

## Analysis of Service Quality and Satisfaction of Outpatient Loyalty in Treatment at Grogol Health Center, Kediri Regency

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### ABSTRACT

One of the conditions that indicate the problem of service quality at the Grogol Health Center UPTD, Kediri Regency is the complaint from the health service users who are targeted are the attitudes and actions of doctors, nurses, administration and service slowness, inadequate drug supplies, facilities and infrastructure in the patient waiting room and medical equipment. The purpose of this study was to analyze the effect of service quality and satisfaction on the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency. The design of this study was an observational quantitative study with a cross-sectional approach with the focus of the study directed at analyzing the effect of service quality and satisfaction on the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency with a population of 510 respondents and a sample of 120 respondents taken using the Accidental Sampling technique. The findings showed that almost half of the respondents had a sufficient category of service quality of 57 respondents (47.5%). Most respondents had satisfaction in the moderate category of 75 respondents (62.5%). And most respondents had a moderate category of loyalty of 74 respondents (61.7%). The results of the study using Multiple Linear Regression Test showed that with a p-value of  $0.000 < 0.05$ , H1 was accepted, so it was concluded that simultaneously there was an influence of service quality and satisfaction on the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency with an influence of 80.6%. Outpatients can utilize the available health facilities and provide constructive criticism so that services can be developed even better.

**Keywords:** Satisfaction, Service Quality & Loyalty

### INTRODUCES

People often complain about the lack of services in health care facilities. Therefore, in an effort to develop maximum services, good quality is needed to create quality services so that the number of visitors increases for treatment or regular treatment places. This condition causes people to prefer to seek treatment at private clinics even though it requires more expensive costs, as a result the government budget to maintain public health does not achieve the expected goals (Suriana, 2011). Basically, patient loyalty is needed by companies to improve the quality of service (Suwono and Sihombing, 2016).

The use of Puskesmas is equally in demand by residents in both rural and urban areas. One condition that indicates a problem with the quality of service at the Grogol Puskesmas UPTD, Kediri Regency is the complaint from the health service users who are targeted are the attitudes and actions of doctors, nurses, administration and slow service, inadequate drug supplies, facilities and infrastructure in the patient waiting room and medical equipment.

The results of a preliminary study conducted by researchers on October 18, 2019 at the Grogol Health Center UPTD, Kediri Regency, the number of patients visiting the KIA polyclinic was 150 respondents in a week and patients visiting the BP polyclinic were 360 respondents in a week. Based on the results of interviews with several outpatients and the



facilities in the waiting room and the quality of service at the Grogol Health Center, Kediri Regency did not match the expectations of outpatients, where 10 outpatients were known that most of them, namely 8 outpatients (80%) did not feel satisfied and comfortable and 2 outpatients (20%) felt satisfied and comfortable with the facilities and quality of service provided. The reason for the high loyalty of patients undergoing outpatient care at the Grogol Health Center, Kediri Regency is due to limited facilities for patients, for example the completeness of drugs in the drug polyclinic, incomplete laboratory facilities and the limited number of health workers providing services (Widyasih, 2011). In order to maintain patient loyalty, a health facility that wants to develop or at least survive must be able to provide patients with better quality services. Patients feel dissatisfied or the quality of service then the patient will move to another health service that is of better quality, so that a Health Center can survive and win the competition, the Health Center must have loyal patients (customer loyalty) (Kotler, 2013).

Satisfaction is a feeling of pleasure that comes from a comparison between the pleasure of a service activity and expectations of the service (Kotler, 2013). Quality nursing services are humane services provided to patients, meet the standards of the nursing profession, according to the expected cost and quality, and are able to meet patient satisfaction and expectations.

To overcome the above, several actions can be taken to overcome patient dissatisfaction with health service actions. Such as holding an evaluation of the Health Center's performance, improving the skills and knowledge of officers in providing health services (by participating in training), completing the equipment needed in providing health services, improving the relationship of mutual trust between patients and officers, nurses provide humane services that focus on meeting patient needs.

From previous studies, there are still some that show inconsistent results so that the study needs to be re-examined and developed in conditions, time, and place that are certainly different considering the large amount of competition in the business world or business that causes companies to need to maintain customer satisfaction so that customer loyalty will be created. Based on the above, the researcher is interested in conducting a study with the title: "Analysis of Service Quality and Satisfaction on Outpatient Loyalty in Treatment at the Grogol Health Center, Kediri Regency"

## **METHOD**

In this study, the researcher used an analytical quantitative design with a cross-sectional approach, namely a study to study the dynamics of the correlation between risk factors and effects, by means of an approach, observation or data collection at once at one time (point time approach), meaning that each research subject was only observed once and measurements were made on the character status or subject variables at the time of examination. This does not mean that all research subjects were observed at the same time (Soekidjo, 2017). This study will analyze the effect of service quality and satisfaction on the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency.

The population was 510 respondents and a sample of 120 respondents was taken using the Accidental Sampling technique. Data analysis used the Linear Regression test.

## **RESULTS**

Table 1 Results of the analysis of service quality and satisfaction on the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency which was carried out on ..... 2020 with a total of 120 respondents

No	Variabel	Sig	$R^2$	Sig
1	Constand	.000	0.806	0.000
2	Kualitas Pelayanan	.000		
3	Kepuasan	.000		

### 1. Partial

#### a. The Influence of Service Quality on Loyalty

Based on the results of the Linear Regression analysis, it shows that the p-value is 0.007 <0.05, then H1 is accepted, so it is concluded that partially there is an influence of service quality on the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency

#### b. The Influence of Satisfaction on Loyalty

Based on the results of the Linear Regression analysis, it shows that the p-value is 0.009 <0.05, then H0 is rejected and H1 is accepted, so it is concluded that partially there is an influence of satisfaction on the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency

### 2. Simultaneous

Based on the results of the Multiple Linear Regression analysis, it shows that with a p-value of 0.000 <0.05, then H1 is accepted, so it is concluded that simultaneously there is an influence of service quality and satisfaction on the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency with an influence of 80.6%.

## DISCUSSION

### Quality of Health Worker Services at Grogol Health Center, Kediri Regency

The results showed that almost half of the respondents had a sufficient service quality category of 57 respondents (47.5%). In addition, 35 respondents (29.2%) had a poor service quality category. While 28 respondents (23.3%) had a good service quality category.

The public as consumers certainly want quality services. Service quality is defined as the level of excellence expected and control over that level of excellence to meet customer desires (Oktafani, 2015). Service quality can be interpreted as an effort to fulfill consumer needs and desires and the accuracy of its delivery in balancing consumer expectations (Dimas and Oktafani, 2014).

One of the services that is widely used by the public is health services. Utilization of health services by using the service facilities provided either in the form of outpatient, inpatient, home visits by health workers or other forms of activities from the utilization of these services which are based on the availability and continuity of services, community acceptance and fairness, easily accessible by the community, affordable and quality (Anwar, 2014).

The quality of health center services can be seen from the performance and abilities of the health center's health workers. The ability of a health worker is a person's ability to do something with certain skills in a health center or organization that is expected to be able to carry out their responsibilities in order to achieve a goal. The ability of health workers is one element in maturity related to abilities or skills that can be obtained from education, training and experience, every health worker must have certain abilities and skills to help the community, groups and individuals (Thoha 2008).

Good service is health services that are available in the community (acceptable) and sustainable. This means that all types of health services needed by the community are found and their existence in the community is there at all times when needed. Health services must be appropriate and acceptable to the community. This means that health services can overcome the health problems faced, do not conflict with customs, culture, beliefs and beliefs of the community, and are unreasonable, not a good health service condition (Suryono, 2013).

The purpose of health services includes providing consultation to patients who need the opinion of a specialist doctor, with or without treatment and to provide follow-up for inpatients who have been allowed to go home but whose health conditions still need to be monitored. Treatment centers should have a comfortable and pleasant environment for patients. A good outpatient environment should be spacious enough and have good air circulation, comfortable seating, attractive furniture and no disturbing sounds.

In terms of service itself, most respondents said it was in the good category, but there are still several things that need to be considered again, namely related to the ability and skills of health workers must be improved again by providing training to actualize the existing health workers. In addition, in assessing patient services, it is also very important to pay attention to the concern of health workers for the needs and rights of patients, which must be fulfilled properly so that patients feel more comfortable with the existing services, and do not have to worry about inadequate or incorrect services from health workers.

### **Outpatient Satisfaction at Grogol Health Center, Kediri Regency**

The results showed that most respondents had satisfaction in the moderate category as many as 75 respondents (62.5%). In addition, 26 respondents (21.7%) had a high category of service quality. While 19 respondents (15.8%) had a low category of service quality.

A patient is a sick person who is treated by a doctor and other health workers at the practice (Yuwono, 2017). Meanwhile, satisfaction is a person's feeling of pleasure that comes from comparing the pleasure of an activity and a product with their expectations (Nursalam, 2016). Nursalam (2016) stated that satisfaction is a feeling of pleasure or disappointment that arises after comparing their perception or impression of the performance or results of a product and their expectations. Tjiptono (2014) argues that customer satisfaction is an emotional response to experiences related to certain products or services purchased, retail outlets, or even behavioral patterns (such as shopping behavior and buyer behavior), and the market as a whole.

According to Yamit (2017), customer satisfaction is the result (outcome) felt from the use of products and services, equal to or exceeding desired expectations. Meanwhile, Pohan (2014) stated that patient satisfaction is the level of patient feelings that arise as a result of the performance of the health services they receive, after the patient compares it with what they expect. Another opinion from Mamik (2015) is that patient satisfaction is an evaluation or assessment after using a service, that the service chosen at least meets or exceeds expectations.

According to Wijono (2014) several things that influence patient satisfaction are the approach and behavior of officers, especially during the first visit, the quality of information provided, appointment procedures, waiting times, health checks or taking medication, public facilities at health facilities and the results of the treatment received.

Understanding patient needs and desires is an important thing that influences patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the services of their choice, but if patients are dissatisfied they will tell others twice as much about their bad experiences. To create patient satisfaction, hospitals must create and manage a system to acquire more patients and the ability to retain their patients. In terms of satisfaction, most respondents said they were satisfied, but there are several things that need to be considered in order to increase patient satisfaction who come to the Grogol Health Center, Kediri Regency, namely the health center must improve services where the services provided by the health center are still inferior to the health services of other health centers, which also affects the interest of the community who want to use health facilities at the Grogol Health Center, Kediri Regency. So it is important for the health center to improve services even better in order to attract the enthusiasm of the community to seek treatment at the Grogol Health Center, Kediri Regency.

### **Loyalty of Outpatients at Grogol Health Center, Kediri Regency**

The results showed that most respondents had medium loyalty category as many as 74 respondents (61.7%). In addition, 29 respondents (24.2%) had high loyalty category. While 17 respondents (14.2%) had low loyalty category.

Sutisna (2011), said that loyalty is grouped into two groups, namely brand loyalty and store loyalty. Consumer loyalty can be defined as "an attitude of liking a brand that is represented in consistent purchases of that brand over time".

Setiawan (2011), stated that consumer loyalty is defined as a measure of customer loyalty in using a product brand or service brand over a certain period of time in a situation where there are many choices of products or services that can meet their needs and customers have the ability to get them. The level of consumer loyalty to a particular good or service depends on several factors, such as the amount of cost to switch to another good or service, the similarity in quality, quantity or service of the type of substitute goods or services, the risk of changes in costs due to substitute goods or services. Odabası (2014), explains customer loyalty as the tendency, desire and behavior of choosing the same business with regular frequency to meet their needs or buying the same brand repeatedly if customers have a choice.

Existing research states that loyalty is a real behavior that is consistent over time. The approach to loyalty cannot be seen as something comprehensive regarding the factors that cause loyalty, but loyalty can be formed from behaviors. For decades, loyalty has been studied using an attitude approach, this is reflected in one of the desires to recommend service providers to others. However, over time and with the number of studies, research with a behavioral and attitudinal approach to loyalty has developed, such as the elements of loyalty developed by Zeithaml, et al. (2011), from patient loyalty research, the elements developed by several researchers above are a multidimensional framework of patient behavior from a service and are used as indicators in measuring patient loyalty.

Aspects that influence patient loyalty are: satisfaction is a comparison between expectations before doing with perceived performance, emotional bonding, where patients can be influenced by a hospital name that has its own appeal, so that patients can be identified in a hospital name. Trust, namely a person's willingness to entrust a company or a hospital name to carry out and run a function, choice reduction anhabit (ease), patients will feel comfortable with a hospital name when making transactions that provide convenience, history with the company (experience with the company), namely the patient's experience with the company can shape behavior (Putri, 2010). Based on the results of the study, it was found that almost half of the respondents had high loyalty to the services provided by health workers at the Grogol Health Center, Kediri Regency, where this was because patients believed that everything given by health workers to patients was the best. So that patients follow all instructions given by officers, even patients are willing to queue because all patients must be served well when checking their illness. However, there are some respondents who have low loyalty where it is caused because they feel burdened having to wait a long time to queue for service and likewise the doctor is not detailed enough in examining patient complaints. In loyalty there is something that is considered weak, namely the patient's commitment to the health center. Respondents feel it is better to check their illness with an independent doctor than at the health center. Most respondents aged 40 years and over tend to have high and moderate loyalty. In this case, the age range has a different loyalty category due to the thoughts and experiences of the patient. Patients who have longer life experience tend to be more confident that wherever the health facility used is a service that is already quite good. And also female patients also have more loyalty in the high and moderate categories than male patients.

### **The Effect of Service Quality on Outpatient Loyalty in Seeking Treatment at the Grogol Health Center, Kediri Regency**

Based on the results of the Linear Regression analysis, it shows that the p-value is 0.007

$<0.05$ , so  $H_1$  is accepted, so it is concluded that partially there is an effect of service quality on outpatient loyalty in seeking treatment at the Grogol Health Center, Kediri Regency.

In addition, a correlation coefficient of 0.830 was also obtained and the direction is positive in the sense that changes in one variable value are followed by changes in the value of the other variables regularly in the same direction. If the value of the independent variable increases, the value of the dependent variable will also increase, which means that there is a fairly strong relationship between service quality and patient satisfaction. Based on the cross-tabulation between officer service and patient satisfaction, it was found that most respondents got satisfaction in the good category with good service quality as many as 72 respondents (79.1%).

The role of health workers in providing health services is very important, especially as health service implementers, so it is natural that the ability and performance of health workers are one of the determinants of success in health services. Health workers should be able to have a rational attitude and also have a high spirit of dedication, be creative, innovative, disciplined, have scientific insight and are skilled and can uphold the ethics of the health worker profession.

Health services are a form of professional service that is an integral part of health services based on health science and tips aimed at individuals, families, groups, or communities, both healthy and sick. Health center officers are required to complete their tasks well so that patient satisfaction is maintained. To handle patients who come to visit, officers must be skilled and able to carry out their duties well. One factor that drives the performance of health workers is motivation.

The quality of health center services can be seen from the appearance of the performance and abilities of the health center's health workers. The ability of a health worker is a person's ability to do something with certain expertise in a health center or organization that is expected to be able to carry out their responsibilities in order to achieve a goal. The ability of health workers is one element in maturity related to the ability or skills that can be obtained from education, training and experience, every health worker must have certain abilities and skills to help the community, groups and individuals (Thoha 2008).

According to Wijono (2014) several things that affect patient satisfaction are the approach and behavior of officers especially during the first visit, the quality of information provided, the appointment procedure, waiting time for medicine, health checks or taking medicine, public facilities in the hospital and the results of the treatment received.

According to researchers, the quality of service of a health facility is very important to be displayed well so that patients who come for treatment or consultation feel proud to have been treated at the health center. in this study there is an influence of service quality on patient loyalty in seeking treatment at the Grogol Health Center, Kediri Regency, where this is because good service quality is the dream of all patients.

### **The Effect of Satisfaction on Outpatient Loyalty in Seeking Treatment at the Grogol Health Center, Kediri Regency**

Based on the results of the Linear Regression analysis, it shows that the p-value is 0.009  $<0.05$ , so  $H_0$  is rejected and  $H_1$  is accepted, so it is concluded that partially there is an effect of satisfaction on outpatient loyalty in seeking treatment at the Grogol Health Center, Kediri Regency.

The public often complains about the lack of services in health service locations. Therefore, in an effort to develop maximum services, good quality is needed in order to create quality services so that the number of visitors increases for treatment or their regular place of treatment. This condition causes people to prefer to seek treatment at private clinics even though it requires more expensive costs, as a result the government budget to maintain public health does not achieve the expected goals (Suriana, 2011). Basically, patient loyalty is very much needed by companies to improve the quality of service (Suwono and Sihombing, 2016).

The use of Health Centers is equally in demand by residents in both rural and urban areas. One of the conditions that indicate problems with the quality of service at the Grogol Health Center UPTD, Kediri Regency is the complaint from the health service users who are targeted are the attitudes and actions of doctors, nurses, administration and service slowness, inadequate drug supplies, facilities and infrastructure in the patient waiting room and medical equipment.

The results of a preliminary study conducted by researchers on October 18, 2019 at the Grogol Health Center UPTD, Kediri Regency, the number of patients visiting the KIA polyclinic was 150 respondents in a week and patients visiting the BP polyclinic were 360 respondents in a week. Based on the results of interviews with several outpatients and the facilities in the waiting room and the quality of service at the Grogol Health Center, Kediri Regency did not match the expectations of outpatients, where 10 outpatients were known that most of them, namely 8 outpatients (80%) were not satisfied and comfortable and 2 outpatients (20%) felt satisfied and comfortable with the facilities and quality of service provided.

The reason for the high loyalty of patients undergoing outpatient care at the Grogol Health Center, Kediri Regency is due to limited facilities for patients, for example, the completeness of medicines in the drug clinic, incomplete laboratory facilities and the limited number of health workers providing services (Widyasih, 2011). In order to maintain patient loyalty, a health facility that wants to develop or at least survive must be able to provide patients with better quality services. Patients who are dissatisfied or the quality of service, then the patient will move to another health service that is of better quality, so that a Health Center can survive and win the competition, the Health Center must have loyal patients (customer loyalty) (Kotler, 2013).

Satisfaction is a feeling of pleasure that comes from a comparison between pleasure in the activities of a service and expectations for the service (Kotler, 2013). Quality nursing services are humane services provided to patients, meet the standards of the nursing profession, according to the expected cost and quality, and are able to meet patient satisfaction and expectations.

According to researchers, patient satisfaction is one of the main things that must be considered. Patients who seek treatment need confidence to be proud of the health facility they visit. High satisfaction causes high patient loyalty. This is in accordance with the results of the study, namely that there is an influence of satisfaction on the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency.

## **CONCLUSION**

1. Almost half of the respondents have a sufficient category of service quality as many as 57 respondents (47.5%).
2. Most respondents have satisfaction in the moderate category as many as 75 respondents (62.5%).
3. Most respondents have a moderate category of loyalty as many as 74 respondents (61.7%).
4. There is an influence of service quality on the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency
5. There is an influence of satisfaction on the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency

## **SUGGESTIONS**

1. For Respondents

It is hoped that respondents can utilize the available health facilities and provide constructive criticism so that services can be developed even better.

2. For Educational Institutions

It is hoped that educational institutions can use the results of this study as input for learning in the quality of service and satisfaction with the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency and can be developed again for further research to be more useful for readers and for researchers.

### 3. For Further Researchers

It is expected that further researchers will need to deepen and add more specific research on the factors that influence the loyalty of outpatients in seeking treatment at the Grogol Health Center, Kediri Regency.

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