

Analysis of Service Quality And Its Impact On Infertility Patient Satisfaction at RSIA Stella Maris Medan

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Abstract.

Infertility is a reproductive health issue that has physical, psychological, social and economic implications for couples of childbearing age. Findings indicate complaints regarding waiting times. This study examined the level of satisfaction among infertility patients (SERVQUAL), which remains limited. This was a quantitative study using a cross-sectional design with an analytical approach with a sample of 94 respondents. Data were collected and analysed using univariate, bivariate (Chi-square test) and multivariate analyses (multiple logistic regression). The results of the study indicate that there is no significant association between these characteristics and patient satisfaction. Based on the bivariate analysis, the dimensions of Tangible, Responsiveness, Assurance and Empathy were significantly associated with patient satisfaction, whilst Reliability showed no significant association. Multivariate analysis showed that Assurance and Empathy jointly had a significant effect on patient satisfaction, with Empathy being the most dominant factor (OR = 7.117). It can therefore be concluded that the quality of care particularly the dimensions of Assurance and Empathy plays a crucial role in determining the level of satisfaction among infertility patients. It is hoped that the management of the Halim Fertility Centre at RSIA Stella Maris will enhance healthcare staff's Empathy skills through training in communication and patient care.

Keywords: Infertility, SERVQUAL and Patient Satisfaction.

I. INTRODUCTION

Infertility is one of the main causes of difficulty conceiving. Infertility is a fertility disorder that every married couple should be aware of. Married couples who have tried to avoid contraception for a year but have not been able to conceive are referred to as infertile couples (Ernawati et al., 2023). Fertility disorders often show no symptoms until the couple experiences difficulty conceiving. However, some signs and symptoms to watch out for include decreased libido, erectile dysfunction, and abnormal ejaculation in men. In women, signs and symptoms to watch out for include irregular menstruation, persistent pelvic pain, excessive acne, or unmanageable weight gain (Massarotti et al., 2021). By 2025, infertility is estimated to affect around 10–15% of couples in Indonesia. According to the World Health Organization (WHO), approximately 4–6 million couples out of 39.8 million couples of childbearing age face fertility issues worldwide, with a total of 50–80 million couples affected (Info, 2025). Regionally, the highest prevalence of infertility is found in the Western Pacific (23.4%), followed by the Americas and Europe, while the highest prevalence of menstruation is found in Africa (18.1%) (Cox et al., 2022).

The impact of infertility is not only physical but also significant psychological, social, and economic for patients. In the context of healthcare, good service quality is key to improving the satisfaction of infertility patients, who often require long-term emotional and medical support (General and Health, 2024). The current problem is that infertility clinics are scarce in most areas in Indonesia, making many women less concerned about a childless future. This emphasizes the importance of healthcare quality, which can be measured through dimensions such as those listed in the SERVQUAL scale, which includes Tangibles such as clean facilities; Reliability such as diagnostic accuracy; Responsiveness such as short waiting times; Assurance such as staff competence; and Empathy such as attention to patient complaints. Patient

satisfaction, as a key indicator of service quality, is influenced by how well these dimensions are met, which in turn can increase awareness and accessibility of infertility services in these areas (Yakob et al., 2024).

A relevant study in Medan City found that patient dissatisfaction with hospital services remains a significant issue that requires attention. Research at Dr. Pirngadi Regional General Hospital in Medan showed that despite an increase in outpatient visits, complaints related to service quality also increased, particularly in aspects of tangibles, reliability, and responsiveness, which significantly impacted patient satisfaction. This indicates that physical facilities and service responsiveness remain the main factors causing patient dissatisfaction (Azmiatussahliah, Utami, and Fitriani, 2025). This demonstrates the importance of improving service management and better communication to increase patient satisfaction at healthcare facilities in Medan City.

Based on preliminary studies, data obtained shows that the infertility rate in North Sumatra reaches 15%-17% per year among all married couples. Medan is one of the cities with clinics and hospitals that provide infertility services, including the Stella Maris Women's and Children's Hospital (RSIA) which has a fertility clinic, Halim Fertility Center. Halim Fertility Center is one of the fertility clinics located in Medan. Infertility clinics, as service providers, are required to demonstrate clinical competence and comprehensive service quality. Therefore, good service is not just about luxurious physical facilities but is realized through a structured, safe, and consistent service system. Infertility patients who access fertility clinics have high expectations of service. They not only hope to achieve pregnancy but also desire a service experience that respects the patient's privacy and emotional well-being (Pratiwi et al., 2022).

The results of the interviews conducted found that 1,228 patients visited for treatment with Dr. Binarwan Halim, Sp. OG(K) at Halim Fertility Center. Although research on service quality and patient satisfaction has been conducted extensively, research that specifically examines infertility patient satisfaction using the SERVQUAL approach in fertility facilities is still limited, especially in Medan City. Therefore, this study aims to conduct an in-depth analysis of service quality on infertility patient satisfaction at Halim Fertility Center RSIA Stella Maris. Thus, this study is expected to identify the most influential SERVQUAL dimensions in the context of infertility services.

II. METHOD

The type of research used in this study is Quantitative with Cross Sectional research design and uses Analytical research design. This study uses interview techniques using closed questionnaires. The study population in this study is all infertility patients who are recorded to undergo examination and treatment at the Halim Fertility Center RSIA Stella Maris Medan City in the past year, totaling 1,228 patients whose data were obtained from data from infertility counseling before meeting with a doctor. Therefore, the sampling technique used is Consecutive Sampling with a sample size of 94 respondents. The Independent Variables in this study are Age, Education, Occupation, Income, Tangible, Reliability, Responsiveness, Assurance and Empathy. The Dependent Variable in this study is Infertility Patient Satisfaction at Halim Fertility Center RSIA Stella Maris. The instrument used is a proven questionnaire. Data were collected and analyzed using Univariate analysis to see the frequency distribution, Bivariate Analysis to see the variables related to patient satisfaction with the Chi-Square test, and Multivariate Analysis to see the most dominant variables with the Multiple Logistic Regression test.

III. RESULTS AND DISCUSSION

Univariate Analysis

The characteristics of the respondents in this study involved 94 respondents who were patients undergoing treatment at the Halim Fertility Center, Stella Maris Hospital, Medan City. Based on demographic data, the majority of respondents were aged ≤ 35 years (62.8%) and were college graduates (62.8%). Based on their employment background, the majority of respondents worked as private employees (53.2%) and earned more than the Medan City Minimum Wage (UMP), namely (62.8%). According to the

Decree of the Governor of North Sumatra Number: 188.44/908/KPTS/2025 concerning the determination of the minimum wage. The Medan City Minimum Wage in 2026 is Rp 4,335,198.

The frequency distribution of the SERVQUAL dimensions shows that the majority of respondents rated Tangible (51.1%), Reliability (57.4%), Responsiveness (68.1%), Assurance (53.2%), and Empathy (58.5%) as good and had a high level of satisfaction (66%). This indicates that the majority of respondents rated the services provided at Halim Fertility Center as good across all SERVQUAL indicators and is in line with the high level of satisfaction they felt.

Table 1. Distribution of Respondent Characteristics

No.	Characteristics	Frequency (n)	Percentage (%)
1.	Age		
	≤35 Years	59	62.8
	>35 Years	35	37.2
2.	Last education		
	SENIOR HIGH SCHOOL	35	37.2
	College	59	62.8
3.	Work		
	civil servant	19	20.2
	Private employees	50	53.2
	Self-employed	5	5.3
	Housewives & Others	20	21.3
4.	Income		
	≥Minimum Wage	59	62.8
	< UMP	35	37.2
5.	Tangible		
	Not enough	46	48.9
	Good	48	51.1
6.	Reliability		
	Not enough	40	42.6
	Good	54	57.4
7.	Assurance		
	Not enough	44	46.8
	Good	50	53.2
8.	Empathy		
	Not enough	39	41.5
	Good	55	58.5
9.	Responsiveness		
	Not enough	30	31.9
	Good	64	68.1
10.	Patient Satisfaction		
	Not satisfied	32	34.0
	Satisfied	62	66.0

Bivariate Analysis

Based on the data in Table 2, it can be seen that respondent characteristics do not have a significant relationship with patient satisfaction. The results of the chi-square test showed that age (0.680), education (0.969), occupation (0.987), and income (0.969) had a p-value > 0.05. Therefore, it can be concluded that there is no significant relationship between respondent characteristics and patient satisfaction. This indicates that patient satisfaction is more determined by the quality of service directly experienced, rather than by the patient's demographic background. The majority of respondents who assessed satisfaction with the services and facilities provided by Halim Fertility Center were aged <35 years (64.4%) and had a college education (66.1%). The majority of respondents worked as private employees (66%) and had incomes above the minimum wage (UMP) (66.1%). This indicates that patient satisfaction at Halim Fertility Center was more felt by respondents with relatively higher levels of education and socioeconomic status.

Table 2. Cross-tabulation results of respondent characteristics with patient satisfaction

Variables	Satisfaction				Amount		p-value
	Satisfied		Not satisfied		f	%	
	F	%	f	%			

Age							
< 35 years	38	64.4	21	35.6	59	100	0.680
>35 years	24	68.6	11	31.4	35	100	
Education							
SENIOR HIGH SCHOOL	23	65.7	12	34.3	35	100	0.969
College	39	66.1	20	33.9	59	100	
Work							
civil servant	13	68.4	6	31.6	19	100	0.987
Private employees	33	66.0	17	34.0	50	100	
Self-employed	3	60.0	2	40.0	5	100	
Housewives & Others	13	65.0	7	35.0	20	100	
Income							
>UMP	39	66.1	20	33.9	59	100	0.969
<UMP	23	65.7	12	34.3	35	100	

Based on the data in table 2, it can be seen that in all SERVQUAL dimensions, respondents who rated the service in the good category tended to have a higher proportion of satisfaction compared to respondents who rated the poor category, with the clearest pattern seen in the Empathy variable (81.8% vs 43.6) and Assurance (80.0% vs 50.0%), followed by Tangible (79.2% vs 52.2%) and Responsiveness (73.4% vs 50.0%). These four variables showed a significant relationship with patient satisfaction as seen from the p value <0.005. Meanwhile, the Reliability variable, although showing a similar pattern (72.2% vs 57.5%), did not reach statistical significance ($p = 0.136$), which indicates that the difference in the proportion of satisfaction between the good and poor categories in this dimension is relatively narrower compared to the other four dimensions so that it is not strong enough to show a statistically significant relationship with patient satisfaction at Halim Fertility Center RSIA Stella Maris.

Table 3. Cross Tabulation Results of SERVQUAL Dimensions with Patient Satisfaction

Variables	Satisfaction				Amount		p-value
	Satisfied		Not satisfied				
	F	%	f	%	f	%	
Tangible							
Not enough	24	52.2	22	47.8	46	100	0.006
Good	38	79.2	10	20.8	48	100	
Reliability							
Not enough	23	57.5	17	42.5	40	100	0.136
Good	39	72.2	15	27.8	54	100	
Assurance							
Not enough	22	50.0	22	50.0	44	100	0.002
Good	40	80.0	10	20.0	50	100	
Empathy							
Not enough	17	43.6	22	56.4	39	100	0,000
Good	45	81.8	10	18.2	55	100	
Responsiveness							
Not enough	15	50.0	15	50.0	30	100	0.025
Good	47	73.4	17	26.8	64	100	

Multivariate Analysis

Based on Table 3, after conducting the first stage of multiple logistic regression testing, it was found that Tangible, Reliability, and Responsiveness had p-values > 0.05, and the Assurance and Empathy variables had p-values < 0.05. The second stage of multiple logistic regression testing was conducted on variables with p-values < 0.05, namely the Assurance and Empathy variables.

Table 3 Results of the first stage of Multiple Logistic Regression

Variables	B	Sig.	Exp(B)
Tangible		0.833	0.116
Responsiveness		0.794	0.153
Reliability		0.117	0.827
Assurance	1,391	0.012	4,020
Empathy	1,837	0.001	6,179

Based on Table 4.39, it shows that the results of the second stage multiple logistic regression test obtained a significant value for the Assurance and Empathy variables <0.05 . This means that the two variables interact to influence patient satisfaction at the Halim Fertility Center, Stella Maris Hospital, Medan City. The Empathy variable is the most dominant variable influencing infertility patient satisfaction at the Halim Fertility Center, Stella Maris Hospital, with a p-value of $0.000 < 0.05$. The Empathy Odds Ratio (OR) value is 7.117 with a 95% CI of 2.534 – 19.987, meaning that patients who rate the Empathy dimension in the "good" category have a 7.117 times greater chance of feeling satisfied than patients who rate it "less", after being controlled by other variables. The CI range that does not include the number 1 (lower = 2.534 $>$ 1) confirms that this relationship is statistically significant.

The Assurance variable also showed a statistically significant effect at the significance limit (p value 0.002; OR 5.070; 95% CI 1.794 - 14.330), meaning that patients with a "good" Assurance rating were 5.070 times more likely to be satisfied than patients who rated it "poor", after being controlled for other variables. The CI range that did not include the number 1 (lower 1.794 $>$ 1) confirmed that this relationship was statistically significant.

Table 4 Results of the second stage of Multiple Logistic Regression

Variables	B	Sig.	Exp(B)
Assurance	1,623	0,002	5,070
Empathy	1,963	0,000	7,117

IV. DISCUSSION

1. The Influence of Respondent Characteristics on Infertility Patient Satisfaction at Halim Fertility Center, Stella Maris Hospital, Medan City

Respondent characteristics in this study included age, highest level of education, occupation, and income. The results of the study found that the majority of respondents were aged ≤ 35 years (59 respondents) (62.8%), while 35 patients were aged > 35 years. respondents (37.2%). This age group generally has higher expectations for health services, including in terms of speed, convenience, communication, and clarity of information. Furthermore, respondents aged ≤ 35 years tend to be more active in submitting complaints if the service received does not meet expectations. This condition can influence respondents' assessment of service quality, so that services deemed not meeting expectations can be considered less than satisfactory. The majority of respondents' highest education level was at the university level (59 respondents (62.8%)), followed by high school level (35 respondents (37.2%)). Educational level can influence how respondents assess the quality of service received. The higher the education level, the more likely respondents are to criticize the service they receive.

The majority of occupations in this study were private employees with 50 respondents (53.2%) and followed by housewives & others with 20 respondents (21.3%). Civil servants (PNS) in this study were ranked 3rd with the highest frequency, namely 19 respondents (20.2%) and self-employed with 5 respondents (5.3%). This shows that the majority of respondents are in the productive age group who are actively working, especially as private employees. Based on patient income, the majority of respondents had incomes $>$ UMP with 59 respondents (62.8%) and those with incomes $<$ UMP with 35 respondents (37.2%). According to the Decree of the Governor of North Sumatra number: 188.44 / 908 / KPTS / 2025 concerning the determination of minimum wages. The UMP for Medan City in 2026 was IDR 4,335,198. This shows that most respondents have income levels that are classified as quite good or above the established minimum wage standard. Respondents with high incomes tend to expect comfort, speed of service, friendly staff and complete facilities.

Furthermore, the researchers found no significant relationship between respondent characteristics and patient satisfaction. Respondent characteristics, including age, education level, occupation, and income, did not have a statistically significant relationship with patient satisfaction. This suggests that patient satisfaction is not always determined by individual background but is influenced by the quality of service directly experienced by patients. Fast, friendly, and personalized service can increase patient satisfaction.

Conversely, if service does not meet expectations, it can decrease patient satisfaction. Therefore, even though respondents have different characteristics, perceptions of service quality remain a significant factor in determining patient satisfaction levels.

2. The Influence of Tangibles on Infertility Patient Satisfaction at Halim Fertility Center, Stella Maris Hospital, Medan City

The results of the study found that the majority of Tangible variables were in the good category, namely 48 respondents (51.1%), while the poor category was 46 respondents (48.9%). Based on the Chi-Square Test, the Tangible variable has a p-value of $0.006 < 0.05$, which means there is a significant relationship between Tangible and infertility patient satisfaction at the Halim Fertility Center RSIA Stella Maris. These results indicate that physical evidence in health services is related to the level of patient satisfaction. The better the condition of the physical facilities and service facilities available, the greater the likelihood of patients feeling comfortable and satisfied with the services provided.

The Tangible variable is examined through respondents' responses to the questionnaire. Based on the questionnaire results, the aspects that require the most attention are the availability of trash cans and the lack of clear directions at Halim Fertility Center. Unclear directions can cause confusion and reduce patient comfort during service. Therefore, improvements in facilities and supporting information are expected to improve patient comfort and service quality at Halim Fertility Center. This study aligns with Permatasari's (2021) study, which states that hospital sanitation, including the condition of trash cans, influences patient satisfaction. This study also shows that sanitation conditions, particularly the availability of trash cans, influence patient satisfaction. The difference found between the two studies is the main topic of the aspects studied. Clean trash cans with lids and easy to use can make patients feel comfortable and satisfied with the service provided. This supports the Tangible variable and strengthens Permatasari's findings from a clarity of information on the use of trash bins that needs to be considered in increasing patient comfort and satisfaction at the Halim Fertility Center, Stella Maris Hospital, Medan City

3. The Effect of Reliability on Infertility Patient Satisfaction at Halim Fertility Center, Stella Maris Hospital, Medan City

The Chi-Square test yielded a p-value of $0.136 > 0.05$. This means that there is no statistically significant relationship between the Reliability variable and infertility patient satisfaction at the Halim Fertility Center, Stella Maris Hospital. Therefore, although most respondents rated the reliability of services as good, this did not demonstrate a significant relationship with patient satisfaction. Methodologically, this insignificance was influenced by the homogeneity of the data distribution. The results showed that the majority of respondents (57.4%) rated the reliability variable as good, while only 42.6% gave it a poor rating. This condition indicates that the data variance between categories is very narrow. In non-parametric statistical tests such as Chi-Square, the test's ability to detect relationships depends heavily on the presence of wide variation between groups. When the frequency distribution is concentrated at a certain point, the statistical test loses its sensitivity (statistical power) to distinguish association patterns, so the resulting correlation coefficient does not reach a significant level. Technically, this condition is known as restriction of range, which weakens the estimation of relationships between variables.

This lack of correlation is related to the health facility's success in meeting basic service standards. The reliability variable serves as a hygiene factor. It indicates the service procedures and technical capabilities of doctors and staff. However, substantive findings in the field continue to highlight specific gaps that require attention, particularly in the socialization of medication consumption procedures. Based on interviews, several patients reported experiencing confusion regarding different medication regimens, particularly due to adjustments to menstrual cycles and varying medication types. This aligns with the opinion of Rayhan, Fatir, and Lakoan (2025), who both emphasize that clear information regarding medication usage, timing, route, and storage is an integral part of the reliability dimension of service. Therefore, these findings reinforce the notion that reliability is not only assessed by the speed or accuracy of medical procedures but also by the clarity of information communicated to patients..(Rayhan, Fatir and Lakoan, 2025).

Thus, although statistically insignificant and generally considered good, the clarity of procedural information remains a critical point that needs to be optimized. As a practical implication, institutions are advised to complement verbal explanations with structured and easily accessible written guidelines to minimize the potential for patient misinterpretation and enhance effectiveness.

4. The Influence of Responsiveness on Infertility Patient Satisfaction at Halim Fertility Center, Stella Maris Hospital, Medan City

Based on the research results, the majority of respondents rated the Responsiveness variable as being in the good category, namely 64 patients (68.1%), while respondents who rated the Responsiveness variable as being in the less category were 30 patients (31.9%). This indicates that the majority of patients assessed the staff at the Halim Fertility Center RSIA Stella Maris as being quite responsive in providing services, assisting patients' needs, and responding to patient complaints or requests quickly and appropriately. Based on the chi-square test, the p-value was $0.025 < 0.05$, which means there is a significant relationship between the Responsiveness variable and infertility patient satisfaction at the Halim Fertility Center RSIA Stella Maris. These results indicate that the responsiveness of staff in providing services is related to the level of patient satisfaction.

The Responsiveness variable is measured by respondents' responses to the questionnaire. Based on patient responses, the most important aspect requiring attention is the waiting time for examinations. Fifty-nine patients, or 62.8%, complained about the same issue: the length of the wait before receiving examination services. Long waiting times are a significant issue that requires attention because they can impact patient comfort and experience during service. Based on interviews and observations, it was found that several patients also expressed similar complaints regarding the length of the wait. Patients often wait around 3–4 hours before entering the examination room and seeing a doctor. This situation indicates that while the service provided is in accordance with procedures, the timeliness and speed of service still need to be improved.

Therefore, the service provider needs to re-examine the queuing system, examination scheduling, and patient care flow to reduce waiting times. Improvements in these aspects are expected to improve service efficiency, patient comfort, and increase patient satisfaction with the services at the Halim Fertility Center and Stella Maris Hospital.

According to researchers, responsiveness influences the quality of healthcare services at the Halim Fertility Center, Stella Maris Maternity Hospital (RSIA Stella Maris). A willingness to assist customers and provide prompt and appropriate service can increase the number of patient visits to the Halim Fertility Center, RSIA Stella Maris.

5. The Influence of Assurance on Infertility Patient Satisfaction at Halim Fertility Center, Stella Maris Hospital, Medan City

Based on the research results, the majority of respondents rated the Assurance variable as being in the good category, namely 50 patients (53.2%). However, 44 patients (46.8%) rated the Assurance variable as being in the poor category. This indicates that the majority of patients feel that the staff at the Halim Fertility Center RSIA Stella Maris are able to provide good, convincing service and instill a sense of trust during the examination and treatment process. Based on the results of the Chi-Square Test, a p-value of $0.002 < 0.05$ was obtained. This means that there is a significant relationship between the Assurance variable and infertility patient satisfaction at the Halim Fertility Center RSIA Stella Maris. These results indicate that the staff's assurance in providing services is related to the level of patient satisfaction. The better the staff's ability to provide a sense of security, trust, and professional service, the greater the likelihood of patients being satisfied with the services received.

The Assurance variable is measured by respondents' responses to questions related to assurance. Based on patient responses, the aspect that requires the most attention is the doctor's explanation of the treatment plan. This is because 19 patients (20.2%) still responded negatively to the statement that the doctor clearly explained the treatment plan, ensuring the patient's confidence in starting treatment at Halim Fertility Center.

This indicates that some patients still require a more detailed, clear, and easily understood explanation of the treatment stages they will undergo.

Based on patient interviews, it was discovered that some patients felt their consultation time with the doctor was limited. Patients reported that the consultation process was quite short because the doctor had to quickly move to another room due to the large number of patients. This situation led some patients to feel they didn't have enough time to express their concerns or ask questions about the treatment plan. The solution previously implemented was to inform patients to prepare questions before meeting with the doctor. This is expected to enable patients to use their consultation time more effectively, ensuring that the necessary information is conveyed effectively and they feel more confident in the treatment process. Good and easy-to-understand explanations can help patients feel more confident, safe, and trusting in the services provided. This can further improve the assurance aspect of services and positively impact infertility patient satisfaction at the Halim Fertility Center at Stella Maris Hospital.

6. The Influence of Empathy on Infertility Patient Satisfaction at Halim Fertility Center, Stella Maris Hospital, Medan City

Based on the research results, the majority of respondents rated the Empathy variable as being in the good category, namely 55 patients (58.5%), while patients who were in the poor category were 39 patients (41.5%). This indicates that the majority of patients felt that the staff at the Halim Fertility Center RSIA Stella Maris had provided attention, care, and good service during the examination and treatment process. Based on the results of the chi-square test, a p-value of $0.000 < 0.05$ was found, which means that Assurance has a significant relationship with patient satisfaction.

The Empathy variable is measured by respondents' responses to questions related to empathy. In this context, communication between doctors, nurses, staff, and patients requires attention. This is evident in the fact that 32 patients (34.0%) still responded negatively to the statement that doctors, nurses, and staff consistently maintain good communication with patients. Infertility patients generally require greater support, both physically and psychologically, as the examination and treatment process can trigger feelings of anxiety, fear, and worry.

Therefore, it is necessary to improve a more communicative, friendly, and attentive approach to patients. Staff can provide opportunities for patients to express complaints, answer questions clearly, and provide support throughout the treatment process. With good empathy, patients will feel more cared for, which can increase satisfaction with services at the Halim Fertility Center, Stella Maris Hospital, and Maternity Hospital. According to researchers' findings, empathy influences the quality of healthcare services at the Halim Fertility Center, Stella Maris Hospital, and Maternity Hospital. Empathy is crucial because patients need support, attention, and good communication to feel valued by the services provided.

7. The Relationship between Tangible, Responsiveness, Assurance, and Empathy with Infertility Patient Satisfaction at Halim Fertility Center, Stella Maris Hospital, Medan City

The results of the multivariate test show that of the 5 variables tested by multiple logistic regression in the first stage, there are 2 variables that have a p-value < 0.05 , namely Assurance and Empathy. The Tangible, Reliability and Responsiveness variables have a p-value > 0.05 so they cannot be continued to the second logistic regression test. The largest OR value is Empathy, which is 7.117. Based on the second stage of the multiple logistic regression test, the joint significant values are the Assurance variable 0.002 and the Empathy variable 0.000, which are < 0.05 , so it can be interpreted that the two variables used as models in this study have a significant relationship to patient satisfaction at Halim Fertility Center RSIA Stella Maris Medan City. The most dominant factor in its relationship to patient satisfaction at Halim Fertility Center RSIA Stella Maris Medan City is Empathy, indicated by an OR value of 7.117, meaning that respondents with Assurance have a 6-fold chance of patient satisfaction compared to other variables.

This research aligns with Taufiq et al.'s (2025) study, which concluded that empathy emerged as the most dominant factor across all the studies reviewed, underscoring the importance of personalized and caring service. Patients who receive individual attention, have their concerns listened to, and are treated kindly by healthcare professionals tend to be more satisfied with the care they receive.

According to researchers' findings, empathy is related to the staff's ability to provide individualized attention to each infertility patient at the Halim Fertility Center, Stella Maris Hospital, Medan City. Infertility patients are an emotionally vulnerable group due to the significant psychological pressure they face during treatment. Therefore, empathetic staff, such as patiently listening to complaints, understanding their feelings, being friendly, and taking sufficient time for consultations, are highly perceived factors that influence patient satisfaction.

The study found that some patients refused to be interviewed, citing concerns about being exposed as they were undergoing a pregnancy program. This demonstrates the importance of confidentiality and privacy in infertility care. Therefore, it is crucial to provide assurance that all patient information will be kept confidential, ensuring patients feel safer, more comfortable, and more confident during the care process. In infertility care, assurance significantly impacts the quality of care. Patients are assured that the medical personnel treating them possess the knowledge, experience, and skills. A sense of peace of mind during treatment stems from patient confidence in the care provided. Therefore, it is crucial to ensure that each patient receives an explanation of their health condition, treatment plan, and treatment procedures in easy-to-understand language.

Thus, improving the assurance aspect is crucial for improving the quality of healthcare services. Services that provide a sense of security, trust, and certainty to patients can create a positive service experience, resulting in patient satisfaction and have the desire to return to using the services at Halim Fertility Center RSIA Stella Maris.

V. CONCLUSION

Based on the results of research and discussion regarding the analysis of service quality towards infertility patient satisfaction at the Halim Fertility Center RSIA Stella Maris, the following conclusions can be drawn:

1. Patient Characteristics Description: The majority of respondents were aged < 35 years (62.8%), all were female (100%), the majority had a college education (62.8%), most worked as private employees and had a general satisfaction level of 66.0%.
2. Relationship between Characteristics and Patient Satisfaction: There is no relationship between patient characteristics (Age, Education, Occupation and Income) and infertility patient satisfaction at the Halim Fertility Center, Stella Maris Hospital.
3. Bivariate Relationship of SERVQUAL Quality Dimensions:
 - There is a relationship between physical evidence (Tangible) and the satisfaction of infertility patients at the Halim Fertility Center, Stella Maris Hospital.
 - There is no relationship between reliability and satisfaction of infertility patients at the Halim Fertility Center, Stella Maris Hospital.
 - There is a relationship between responsiveness and satisfaction of infertility patients at the Halim Fertility Center, Stella Maris Hospital.
 - There is a relationship between assurance and infertility patient satisfaction at the Halim Fertility Center, Stella Maris Hospital.
 - There is a relationship between empathy and the satisfaction of infertility patients at the Halim Fertility Center, Stella Maris Hospital.
4. The Influence of SERVQUAL Quality Dimensions Multivariately: There is a significant joint influence between the Assurance and Empathy dimensions on infertility patient satisfaction.
5. Most Dominant Factor: Empathy dimension is the most dominant factor influencing infertility patient satisfaction at Halim Fertility Center, Stella Maris Hospital, Medan City with an Odds Ratio value of 7.117. This shows that patients who perceive Empathy service (such as staff friendliness, individual attention to patients, patience in listening to patient complaints) in the "Good" category have a 7.117 times greater chance of feeling satisfied compared to patients who rate it less.

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