



RESEARCH ARTICLE

Relationship Between Service Quality and Patient Re-Utilization Interests at Pallangga Community Health Center, Gowa District

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ARTICLE INFO	ABSTRACT
Received: Sep 18, 2024 Accepted: Nov 22, 2024	Consumers' interest in reusing Puskesmas services is based on the fact that when patients have received health services, patients will compare the services they feel with the services they expect. Service Quality is the main basis for knowing the level of consumer satisfaction, in this case a health center can be said to be good if it can provide services according to patient expectations.
Keywords Quality of Service Reuse and Health Centers	Determine the relationship between service quality and patient reuse interest at the Pallangga Health Center, Gowa Regency. Method: The research method used is a quantitative approach with a cross-sectional research design. The sampling technique uses a purposive sampling method with a total sample of 267 respondents. Data collection uses a questionnaire instrument. Data analysis is done with Chi Square.
*Corresponding Author: andiermalia@yahoo.co.id	The results of this study are that there is a relationship between the quality of Reliability, responsiveness and Assurance services with the interest in patient reuse. While there is no relationship between the quality of Tangible and Empathy services with the interest in patient reuse. The conclusion of this study is that there is a significant relationship between the quality of service and the interest in patient reuse at the Pallangga Health Center, Gowa Regency. Suggestions for agencies are that the Pallangga Health Center of Gowa Regency is expected to improve the quality of service reliability, responsiveness and assurance so that patients can utilize health services optimally and maintain physical evidence and empathy services so that professional services are realized.

INTRODUCTION

Entering the current era of globalization, all health service institutions are required to improve the quality of service in order to compete in the current era of globalization, where the quality of health service workers is an indicator that is one of the determining factors for the image of health service institutions, one of which is health centers (1). Interest is a person's interest in something that is liked towards something that is desired, if the individual sees something that provides benefits then the individual will be interested in doing it again, while utilization is using or reusing a service that

is felt to be good and useful for them. Interest in utilization is the desire to reuse services that are felt to be beneficial for them, so interest can influence utilization. Efforts to increase public interest in reusing health centers are to increase access to basic health services, especially the quality of service (2).

Consumer reuse interest in utilizing Puskesmas services is based on when patients have received health services, patients will compare the services they feel with the services they expect. If the services obtained and felt meet or exceed expectations, then the quality of service will be perceived as good and satisfying, so that it will directly influence consumers in deciding to reuse health services when they need them in the future (3). According to the World Health Organization (WHO) in 2018, the number of people who reuse health services in the world is 260.4 million people. Reusing health services in ASIA is 38.4 million people. In Indonesia, the number of reuse of health services is less than 85% (4).

According to the Indonesian Ministry of Health, health services are efforts to provide services to individuals or together in organizations to prevent and improve health, maintain and cure diseases and also restore health. individuals, groups, families and/or the public (5). Quality Service is the main basis for knowing the level of consumer satisfaction, in this case a company can be said to be good if it can provide goods or services according to expectations. Customers. According to Goetsch and Davis (1994), quality is defined as a dynamic condition related to product services, human resources, processes and the environment that meet or exceed expectations. From this definition, it is concluded that quality is an interrelated element regarding quality and can influence performance in meeting customer expectations (6).

The quality of health care services is determined by the needs or expectations of users that have been met and received on time. Two things that affect the quality of service are the expected service and the service received. If the expected service is in accordance with the service received, then the service is considered quality and satisfactory. The existence of quality health services can increase interest in reusing the service. To measure the quality of service, a questionnaire can be used with 5 dimensions called service quality (servqual) which was proposed by Parasuraman et al (1998) which includes: responsiveness, reliability, assurance, empathy and direct evidence (tangible) (7).

The Community Health Center (Puskesmas) is a government agency engaged in community services at the sub-district level. Puskesmas handles public health and environmental health issues. Puskesmas are required to provide quality health services for their patients so that patients feel comfortable and safe in every service at the Puskesmas according to the established standards. Puskesmas have the task of implementing health policies to achieve health development goals in their work areas in order to support the realization of Healthy Sub-districts. In addition to carrying out these tasks, Puskesmas function as organizers of first-level Public Health Efforts (UKM) and first-level Individual Health Efforts (UKP) as well as a means of educating health workers (8). The results of research conducted by Tarigan and Fitria showed that there is a relationship between reliability, responsiveness, politeness, ability to understand customers, and physical evidence with the interest in repeat visits to health services at the Kelambir Medan Pratama Clinic (2). The results of research conducted by Pratiwi, et al. showed that the quality of health services based on tangible, reliability, responsiveness, empathy and assurance had a significant relationship with the interest in reusing outpatient services at the Tumbu-Tumbu Jaya Health Center, South Konawe (9). The results of research conducted by Ningsih, et al. showed that there was a relationship between the quality of direct evidence (tangible), reliability, responsiveness, assurance, and empathy with the interest in reusing health services at the Tamalanrea Health Center, Makassar City (10).

Pallangga Health Center located at Jalan Poros Limbung No. 66, Tetebatu Village, Pallangga District, Gowa Regency is one of the government agencies in the health sector. Pallangga Health Center has a very important role in Palangga District in improving public health. Pallangga Health Center has

health services in the form of general polyclinic services, dental polyclinic, KIA polyclinic, laboratory, delivery room, emergency room and many more health services. Based on initial data obtained at Pallangga Health Center, there were 5,574 new patient visits in 2021, 11,250 patients in 2022 and 9,643 patients in 2023. The data shows that there is a decrease in the number of new patient visits from 2022 to 2023. The results of a survey conducted by researchers at the Health Center showed that there was still a lack of chairs in the polyclinic waiting room, so many patients were still standing and from the results of interviews with several patients, it showed that doctors were not on time during service, so patients had to wait a long time. Based on the background above, the researcher is interested in examining the relationship between service quality and patient reuse interest at the Pallangga Health Center, Gowa Regency.

Participants & Methods

This study is a quantitative study with a cross-sectional research design, where this study aims to study the relationship between service quality and patient reuse interest at the Pallangga Health Center, Gowa Regency. This study was conducted in October to November 2024. The location of the study was at the Pallangga Health Center, Gowa Regency, located on Jalan Poros Limbung No. 66, Tetebatu Village, Pallangga District, Gowa Regency. The sample in this study was 267 respondents. The instrument used in this study was a structured questionnaire that must be filled in by respondents with certain criteria.

FINDINGS

Respondent Characteristics

The characteristics in this study include age, gender and occupation, these characteristics are explained as follows:

Table 1: Distribution of Characteristics of Patients at Pallangga Health Center, Gowa Regency in 2024

Variables	n	%
Age (Years)		
17 - 25 (Late teens)	28	10.5
26 - 45 (Adult)	202	72.7
46 - 65 (Elderly)	37	13.9
Gender		
Man	54	20.2
Woman	213	79.8
Work		
Housewife	186	68.7
Students	12	4.5
civil servant	13	4.9
Self-employed	39	14.6
Doesn't work	17	6.4

Data Source: 2024

Based on Table 1 shows that the frequency distribution of a total of 267 respondents based on age characteristics according to (Ministry of Health of the Republic of Indonesia, 2009) the highest is 26-45 years old as many as 202 people (72.7%) while the lowest is 17-25 years old as many as 28 people (10.5%). The characteristics of gender show that there are 54 men (20.2%) and 213 women (79.8%). The characteristics of work show that the highest are housewives as many as 186 people (68.7%) while the lowest are students as many as 12 people (4.5%).

Based on research data, in the variable of tangible service quality, 94.4% or 252 respondents stated the good category, while 5.6% or 15 respondents stated the poor category. In the reliability variable, the good category reached 81.3% or 217 respondents, while the poor category was 18.7% or 50 respondents. The responsiveness variable showed that 94.4% or 252 respondents stated the good category, and 5.6% or 15 respondents stated the poor category. In the assurance variable, the good category was 93.3% or 249 respondents, while the poor category was 6.7% or 18 respondents. For the empathy variable, 87.6% or 234 respondents stated the good category, while 12.4% or 33 respondents stated the poor category. In addition, in the variable of interest in re-utilization of patients at the Palangga Health Center, 89.5% or 239 respondents showed a high category, while 10.5% or 28 respondents were in the low category.

Bivariate Analysis

Physical Evidence (Tangible)

Table 2: Relationship between Physical Evidence Variables (Tangible) and Patient Re-Use Interest at Palangga Health Center

Physical Evidence (Tangible)	Interest in Re-utilization of Patients at Palangga Health Center						p-value
	Interested		Less Interested		Total		
	n	%	n	%	n	%	
Good	228	90.5	24	85.7	252	94.4	0.059
Not good	11	4.6	4	1.6	15	5.6	
Total	239	100	28	100	267	100	

Data Source: 2024

Based on the data above, it can be stated that as many as 228 respondents felt that the tangible evidence variable was good and were interested in reusing services at the Palangga Health Center. Meanwhile, there were 24 respondents who were less interested in reusing services but felt that the quality of tangible services was good. It can be seen from the p-value, which is 0.059, which is greater than 0.05, so H_0 is accepted, meaning that there is no relationship between tangible variables and the interest in reusing patients at the Palangga Health Center.

Reliability

Table 3: Relationship between Reliability Variables and Patient Reutilization Interest at Palangga Health Center

Reliability	Interest in Re-utilization of Patients at Palangga Health Center						p-value
	Interested		Less Interested		Total		
	n	%	n	%	n	%	
Good	202	84.5	15	53.6	217	81.3	0,000
Not good	37	15.5	13	5.2	50	18.7	
Total	239	100	28	100	267	100	

Data Source: 2024

Based on the data above, it can be stated that as many as 202 respondents felt that reliability was good and were interested in reusing services at the Palangga Health Center. Meanwhile, there were 15 respondents who were less interested in reusing the Palangga Health Center service facilities but felt that the quality of reliability was good. It can be seen from the p-value, which is 0.000, which is smaller than 0.05, so H_0 is rejected, which means that there is a relationship between the reliability variable and the interest in reusing patients at the Palangga Health Center.

Responsiveness

Table 4: Relationship between Responsiveness Variable and Patient Reutilization Interest at Palangga Health Center

Responsiveness	Interest in Re-utilization of Patients at Palangga Health Center						p-value
	Interested		Less Interested		Total		
	n	%	n	%	n	%	
Good	233	97.5	19	67.9	252	94.4	0,000
Not good	6	2.5	9	32.1	15	5.6	
Total	239	100	28	100	267	100	

Data Source: 2024

Based on the data above, it can be stated that as many as 233 respondents felt that responsiveness was good and were interested in reusing services at the Palangga Health Center. While there were as many as 9 out of 28 respondents who were less interested in reusing the Palangga Health Center service facilities and felt that the quality of the Palangga Health Center's responsiveness was not good. It can be seen from the p-value, which is 0.000, which is smaller than 0.05, so H_0 is rejected, which means that there is a relationship between the responsiveness variable and the interest in reusing patients at the Palangga Health Center.

Assurance

Table : Relationship between Assurance Variables and Patient Reutilization Interest at Palangga Health Center

Guarantee	Interest in Re-utilization of Patients at Palangga Health Center						p-value
	Interested		Less Interested		Total		
	n	%	n	%	n	%	
Good	231	96.7	18	64.3	249	93.3	0,000
Not good	8	3.3	10	35.7	18	6.7	
Total	239	100	28	100	267	100	

Data Source: 2024

Based on the data above, it can be stated that as many as 231 respondents felt that the guarantee given was good and were interested in re-utilizing services at the Palangga Health Center. Meanwhile, as many as 10 out of 28 respondents were less interested in re-utilizing the Palangga Health Center service facilities and felt that the quality of the Palangga Health Center guarantee was not good. It can be seen from the p-value, which is 0.000, which is smaller than 0.05, so H_0 is rejected, which means that there is a relationship between the guarantee variable and the interest in re-utilizing patients at the Palangga Health Center.

Empathy

Table 6: Relationship between Empathy Variables and Patient Reutilization Interests at Palangga Health Center

Empathy	Interest in Re-utilization of Patients at Palangga Health Center						p-value
	Interested		Less Interested		Total		
	n	%	n	%	n	%	
Good	207	86.6	27	96.4	234	87.6	0.221
Not good	32	13.4	1	3.6	33	12.4	
Total	239	100	28	100	267	100	

Data Source: 2024

Based on the data above, it can be stated that as many as 207 respondents felt that the empathy given was good and were interested in re-utilizing patients at the Palangga Health Center. Meanwhile, as many as 27 out of 28 respondents were less interested in re-utilizing the Palangga Health Center service facilities but felt that the quality of empathy at the Palangga Health Center was good. It can be seen from the p-value, which is 0.221, which is greater than 0.05, so H₀ is accepted, which means that there is no relationship between the guarantee variable and the interest in re-utilizing patients at the Palangga Health Center.

Multivariate Analysis

Table 7: Candidate Multiple Logistic Regression Model Based on Variables Related to Patient Reutilization Interest at Palangga Health Center

Variables	P-value	Information
Tangible	0.059	Model Candidate
Reliability	0,000	Model Candidate
Responsiveness	0,000	Model Candidate
Guarantee	0,000	Model Candidate
Empathy	0.221	Model Candidate

Data Source: 2024

Based on the table, it shows that there are five variables that mark p-value is less than 0.25 so that all tested variables are candidates for the multiple logistic regression model.

Table 8: Initial Logistic Regression Modeling

Model Variables	Unstandardized Coefficients		Wald	Df	Sig	Exp(B)
	B	Std. Error				
Tangible	-0.092	0.860	0.011	1	0.915	0.912
Reliability	-0.829	0.531	2,438	1	0.118	0.437
Responsiveness	-2,463	0.661	13,900	1	0,000	0.085
Guarantee	-2,344	0.602	15,160	1	0,000	0.096
Empathy	1,068	1,107	0.931	1	0.334	2,910
Constant	1,706	1,498	1,298	1	0.255	5,509

Data Source: 2024

The table above shows that there are variables that have a p value > 0.05, but the Tangible variable has the largest Odds Ratio value so that the multivariate process is continued by removing the Tangible variable.

Table 9: Final Logistic Regression Modeling

Model Variables	Unstandardized Coefficients		Wald	Df	Sig	Exp(B)
	B	Std. Error				
Guarantee	-2,794	0.635	19,343	1	0,000	0.061
Empathy	-2,668	0.584	20,830	1	0,000	0.069
Constant	-2,588	0.786	10,838	1	0.001	13,297

Data Source: 2024

The table above shows the variables related to the interest in re-utilization of patients are the assurance variable and the empathy variable where the p-value is 0.000. The results of the analysis obtained the Odds Ratio value of the empathy variable is 0.069, meaning that empathy by good

Palangga Health Center staff has an impact of 0.069 times to increase the interest in re-utilization of patients to Palangga Health Center.

DISCUSSION

Relationship between Quality of Physical Evidence (Tangible) Services and Patient Reuse Interest at Pallangga Health Center, Gowa Regency

The results of the study showed that out of 239 respondents, 228 people were interested in reusing tangible services because they felt good and 11 people were interested but felt the quality of tangible services was not good. While out of 28 respondents, 24 people were less interested but felt the quality of tangible services was good and 4 people were less interested in reusing tangible services because they felt it was not good. The results of the chi square statistical test obtained a p value (0.059) > 0.05, which means that there is no relationship between the quality of tangible evidence services and the interest in reusing patients at the Pallangga Health Center, Gowa Regency.

This shows that almost all respondents feel that the quality of tangible services is good and are interested in reusing the services because they feel that the health center environment is clean, the rooms in the health center have complete equipment and the examination tools are always clean. Respondents also saw the appearance of doctors and health workers who looked neat and clean. This study shows that there is no relationship between the quality of tangible services and the interest in reusing patients at the Pallangga Health Center, Gowa Regency. The results of this study are in line with research conducted by Masdan, E., Musiana and Rahayu, A., in 2022 which showed that the results of the chi-square statistical test obtained a value of $\rho = 0.691 > 0.05$, thus H_0 is accepted. This means that there is no relationship between physical evidence and the interest in patient revisits at the Kukupang Health Center, Jouronga Islands District, South Halmahera Regency (11).

Physical evidence in service quality is a form of actualization that can be physically seen or used by employees according to their use and utilization which can be felt to help the service received by people who want the service, so that they feel that the quality of the service provided is good and are interested in reusing the service, which at the same time shows work performance for the service provided.

Relationship between Quality of Service Reliability and Patient Reuse Interest at Pallangga Health Center, Gowa Regency

The results of the study showed that out of 239 respondents, 202 people were interested in reusing the reliability service because they felt it was good and 37 people were interested but felt the quality of the reliability service was not good. While out of 28 respondents, 15 people were less interested but felt the quality of the reliability service was good and 13 people were less interested in reusing the reliability service because they felt it was not good. The results of the chi square statistical test obtained a p value (0.000) < 0.05, which means that there is a relationship between the quality of reliability service and the interest in reusing patients at the Pallangga Health Center, Gowa Regency. This shows that the respondents' assessment of service satisfaction regarding the ability of hospital staff to provide services quickly, the presence of doctors according to the polyclinic's work schedule, patients served according to the predetermined schedule, and the treatment flow. There are still groups of patients who feel the quality of reliability service is not good and are less interested in reusing services at the Pallangga Health Center.

This study shows that there is a relationship between the quality of service reliability (Reliability) with the intention of re-utilization of patients at the Pallangga Health Center, Gowa Regency. The results of this study are in line with the research conducted by Wartu, LVF, Ariyanti, R., and Sigit, N, in 2023 showing that the results of the chi-square statistical test obtained a value of $\rho = 0.006 < 0.05$

thus H0 was rejected. This means that there is a relationship between the quality of service and the intention of re-visiting general outpatients at the Bareng Health Center (12).

Reliability is related to the ability of health service personnel to provide accurate services from the first time without making any mistakes and delivering their services according to the agreed time. Every service requires a reliable form of service, meaning that in providing services it is expected to have the ability in knowledge, expertise, independence, mastery and high work professionalism, so that the work activities carried out produce a satisfactory form of service, without any complaints and excessive impressions of the services received by the community.

Relationship between Responsiveness Service Quality and Patient Re-Use Interest at Pallangga Health Center, Gowa Regency

The results of the study showed that out of 239 respondents, 233 people were interested in reusing responsive services because they felt good and 6 people were interested but felt the quality of responsive services was not good. While out of 28 respondents, 19 people were less interested but felt the quality of responsive services was good and 9 people were less interested in reusing responsive services because they felt it was not good. The results of the chi square statistical test obtained a p value (0.000) <0.05, which means that there is a relationship between the quality of responsive services and the interest in reusing patients at the Pallangga Health Center, Gowa Regency. This shows that the respondents' assessment of the satisfaction of the doctor's agility in providing assistance, the clarity of treatment information, and the clarity of patient complaints. There are still groups of patients who feel the quality of responsive services is not good and are less interested in reusing services at the Pallangga Health Center.

This study shows that there is a relationship between the quality of responsiveness services and the intention to reuse patients at the Pallangga Health Center, Gowa Regency. The results of this study are in line with research conducted by Olvin, et al. in 2023 showing that the results of the chi-square statistical test obtained a p value of 0.000 <0.05. This shows that the aspect of responsiveness service quality has a positive and significant influence on the intention to revisit inpatients at Tenriawaru Bone Hospital (13). Responsiveness is responsiveness in providing fast or responsive services and accompanied by a clear and easy-to-understand delivery method (14).

Relationship between Quality of Assurance Service and Patient Re-Use Interest at Pallangga Health Center, Gowa Regency

The results of the study showed that out of 239 respondents, 231 people were interested in reusing the guarantee service because they felt it was good and 8 people were interested but felt the quality of the guarantee service was not good. While out of 28 respondents, 18 people were less interested but felt the quality of the guarantee service was good and 10 people were less interested in reusing the guarantee service because they felt it was not good. The results of the chi square statistical test obtained a p value (0.000) <0.05, which means that there is a relationship between the quality of guarantee service and the interest in reusing patients at the Pallangga Health Center, Gowa Regency. This shows that the respondents' assessment of the quality of service regarding the doctor's explanation, the way health workers provide action, medical personnel are agile and respect patients and the availability of medicines needed by patients. There are still groups of patients who feel the quality of responsiveness services is not good and are less interested in reusing services at the Pallangga Health Center.

This study shows that there is a relationship between the quality of Assurance services and the interest in re-utilization of patients at the Pallangga Health Center, Gowa Regency. The results of this study are in line with research conducted by Puji, LKR, Ismaya, NA and Ulfa, U. in 2020 showing that the results of the chi-square statistical test obtained a p value of 0.01 <0.05, meaning that there is a relationship between the quality of assurance and the interest in re-visiting inpatients at the Bhineka

Bakti Husada Hospital (15). Assurance is a guarantee and certainty obtained from the polite attitude of employees, good communication, and knowledge possessed, so as to be able to foster customer trust (14).

Relationship between Empathy Service Quality and Patient Reutilization Interest at Pallangga Health Center, Gowa Regency

The results of the study showed that out of 239 respondents, 207 people were interested in reusing empathy services because they felt good and 32 people were interested but felt the quality of empathy services was not good. Meanwhile, out of 28 respondents, 27 people were less interested but felt the quality of empathy services was good and 1 person was less interested in reusing empathy services because they felt it was not good. The results of the chi square statistical test obtained a p value (0.221) > 0.05, which means that there is no relationship between the quality of empathy services and the interest in reusing patients at the Pallangga Health Center, Gowa Regency. Almost all respondents felt the quality of empathy services was good and were interested in reusing the services because respondents felt that doctors gave enough service time to patients, nurses listened carefully to every patient complaint, and health workers served without distinguishing the patient's social status.

This study shows that there is no relationship between the quality of empathy service and the intention to reuse patients at the Pallangga Health Center, Gowa Regency. The results of this study are in line with research conducted by Ginting, T., et al. in 2021 showing that the results of the chi-square statistical test obtained a p value of 0.278 > 0.05, meaning that there is a relationship between the quality of service and the intention to revisit outpatients at Hospital X (16). Empathy means providing sincere and individual or personal attention given to customers by trying to understand consumer desires. Where a company is expected to have an understanding and knowledge of customers, understand customer needs specifically, and have operating hours that are comfortable for customers (17).

The better the quality of service provided, the more interested the patient will be in utilizing the service again, or the worse the quality of service provided, the less interested the patient will be in utilizing the service again. Patients will feel that the service is good and want to utilize the service again if the performance of the health service they receive is the same as or exceeds what they expected, and vice versa, a feeling of being less interested in utilizing the service again will arise if the health service they receive does not meet their expectations.

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