(3,7-15,3)
<b>Assurance :</b>								
Not good	44	71.0	18	29.0	62	100.0	0,000	7,6
Good	27	24.3	84	75.7	111	100.0		(3,7-15,3)
<b>Empathy:</b>								
Not good	48	60.0	32	40.0	80	100.0	0,000	4,5
Good	23	24.7	70	75.3	93	100.0		(1,4-8,7)
<b>Tangible :</b>								
Not good	38	70.4	16	29.6	54	100.0	0,000	6,2
Good	33	27.7	86	72.3	119	100.0		(3,1-12,6)
<b>Total</b>	<b>71</b>	<b>41.0</b>	<b>102</b>	<b>59.0</b>	<b>173</b>	<b>100.0</b>		

According to the findings, 42 (65.6%) of the 64 respondents who indicated that the category's reliability was poor were less interested in making return visits. Meanwhile, of the 109 respondents who said their reliability was strong, 29 (26.6%) said they were less interested in making return trips. The chi square test resulted in a p value of 0.000. Thus, with a 95% confidence level, it can be established statistically that there is a relationship between Reliability and Interest in Repeat Visits in the New Normal Era at the Outpatient Poly Hospital Bhayangkara Polda Lampung in 2022, The analysis results also generated an OR value of 5.3, which suggests that respondents who declared dependability in the good group are 5.3 times more likely to be interested in making repeat visits than those who stated reliability is not good.

The findings revealed that of the 60 respondents who said their responsiveness was poor, 43 (65.6%) were less interested in returning. Meanwhile, of the 113 respondents who said their responsiveness was good, 28 (24.8%) said they were less interested in making repeat visits. The chi square test resulted in a p value of 0.000. Thus, with a 95% confidence level, it can be concluded statistically that there is a relationship between responsiveness and interest in repeat visits in the New Normal Era at the Outpatient poly of Bhayangkara Hospital Polda Lampung in

2022, with an OR value of 7.7 obtained from the analysis results, meaning that respondents who stated responsiveness in the good category the chance of being interested in making repeat visits is 7.7 times greater than those who state that the responsiveness is not good.

According to the findings, 44 (71.0%) of the 62 respondents who indicated that the assurance was low were less interested in making return visits. Meanwhile, 27 (24.3%) of the 111 respondents who felt that the assurance was good were less interested in making return trips. The chi square test resulted in a p value of 0.000. Thus, with a 95% confidence level, it can be established statistically that there is a relationship between assurance and interest in repeat visits in the New Normal Era at the Outpatient poly of Bhayangkara Hospital Polda Lampung in 2022, from the analysis results, an OR value of 7.6 means that respondents who state assurance in the good category the chance of being interested in making a repeat visit is 7.6 times greater than those who state that the assurance is not good.

According to the findings, 48 (60.0%) of the 80 respondents who felt empathy in the impoverished category said they were less interested in returning. Meanwhile, of the 93 respondents who said empathy was good, 23 (24.7%) were less interested in returning. The chi square test resulted in a p value of 0.000. Thus, with a 95% confidence level, it can be established statistically that there is a relationship between empathy and interest in repeat visits in the New Normal Era at the Outpatient Polyclinic of Bhayangkara Hospital Polda Lampung in 2022, from the results of the analysis, an OR value of 4.5 means that respondents express empathy in the good category the chance of being interested in making repeat visits is 4.5 times greater than those who state that empathy is not good.

According to the findings, of the 54 respondents who claimed that tangibles were in the low category, 38 (70.4%) stated that they were less interested in making repeat visits. Meanwhile, of the 119 respondents who said the tangible category was good, 33 (27.7%) said they were less likely to return. The chi square test resulted in a p value of 0.000. Thus, with a 95% confidence level, it can be established statistically that there is a palpable association with interest in repeat visits in the New Normal Era at the Outpatient Poly Hospital Bhayangkara Polda Lampung in 2022, from the results of the analysis, an OR value of 6.2 means that respondents stated tangible in the good category the chance of being interested in making repeat visits is 6.2 times greater than those who state that tangibles are not good.

## **Discussion**

### **Reliability Relationship with Interest in Repeat Visits**

The findings revealed a link between perceptions of dependability and interest in repeat visits at the Outpatient poly of Bhayangkara Hospital Polda Lampung in 2022. The findings of this study are consistent with prior research that shows that dependability is associated to interest in repeat visits at the outpatient poly of Bhayangkara Hospital, Lampung Police in 2022 (Dika, 2019; Djuwa et al., 2020; Ningsih et al., 2021; Primadewi & Wardhana). These findings support Kotler's (2000) thesis that service quality must begin with customer demands and finish with customer satisfaction and positive service quality perceptions. Where reliability is one measure of service excellence.

Reliability is the company's ability to provide services as promised accurately and reliably. Service reliability includes fast and precise patient admission procedures, service procedures that do not bother patients, fast and timely service, and officers provide error-free services.

The findings revealed that respondents who stated that they were good with service reliability (Reliability) at the Outpatient poly of Bhayangkara Hospital Polda Lampung in 2022,

namely respondents who stated that the reliability of health care services was in the good category if the health workers were able to provide examination services quickly or they assessed the quality in terms of time (faster), patients have the perception that if health workers are able to provide examination services quickly or they assessed the quality in terms of time (faster). Furthermore, when they were first admitted to the hospital, the health workers accepted them without any cumbersome procedures, which is consistent with their belief that quality is measured by the speed with which they are served. For the hospital, it is necessary to pay attention to patients who are mostly satisfied with the reliability of the officers by providing knowledge and skills to nurses so that they are able to provide services that are in accordance with the wishes of the patient.

Meanwhile, according to the research, the lowest value is found in statements about the accuracy and familiarity of doctors in conducting examinations, where when conducting an examination the doctor appears stiff or unfriendly, and the patient perceives the doctor's explanation and diagnosis of the disease to be lacking, because the doctor frequently uses foreign terms that the patient does not understand.

Furthermore, some respondents believe that the dependability of health-care services is inadequate. They discovered that the service was not what they had hoped for. The majority of respondents stated that the doctor's explanation and diagnosis of the disease were inadequate. This could be due to differences in the respondents' characteristics in terms of age, where respondents aged > 60 years had experienced a decline in cognitive function, in addition to the respondent's low education, which caused a lack of ability. responses in digesting the offered information

### **The Relationship between Responsiveness and Interest in Repeat Visits**

In 2022, there is a relationship between outpatients' assessments of responsiveness and satisfaction at the Outpatient Poly Hospital Bhayangkara Polda Lampung. The findings of this study are consistent with earlier research that found responsiveness to be connected to interest in repeat visits to the outpatient poly of Bhayangkara Hospital Polda Lampung in 2022. (Fatimah, 2020; Ningsih et al., 2021; Primadewi & Wardhana, 2019; Syaifuddin & AP, 2021; Tarigan & Fitria, 2021). This outcome is also consistent with the current theory, which stated in 2000 that service quality should begin with customer demands and finish with customer satisfaction and favourable impressions of service quality. Where responsiveness is one measure of service quality.

Responsiveness, in theory, is the response or alertness of health workers in assisting patients and providing fast and responsive services, which includes: the readiness of health workers in serving customers, the speed of health workers in handling transactions, and the handling of customer/patient complaints. This dimension includes health employees' skill to assist patients as well as their willingness to service according to protocols and meet consumer expectations. This is the most dynamic evaluation of service quality.

According to the research, the complaints that arise, particularly in the Pharmacy section, where the pharmacy staff provide answers about the drug quickly and in a hurry, so that patients generally do not understand the etiquette of the drug, the benefits and uses of the drug, and the side effects that can arise from the drug's consumption. This frequently leads to patients taking drugs against the guidelines, which means that the benefits of the drugs are not maximised, especially for antibiotics.



According to studies, patient expectations for the speed of service tend to rise over time as technology and health information owned by patients improve. Because people believe their economic activities are expanding, the value of time for patients is increasing. Time is money applies to evaluating the quality of health care services from the perspective of its users' finances. The attitude of health workers determines how responsive health services are to their clients' requirements. They have direct contact with service users and their families through face-to-face, nonverbal communication, in person, or over the phone.

### **Assurance Relationship with Patient Satisfaction**

The findings revealed a link between assurance perceptions and outpatient satisfaction at Bhayangkara Hospital Polda Lampung's Outpatient Outpatient poly in 2022. Assurance was associated to interest in repeat visits at the Outpatient poly of Bhayangkara Hospital Polda Lampung in 2022, according to various prior studies (Djuwa et al., 2020; Fatimah, 2020; Ningsih et al., 2021; Tarigan & Fitria, 2021). This outcome is also consistent with the current theory, which stated in 2000 that service quality should begin with customer demands and finish with customer satisfaction and favourable impressions of service quality. Where Assurance is one dimension of service excellence.

Assurance (Assurance) refers to employees' ability to provide appropriate product/service knowledge, hospitality quality, attention and courtesy in providing services, skills in providing information, ability to provide security in utilising the services offered, and ability to instil customer trust in the company.

This is consistent with Wijono's opinion, who stated that the description of quality services involves a low wait time for health personnel. This viewpoint is supported by Azwar's remark that effective health care must meet multiple criteria, including being available at any time the community requires them, being acceptable, easily accessible, easily accessible, and of high quality.

According to the researcher, the patient who comes is sick and in desperate need of immediate service (meaning that the health worker is already at the service area and is ready according to the promise written on the practise board), so if the patient has to wait for the health worker for an extended period of time, this will be a trigger for dissatisfaction. This does not imply that health workers must always be in practise, but they must be present and ready to provide health services in accordance with the schedule posted on the practise board.

The aspect that is lacking in the assurance dimension in this study is confidence in the accuracy in diagnosing the disease, which is due to the limitations of incomplete supporting facilities in the laboratory room and other supporting examinations such as radiology, while an examination is required to establish several diagnoses. Finally, the doctor will advise the patient to get the checkup done at a more comprehensive Health Facility. Of course, this dissatisfies the patient with the Outpatient Poly Hospital Bhayangkara Polda Lampung.

### **Empathy Relationship with Patient Satisfaction**

The findings revealed a link between empathy perceptions and outpatient satisfaction at Bhayangkara Hospital Polda Lampung's Outpatient Polyclinic in 2022. Several prior research found that empathy was connected to interest in repeat visits at the outpatient poly of Bhayangkara Hospital, Lampung Police in 2022 (Djuwa et al., 2020; Fatimah, 2020; Ningsih et al., 2021; Syaifuddin & AP)., 2021; Tarigan & Fitria, 2021). This outcome is also consistent with

the current theory, which stated in 2000 that service quality should begin with customer demands and finish with customer satisfaction and favourable impressions of service quality. Where reliability is one measure of service excellence.

Empathy, namely individual attention given by the company to customers such as the ease of contacting the company, the ability of employees to communicate with customers and the company's efforts to understand the wants and needs of its customers.

This is consistent with Maslow's idea of the development of basic human needs, in which human wants are no longer associated with primary items at a higher level. Humans will pursue other needs after their physiological, safety, and social needs have been addressed, such as ego and self-actualization. Maslow's theory's final two needs are closely related to the qualities of empathy. Customers want their ego and their status in the eyes of many people to be maintained, and they want service providers to consistently improve it if necessary. If this demand is addressed, the person will be satisfied and will remain loyal to the services supplied.

In this study, the intimate interaction and communication between nurses and patients was perceived as missing by patients on the empathy dimension. This was owing to nurses' time constraints, since they did not have time to listen to patient complaints. According to the researcher, the front-line staff's attention, patience, and friendliness will be the first moment of truth that influences customer perceptions of service quality, therefore ignoring this will result in a loss of consumer assessment of the level of service that will be received next. As a result, these two factors are given top importance in developing the service image in order to achieve client satisfaction.

### **Tangible Relationship with Patient Satisfaction**

The results showed that there was a relationship between perceptions of Tangible and outpatient satisfaction at the Outpatient Polyclinic of Bhayangkara Hospital Polda Lampung in 2022. The results of this study are in line with several previous studies which showed that Tangibles were associated with interest in repeat visits at the Outpatient poly of Bhayangkara Hospital, Lampung Police in 2022 (Djuwa et al., 2020; Fatimah, 2020; Ningsih et al., 2021; Primadewi & Wardhana). , 2019; Syaifuddin & AP, 2021; Tarigan & Fitria, 2021). This result is also in accordance with the existing theory, that according to Kotler in 2000 service quality should start from customer needs and end with customer satisfaction and positive perceptions of service quality. Where one dimension of service quality is Tangible.

The results showed that in the tangible dimension the aspect that was felt to be lacking was the comfort of the waiting room for patients and their families, this was because the AC facilities were not cool, especially when visitors were crowded, and the television available was rarely turned on, so that visitors felt bored while waiting either waiting or waiting. doctor's services or waiting for pharmacy services.

Tangible (appearance) is the dimension of service quality in the form of physical appearance, equipment, employee appearance, and communication equipment, according to studies. Because services cannot be seen, smelled, or touched, the tangible aspect becomes significant as a measure of service. Customers will use sight to judge the quality of service.

## Conclusion

1. Distribution of frequency based on the assessment of the aspect of interest in repeat visits, from 173 respondents studied consisting of interest in repeat visits 102 respondents (59.0%).
2. Frequency distribution based on the assessment of reliability aspect is good 109 respondents (63.0%), responsiveness aspect is good 113 respondents (65.3%), assurance aspect is good 111 respondents (64.2%), empathy aspect is good 93 respondents (53.8 %), good tangible aspect 119 respondents (68.8%).
3. There is a relationship between perceptions of reliability and interest in repeat visits in the New Normal Era at the Outpatient poly of Bhayangkara Hospital Polda Lampung in 2022 (p value 0.000).
4. There is a relationship between perceptions of responsiveness and interest in repeat visits in the New Normal Era at the Outpatient Polyclinic, Bhayangkara Hospital Polda Lampung in 2022 (p value 0.000)
5. There is a relationship between perceptions of insurance and interest in repeat visits in the New Normal Era at the Outpatient Polyclinic, Bhayangkara Hospital Polda Lampung in 2022 (p value 0.000).
6. There is a relationship between perceptions of empathy and interest in repeat visits in the New Normal Era at the Outpatient poly of Bhayangkara Hospital Polda Lampung in 2022 (p value 0.000)
7. There is a relationship between perceptions of physical evidence and interest in repeat visits in the New Normal Era at the Outpatient Polyclinic of Bhayangkara Hospital Polda Lampung in 2022 (p value 0.000).

## Suggestion

**Based on the preceding conclusions, the following recommendations might be made:**

1. For Additional Researchers  
Further research on patient satisfaction is required for future researchers to determine whether there is a change in patient satisfaction.
2. Bhayangkara Hospital Polda Lampung Outpatient Polyclinic  
For the Outpatient Poly Bhayangkara Hospital Polda Lampung, in order to improve the quality of health services in all aspects, particularly those regarded bad patients, namely:
  - a. *Reliability* It is preferable for doctors to provide explanations regarding the doctor's diagnosis of the ailment in language that the patient can understand (avoid using medical language). Special guidance or training in ethics and effective communication methods in delivering important information to patients, including how to take the right medicine and explanation of side effects that can be felt on patients or family members who redeem drugs at pharmacies, should be provided to drug officers.
  - b. *Responsiveness* Hospital health officers are expected to encourage pharmacy employees to provide drugs quickly and accurately according to waiting time standards, accompanied by an explanation of information related to correct and clear drug etiquette, such as the benefits and uses of drugs and side effects of these drugs.

- c. *Assurance* It is preferable for doctors and/or other medical workers to develop their communication skills and boost their friendliness to patients by implementing the 3S culture (smile, greeting, greeting) in order to avoid giving the patient the impression of being frightened and disinterested. Every day, the head of the room should supervise so that health workers remain in their respective rooms during working hours, complete supporting facilities for several tests that cannot be performed in the laboratory, and hospital radiology to assist doctors in establishing a comprehensive diagnosis.
  - d. *Empathy* It is hoped that health workers will pay special attention to patients in a patient and friendly manner, such as constantly reminding patients about complying with the recommendations that must be followed for the patient's recovery, and that doctors will educate and motivate their patients to get well soon.
  - e. *Tangible* It is recommended that the hospital install AC and television facilities in the outpatient poly waiting room so that patients are not bored while waiting in line and remain cool, and that the hospital install a plan for the location of the poly or add direction signs to each poly room so that patients are not confused about remembering Specialist poly layouts are spread across the front, side, and back of the registration room.
3. For Educational Establishments  
It is envisaged that educational institutions' locations would further supplement the material in the library, making it easier for students to obtain references when writing their thesis.
  4. Concerning the Community  
It is hoped that the community, particularly those receiving treatment at the Outpatient Poly Bhayangkara Hospital Polda Lampung, will provide feedback to the Outpatient Poly Bhayangkara Hospital Polda Lampung in order to improve services, particularly the service of health workers arriving on time at the Outpatient Clinic of Bhayangkara Hospital. Lampung Regional Police do not ignore patients because they are more sensitive to patient complaints. In addition to serving patient concerns in order for the services supplied to be appropriate and satisfactory to the community.

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