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The Influence of Physical Environmental Conditions and Service Quality on the Satisfaction of Inpatients at the Sanjiwani Gianyar Regional General Hospital Sanjiwani Gianyar

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Abstract
Objective: The objective of this research is to determine the partial and simultaneous influence of physical environment conditions and service quality on the satisfaction of inpatients at Sanjiwani Gianyar Regional General Hospital. **Research Design & Methods**: This study employs a quantitative research design using a survey approach. The population consists of 8,872 inpatients at Sanjiwani Gianyar Regional General Hospital in 2022. The sample size was determined using the Slovin formula, resulting in 99 respondents, selected through purposive random sampling. Data analysis was conducted using multiple linear regression. **Findings**: The results show that physical environment conditions and service quality simultaneously have a positive and significant influence on inpatient satisfaction. Partially, both physical environment conditions and service quality also exert a positive and significant influence on inpatient satisfaction. **Implications & Recommendations**: The findings imply that hospital management should pay close attention to both the physical environment and service quality, as these factors significantly enhance patient satisfaction. Improving infrastructure, cleanliness, and comfort, as well as strengthening responsiveness, empathy, and reliability of health services, are recommended to increase overall patient satisfaction.

Keywords: *Physical Environment Conditions; Service Quality; Patient Satisfaction*

Introduction

The current competitive environment is increasingly intense, with companies facing a growing number of competitors who are beginning to capture market share. Business development in the current era has been marked by various types of competition in all fields(Wijayanthi et al., 2021) . Hospitals are also experiencing competition and must optimise their marketing through various efforts to avoid being outcompeted by other hospitals. One hospital that is currently optimising its marketing is the Sanjiwani Gianyar Regional General Hospital (RSUD). Patient satisfaction is one of the spearheads of marketing that the hospital is trying to implement in order to remain competitive in the future. However, in its efforts to optimise marketing through patient satisfaction, the hospital faces many obstacles , such as suboptimal services and physical conditions that need more attention.

The competition among hospitals is a multipoint competition in various fields, such as patient services, medical services, and pharmaceutical services. One of the competitions among hospitals in Gianyar Regency is the competition to optimise the number of inpatients by optimising the number of available beds. If a patient's condition requires hospitalisation and cannot be handled at a level I health facility, they will be referred to a level II facility, namely a hospital. Patients are given the opportunity to choose the hospital to which they will be referred. This allows patients to choose a hospital based on their own considerations.

Table 1. Data on the Number of New Inpatient Visits in Gianyar Regency in 2020-2021

Hospital Name	Number of Inpatients (people)		Percentage (%)	
	2020	2021	2020	2021
Sanjiwani General Hospital	6,973	6,327	17.82	16.54
Payangan General Hospital	1,502	3,032	3.84	7.93
Ganesa General Hospital	4,205	3,198	10.75	8.36
Premagana General Hospital	6,687	6,079	17.09	15.89
Arisanti General Hospital	10,746	11,505	27.46	30.08

Famili Husada General Hospital	7,542	6,191	19.28	16.19
Kasih Ibu General Hospital	1,472	1,915	3.76	5.01
Total	39,127	38,247	100.00	100.00

Source: Gianyar District Health Office, 2024

In 2020, it was observed that the highest number of new inpatients was achieved by Arisanti General Hospital (RSU), reaching 10,746 patients with a percentage of 27.46%. The second position with the highest number of new inpatients was achieved by Famili Husada General Hospital with 7,542 patients, representing 19.28%. Sanjiwani General Hospital ranked third with 6,973 new inpatients, representing 17.82% of the total. Sanjiwani General Hospital in Gianyar experienced a decline in the number of new inpatients in 2021, with 6,327 patients, representing 16.54% of the total. This number slightly exceeded the number of new inpatients admitted to RSU Family Husada, which was only 16.19% ( ). This shows that there is competition among hospitals in Gianyar Regency in terms of the number of new inpatients admitted, so it is necessary to optimise patient satisfaction.

Hospitals provide comprehensive services, emergency rooms, education, technology, and referral services. Hospitals should be able to optimise service quality in line with patient expectations to maximise patient satisfaction(Sari & Irda, 2022) . One of the hospitals in Gianyar Regency that is currently striving to optimise patient satisfaction is Sanjiwani Gianyar Regional General Hospital. However, in the process of optimising patient satisfaction, the hospital has encountered many problems. Sanjiwani Gianyar Regional General Hospital has encountered problems related to optimising hospital performance, particularly in terms of inpatient care, namely by optimising the use *of beds*.

The quality of health services provided by the hospital can be considered efficient if the BOR, LOS and TOI values are in line with the established standards, thereby ensuring that patients are well served (Sudra, 2010:44). Optimising these factors requires an ideal figure that balances the quality of medical care, patient satisfaction and the hospital's economic situation (Sudra, 2010:44). The BOR (*Bed Occupancy Rate)* value is closely related to hospital revenue. A lower BOR value indicates fewer patients. If there are only a few patients, the hospital may experience economic difficulties due to declining revenue. The decline in visits is thought to be caused by declining patient satisfaction. Suboptimal patient satisfaction will have an impact on patient visits to hospitals(Wahyuni et al., 2021) . The LOS (*Length of Stay)* value is used to indicate how long a patient is hospitalised. Meanwhile, the TOI (*Turn Over Interval)* value is used to find information related to how long an inpatient bed is vacant.

The quality of the physical environment of a hospital is thought to play an important role in optimising the satisfaction of inpatients. A physical environment that meets established standards will be able to support improvements in the quality of inpatient services(Romansyah, 2019) . The physical environment of hospitals must be clean, well-lit, fully equipped, and temperature-controlled, as the physical environment of inpatient rooms is the first thing that inpatient patients notice. Regarding the physical environment of hospitals, initial observations found that there were still obstacles related to cleanliness in several rooms, which had limited space in the inpatient rooms. Some inpatient rooms have insufficient lighting, and some movement areas are inadequate. This indicates that further evaluation is needed regarding the physical environment and service quality in their role in enhancing patient satisfaction at Sanjiwani Gianyar Regional General Hospital.

Service quality is a measure of how well the service provided meets consumer expectations(Tjiptono 2012) . Optimal service quality can trigger satisfaction among those receiving the service(Arini & Dewi, 2019) . Good service quality should be implemented by hospitals in order to contribute to increasing patient satisfaction (Asyadiah et al., 2024; Issalillah, 2020; Marwa & Astini, 2023). However, in reality, this often faces obstacles such as problems in service delivery. Based on initial interviews with several inpatients, it was found that there were still problems with service quality, namely slow service that caused patients to wait a long time, and staff and nurses who were not polite and friendly. This needs to be addressed by hospitals so that they can be re-evaluated.

Research on the influence of physical environmental conditions and service quality on patient satisfaction has been conducted in several previous studies. Research related to the influence of physical environmental conditions on patient satisfaction was conducted by(Rakhman et al., 2022) ,(Sulistiawati et al., 2018) and(Arini & Dewi, 2019) , which found that physical environmental conditions have a positive and significant effect on patient satisfaction. Meanwhile, research by(Azizah Setyawati and Rissa Hanny 2020) found that the physical environment does not have a significant effect on patient satisfaction. Research related to service quality and patient satisfaction, where research by(Azizah Setyawati and Rissa

Hanny 2020) found that service quality has a positive and significant effect on patient satisfaction. Meanwhile, different results were found by(Sari and Irda 2022) , who found that service quality does not affect patient satisfaction. Based on this explanation, there is still *a research gap* that requires further study regarding the variables in this research. This study determine the simultaneous and partial influence of physical environmental conditions and service quality on the satisfaction of inpatients at Sanjiwani Gianyar Regional General Hospital.

Research Method

This study was conducted to determine the influence of independent variables on dependent variables. The research employed a quantitative method with data collected through surveys. The research location was the Sanjiwani Gianyar Regional General Hospital (RSUD), situated at Jalan Ciung Wanara-Gianyar No. 2, Gianyar, Bali.

According to Ghozali (2021), the population is the basic scope of research consisting of objects and subjects with certain characteristics determined by the researcher to be studied and from which conclusions can be drawn. The population in this study comprised all inpatients at Sanjiwani Gianyar Regional General Hospital in 2022, totaling 8,872 individuals. The sample size was calculated using the Slovin formula, resulting in 99 respondents, selected through purposive random sampling. The criteria for selecting respondents included patients who had been hospitalized in 2022 and individuals aged 18 years and above, as they are considered adults capable of understanding the questionnaire.

To collect data, the study utilized observation, interviews, and questionnaires. Each answer option was scored using a Likert scale with five alternative responses. The collected data were tabulated and tested for validity and reliability to ensure the accuracy of the questionnaire. As prerequisites for regression analysis, classical assumption tests were conducted, including normality, heteroscedasticity, and multicollinearity tests. The subsequent data analysis was performed using multiple linear regression, coefficient of determination, t-test, and F-test.

Result and Discussion

Validity Test and Reliability Test

The validity test is necessary in order to test each statement item so that the validity of a questionnaire can be determined. The validity test can be carried out by highlighting the correlation value of each indicator's score with the overall value. If the relationship between each indicator (calculated r > d table r), then the instrument is considered valid. The validity test was conducted using a computer programme, which yielded results showing that all statement items for each variable had correlation coefficients higher than the r table value. Therefore, the conclusion is that all indicators for each variable are valid.

Next is the reliability test of the research instrument, which is to determine the reliability of a questionnaire. "An instrument is considered reliable if it has a Cronbach Alpha value > 0.60(Sugiyono, 2017) . The results of the instrument reliability test based on SPSS output show that all variables have a Cronbach's Alpha value above 0.60, leading to the conclusion that the data in this study is reliable.

Classical Assumption Test

The classical assumption test is a requirement for conducting data analysis using multiple linear regression analysis to ensure that the research model used is consistent with the model and concepts employed in this study.

Normality Test

The test is based on the significance value in the Kolmogorov Smirnov normality method. This test is used to ensure that the data used in this research is normally distributed or not.

Table 2. Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardised Residual
N		99
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.47466452
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.047
Test Statistic		.069
Asymp. Sig. (2-tailed)		**. 200[c,d]**

Source: Processed data, 2025

Referring to the output data from the data processing application, namely SPSS, where the number 0.200 is displayed, indicating that the data in this study is well distributed and normality is fulfilled.

Multicollinearity Test

A good regression model that is appropriate for this conceptual study is one in which there is no correlation between independent variables. The tolerance value must be above 0.10 and the VIF value must be below 10 so that the model can be said to be free of multicollinearity.

Table 3. Test Multicollinearity

Coefficients[a]			
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Physical Environmental Conditions	.861	1.161
	Service Quality	.861	1,161

Source : Processed data , 2025

Referring to the SPSS output results, it can be seen that there is no multicollinearity between the independent variables in this study.

Heteroscedasticity Test

This test is to see the significance of the regression model in other observations. A good regression model is one that remains in one observer without significance from other observers.

Table 4. Test Heteroscedasticity

Coefficients[a]						
		Unstandardised Coefficients		Standardised Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.146	.830		2.586	.011
	Physical Environmental Conditions	-0.001	.034	-.003	-.028	**.978**
	Service Quality	-.056	.041	-.146	-1.343	**.182**

a. Dependent Variable: ABS_RES

Source : Processed data , 2025

The significance value of the physical environment variable is 0.978 and the significance value of the service quality variable is 0.182. This indicates that all independent variables in this study have an *absolute residual* value (Abs_RES) higher than 0.05. This provides information that there is no heteroscedasticity in the regression model.

Data Analysis

Linear Regression Analysis

The presence or absence of a relationship between the independent variables and the dependent variable, as well as the direction of the relationship, was analysed using multiple linear regression. The results of this analysis were assisted by SPSS, as described below:

Table 5. Multiple Linear Regression Analysis

Coefficients [a]						
		Unstandardised Coefficients		Standardised Coefficients		
Model		**B**	Std. Error	Beta	t	Sig.
1	(Constant)	**.951**	1.303		.730	.467
	Physical Environmental Conditions	**.258**	.054	.373	4,827	.000
	Service Quality	**.407**	.065	.483	6,247	.000

a. Dependent Variable: Patient Satisfaction

Source : Processed data , 2025

Referring to the output of the data processing application, namely SPSS, the regression equation formula is formulated as follows:

Y = 0.951 + 0.258X1 + 0.407X2

Interpretation of regression coefficients:

α = 0.951 Statistical testing shows that the constant score is 0.559, which means that if the physical environment (X1) and service quality (X2) are zero, inpatient satisfaction will be 0.951.

b1 = 0.258 Statistical calculations show that there is a direct effect of physical environmental conditions (X1) on inpatient satisfaction (Y) of 0.250, where the coefficient is positive. This means that for every 1-unit increase in the physical environment condition, inpatient satisfaction will increase by 0.258, assuming that other variables are zero.

b2 = 0.407. Statistical calculations show that there is a direct influence of service quality (X2) on inpatient satisfaction (Y) of 0.407, where the coefficient is positive. This means that every 1-unit increase in service quality will result in a 0.407 increase in inpatient satisfaction, assuming that other variables remain at zero.

Analysis Determination

Determination is one part of regression analysis in an effort to determine the contribution of a variable in increasing or decreasing the value of other variables, in this case the contribution/contribution between physical environmental conditions and service quality to patient satisfaction expressed as a percentage.

Table 6. Analysis Determination

Model Summary[b]				
Model	R	R Square	**Adjusted R-Squared**	Standard Error of the Estimate
1	.712[a]	.506	**.496**	1.48995
a. Predictors: (Constant), Service Quality, Physical Environment Conditions				
b. Dependent Variable: Patient Satisfaction				

Source : Processed data , 2025

The adjusted R-square is shown with a value of 0.496 or 49.6%. This indicates that the independent variables in this study, namely physical environment (X1) and service quality (X2), contribute 65.9% to inpatient satisfaction. Meanwhile, the remaining 34.1% is influenced by other factors outside the independent variables in this study.

Analysis F-Test Statistics

Analysis The F-test is used to obtain information about the significance level of the simultaneous influence of physical environmental conditions and service quality on inpatient satisfaction. The following are the results of the F-test using IBM SPSS 25.0 for Windows:

Table 7. F Calculation Results (ANOVA)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	**F**	Sig .
1	Regression	218.542	2	109,271	**49,223**	.000[b]
	Residual	213,114	96	2,220		
	Total	431,657	98			

a. Dependent Variable: Patient Satisfaction

b. Predictors : (Constant), Service Quality, Physical Environment Conditions

Source : Processed data , 2025

Referring to the analysis results, the calculated F value is 49.223, which is greater than the table F value of 3.09, and the significance value is 0.000, which is less than 0.05. It can be concluded that physical environmental conditions and service quality simultaneously have a positive (and significant (effect on the satisfaction of inpatients (at Sanjiwani General Hospital (in Gianyar.

Statistical Analysis of the t-Test

The t-test (t-test) was used to test the significance of the partial influence of physical environmental conditions and service quality on inpatient satisfaction . The following are the results of the t-test using the IBM SPSS 25.0 *Windows* computer program:

Table 8. t-Test Analysis

Coefficients[a]

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.951	1.303		.730	.467
	Physical Environmental Conditions	.258	.054	.373	**4,827**	**.000**
	Service Quality	.407	.065	.483	**6,247**	**.000**

Source : Processed data , 2025

Based on the analysis results, the calculated t_1 value is 4.827, which is greater than the t-table value of 1.66088 with a significance level of 0.000 < 0.05. Therefore, it can be concluded that the physical environment has a positive and significant partial effect on the satisfaction of inpatients Gianyar Regional General Hospital (q)Sanjiwani Gianyar. Based on the analysis results, the calculated t_2 value is 6.247, which is greater than the table t value of 1.66088 with a significance level of 0.000 <0.05. Therefore, it can be concluded that service quality a positive and significant partial effect on the satisfactio inpatients Sanjiwani Regional General Hospital in Gianyar.

Interpretation Research Results

The Simultaneous Effect of Physical Environment Conditions and Service Quality on Patient Satisfaction

According to(Hasan 2008) , customer satisfaction is a feeling of pleasure or disappointment that arises in the customer's mind after comparing the results with their expectations. Patient satisfaction is an assessment given by patients after receiving medical care compared to their expectations. According to(Pohan 2015) , some of the factors that influence patient satisfaction include: recovery, availability of medication, privacy, hospital cleanliness, health information, understandable answers from doctors, opportunity to ask questions, waiting time, and service costs. In general, it can be said that the factors influencing inpatient satisfaction in hospitals are whether or not the patient recovers, privacy, the answers provided by health workers, being given time to ask questions, and the length of time spent waiting for follow-up, all of which are part of service quality. Additionally, the level of hospital environmental cleanliness is part of the physical environment. Therefore, this study hypothesises that the physical environment and service quality will influence inpatient satisfaction levels.

Based on the results of hypothesis testing, it was found that physical environmental conditions and service quality simultaneously had a positive and significant effect ( ) on the satisfaction of inpatients at Sanjiwani Gianyar Regional General Hospital. This provides information that the better the physical environmental conditions and the better the quality of service provided by the hospital, the more optimal the satisfaction of inpatients will be. Patients will assess the hospital based on what they see and feel, then compare it with their expectations. The physical environment is what patients see, and service quality is what patients feel. A good physical environment and service quality will make patients feel comfortable during their treatment, support their recovery, and provide them with optimal satisfaction.

The results of this study are supported by research conducted by(Azizah Setyawati and Rissa Hanny 2020) and(Arini and Dewi 2019) , which found that the physical environment and service have a significant simultaneous effect on patient satisfaction.

The Partial Influence of Physical Environmental Conditions on Patient Satisfaction

(Sunyoto 2015)) states that the work environment is everything that surrounds employees and consumers that can influence their condition, such as cleanliness, music, lighting, and so on. A physical environment that meets established standards will support improvements in service quality, namely inpatient services to patients(Romansyah, 2019) . The physical environment of a hospital must be clean, well-lit, fully equipped, and temperature-controlled, because the physical environment of the inpatient room is the first thing that inpatient patients notice. The physical environment, especially in patient rooms, is related to good lighting, appropriate temperature and air quality, sufficient space to move around, and equipment and facilities in good condition, which can optimise the satisfaction of inpatients.

Based on the results of hypothesis testing, it was found that physical environmental conditions have a partially positive and significant effect on the satisfaction of inpatients at Sanjiwani Gianyar Regional General Hospital. This provides information that the better the management of the physical environment of the hospital, the more it will optimise patient satisfaction in the hospital. The physical environment requires more attention from hospitals in terms of lighting, air circulation, layout, equipment and necessary facilities, as well as noise levels. Patients need to have a conducive physical environment in various aspects so that it can help optimise their recovery. The better the management of the physical environment of the hospital, the more it will support patient recovery and optimise patient satisfaction levels.

The research results are supported by studies conducted by(Rakhman et al. 2022) and(Sulistiawati et al. 2018) , which show that physical environmental conditions have a positive and significant effect on patient satisfaction.

The Partial Influence of Service Quality on Patient Satisfaction

Service quality is a measure of how good the service provided is in relation to consumer expectations(Tjiptono 2012) . The same applies to the satisfaction of inpatients in hospitals, where recovery can be achieved partly due to optimal service quality, namely the reliability of health workers in providing services. In addition, the responses of doctors who provide information and answers in a polite and easy-to-understand manner are part of optimal service quality, thereby creating satisfaction for patients undergoing treatment. This provides information that service quality plays an important role in optimising the satisfaction of inpatients.

Based on the results of hypothesis testing, it was found that service quality partially had a positive and significant effect on the satisfaction of inpatients at Sanjiwani Gianyar Regional General Hospital. This provides information that the better the quality of service provided by the hospital, the more it will optimise patient satisfaction. Patients who come to the hospital expect recovery in line with the quality of hospital services. Patients need fast, friendly service, the ability to understand patient desires, the ability to calm patients, fast and responsive service, and the ability to explain the patient's condition without causing anxiety and worry to the patient. This will certainly be able to optimise patient satisfaction if good service quality is provided by all hospital employees.

The results of this study are supported by research conducted by(Nur and Simanjorang 2020) and(Azizah Setyawati and Rissa Hanny 2020) , which shows that Service Quality has a positive and significant influence on Patient Satisfaction.

Conclusions, suggestions and limitations

The findings of this study confirm that physical environmental conditions and service quality have a positive and significant simultaneous influence on the satisfaction of inpatients at Sanjiwani Gianyar

Regional General Hospital. Partially, both physical environmental conditions and service quality also significantly affect patient satisfaction, indicating that improvements in these aspects contribute to higher levels of satisfaction among inpatients. The contribution of these two variables to inpatient satisfaction is shown by an adjusted R Square value of 49.6%, while the remaining percentage is influenced by other factors not examined in this research.

The implications of these results are relevant for hospital management and policymakers in the health sector. Enhancing physical facilities such as inpatient room support, sanitation, and comfort, alongside improvements in service delivery, particularly in politeness, friendliness, and time efficiency, can directly increase patient satisfaction and strengthen the hospital's service reputation. From a broader perspective, these improvements can positively impact the healthcare industry by fostering trust and loyalty among patients, which in turn supports sustainable hospital management.

This study, however, is not without limitations. The scope was restricted to one hospital, Sanjiwani Gianyar Regional General Hospital, with a relatively small sample size of 99 respondents, which may limit the generalizability of the findings. Additionally, the research only examined physical environmental conditions and service quality, while other factors such as patient trust, emotional support, and hospital policies may also play an important role in shaping patient satisfaction.

Future research is suggested to expand the sample size and include multiple hospitals in different regions to improve the generalizability of the findings. Moreover, incorporating additional variables such as patient trust, perceived value, or hospital reputation could provide a more comprehensive understanding of the determinants of patient satisfaction. This would enable policymakers, practitioners, and hospital managers to design more targeted strategies for improving healthcare services.

Acknowledgments

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