

THE EFFECT OF SERVICE EXPERIENCE AND PERCEIVED VALUE ON PATIENT SATISFACTION AT PELAMONIA HOSPITAL, MAKASSAR

O EFEITO DA EXPERIÊNCIA DE SERVIÇO E DO VALOR PERCEBIDO NA SATISFAÇÃO DOS PACIENTES NO HOSPITAL PELAMONIA, MAKASSAR

Article received on: 8/29/2025

Article accepted on: 11/28/2025

Julian Alodia Tiro*

*Faculty of Public Health, Hasanuddin University, Makassar, Indonesia
julianalodiatiro@gmail.com

Syahrir A. Pasinringi*

*Department of Hospital Management, Faculty of Public Health, Hasanuddin University, Makassar, Indonesia
Orcid: <https://orcid.org/0000-0001-5947-2596>
syahrir65@yahoo.com

Rini Anggraeni*

*Department of Hospital Management, Faculty of Public Health, Hasanuddin University, Makassar, Indonesia
Orcid: <https://orcid.org/0000-0002-9025-5060>
rinianggraeni@unhas.ac.id

Fridawaty Rivai*

*Department of Hospital Management, Faculty of Public Health, Hasanuddin University, Makassar, Indonesia
Orcid: <https://orcid.org/0000-0002-7336-7001>
ifridarivai@yahoo.com

Irwandy*

*Department of Hospital Management, Faculty of Public Health, Hasanuddin University, Makassar, Indonesia
Orcid: <https://orcid.org/0000-0001-9224-6240>
wandy_email@yahoo.co.id

Anwar Mallongi**

**Department of Environmental Health, Faculty of Public Health, Hasanuddin University, Makassar, Indonesia
Orcid: <https://orcid.org/0000-0001-6438-1154>
rawnaenvi@gmail.com

The authors declare that there is no conflict of interest

Abstract

Patient satisfaction is a critical indicator of hospital service quality and is shaped by patients' service experience and perceived value; however, satisfaction surveys conducted at Pelamonia Hospital, Makassar, in 2022–2023 reported levels of 87.24% and 89.87%, respectively, which remain below the Indonesian Ministry of Health benchmark of 90%, underscoring the need for empirical investigation. This study aimed to examine the influence of service experience and perceived value on patient satisfaction in the inpatient unit

Resumo

A satisfação do paciente é um indicador crítico da qualidade do serviço hospitalar e é moldada pela experiência do paciente com o serviço e pelo valor percebido; no entanto, pesquisas de satisfação realizadas no Hospital Pelamonia, em Makassar, em 2022-2023, relataram níveis de 87,24% e 89,87%, respectivamente, que permanecem abaixo da referência de 90% do Ministério da Saúde da Indonésia, ressaltando a necessidade de uma investigação empírica. Este estudo teve como objetivo examinar a influência da experiência de serviço e do valor percebido



of Pelamonia Hospital. A quantitative cross-sectional observational design was employed, involving 237 respondents selected through purposive sampling, with data analyzed using univariate, bivariate, and multivariate logistic regression techniques in SPSS. The results revealed that service experience, particularly the mechanic clues dimension, significantly influenced patient satisfaction ($p < .001$), while perceived value, especially the emotional value dimension, also showed a significant positive effect on satisfaction ($p < .001$). In conclusion, both service experience and perceived value are key determinants of patient satisfaction in the inpatient setting, with the mechanic clues dimension emerging as the most influential predictor ($\beta = 3.166$, $p < .001$; $OR = 23.711$), highlighting the pivotal role of the hospital's physical and environmental attributes in shaping patients' satisfaction at Pelamonia Hospital.

Keywords: Service Experience. Perceived Value. Patient Satisfaction. Pelamonia Hospital Makassar.

na satisfação dos pacientes na unidade de internação do Hospital Pelamonia. Foi empregado um desenho observacional quantitativo transversal, envolvendo 237 respondentes selecionados por amostragem intencional, com os dados analisados usando técnicas de regressão logística univariada, bivariada e multivariada no SPSS. Os resultados revelaram que a experiência de serviço, particularmente a dimensão de pistas mecânicas, influenciou significativamente a satisfação dos pacientes ($p < 0,001$), enquanto o valor percebido, especialmente a dimensão do valor emocional, também mostrou um efeito positivo significativo sobre a satisfação ($p < 0,001$). Em conclusão, tanto a experiência de serviço quanto o valor percebido são determinantes fundamentais da satisfação do paciente no ambiente de internação, com a dimensão das pistas mecânicas emergindo como o preditor mais influente ($\beta = 3,166$, $p < 0,001$; $OR = 23,711$), destacando o papel fundamental dos atributos físicos e ambientais do hospital na formação da satisfação dos pacientes no Hospital Pelamonia.

Palavras-chave: Experiência de Serviço. Valor Percebido. Satisfação do Paciente. Hospital Pelamonia Makassar.

1 BACKGROUND

The right to health is a foundational principle of international human rights law that mandates equitable access to quality health services and addresses underlying determinants of health such as nutrition, housing, and sanitation [1]. This approach is embedded within global health policy frameworks, including universal health coverage (UHC), which the WHO defines as access to the full range of essential services without financial hardship, thereby operationalizing the human right to the highest attainable standard of health [2]. Countries are expected to adopt rights-based health policies that integrate availability, accessibility, acceptability, and quality of care as core obligations for achieving equitable health outcomes [3].

Quality healthcare service delivery is acknowledged as a critical determinant of health outcomes, where patient perceptions of care quality directly influence service utilization and long-term health engagement [4]. Recent studies emphasize that dimensions of service quality, including responsiveness, empathy, reliability, and

assurance, significantly shape perceived value and satisfaction, and subsequently impact revisit intention and health system trust [5,6]. In developing country contexts, such as Indonesia, empirical evidence shows that service quality not only affects perceived value but also plays a nuanced role in satisfaction and intention to reuse services, underscoring the complexity of patient-provider interactions.

Patient experience encompasses all interactions and touchpoints within a healthcare setting, from service accessibility to communication clarity and facility environment, which collectively inform patients' evaluation of care quality [7]. Positive experiences promote trust and satisfaction, while negative experiences can undermine confidence in health institutions and deter future service engagement [8]. Empirical research illustrates that patient experience mediates the relationship between expectations, perceived value, and overall satisfaction, highlighting its strategic role in shaping patient behavior and loyalty to healthcare services [9,10].

Perceived value in healthcare refers to the patient's evaluative judgment of the benefits received relative to the sacrifices required, including financial cost, time, and emotional effort [11]. Contemporary research indicates that perceived value is both a direct antecedent of patient satisfaction and a mediator between service quality and loyalty outcomes. Patients who perceive a high value from the services they receive are more likely to express satisfaction and intention to revisit the same provider, suggesting perceived value is a central construct in understanding patient decision-making in healthcare environments [12].

Patient satisfaction is widely recognized as a pivotal outcome variable in health services research, capturing patients' evaluative responses toward whether their expectations are met by the care provided [13]. It is not only correlated with perceived service quality and value but also serves as a significant predictor of patient loyalty, adherence to care regimens, and revisit intention [14]. Analyses across multiple healthcare settings confirm that higher patient satisfaction is associated with positive health outcomes, improved patient retention, and greater public trust in health systems, which are essential for the sustainability of universal health coverage goals [15].

Despite extensive evidence on the theoretical interconnections between service quality, perceived value, patient experience, and satisfaction, localized evaluations often reveal that service outcomes still fall short of national benchmarks [6]. For instance, internal satisfaction surveys at Pelamonia Hospital's inpatient facility show satisfaction

levels trending below national minimum service standards, suggesting a research gap in understanding how these constructs interact within specific hospital contexts. This highlights the need for rigorous empirical studies that integrate patient experience and perceived value into quality assessments to provide actionable insights for health managers aiming to enhance both service delivery and patient satisfaction in pursuit of equitable health rights. *(Survey data inserted here by author based on internal reports; not externally cited).*

2 METHODS

2.1 Study design

This study employed an observational cross-sectional design to examine the relationships between service experience and perceived value as independent variables and patient satisfaction as the dependent variable. Data were collected simultaneously to capture patients' perceptions at a single point in time. Statistical analyses were conducted using SPSS, including univariate (descriptive) analyses to summarize respondent characteristics and study variables, and bivariate tests to assess the associations between independent variables and patient satisfaction. Subsequently, multivariate logistic regression analysis was performed to identify the most influential predictors of patient satisfaction while controlling for potential confounders.

2.2 Ethics approval and consent to participate

This study was reviewed and approved by the Ethics Committee of the Faculty of Public Health, Hasanuddin University (Approval No. 1437/UN4.14.1/TP.01.02/2025). Written informed consent was obtained from all participants before data collection. For participants who were unable to provide consent directly, consent was obtained from their legal guardians or family representatives

2.3 Sampling technique

The study was conducted in the inpatient unit of Daya Hospital from July to August 2025. The study population comprised all inpatients admitted during three months, totaling 1,800 patients. The required sample size was calculated using Isaac and Michael's formula, yielding a minimum of 237 respondents. A purposive sampling technique was applied based on predefined inclusion criteria: patients who had received inpatient care for at least 24 hours and were clinically stable and ready for discharge. For pediatric patients or those with physical or cognitive limitations, responses were obtained from family members who continuously accompanied and assisted the patient during hospitalization.

2.4 Instrument and data analysis

Instrument validity and reliability testing were conducted before data collection at Faisal Islamic Hospital, Makassar City, involving 30 participants with similar characteristics to the study population. All questionnaire items demonstrated satisfactory validity, and the reliability analysis yielded high Cronbach's alpha coefficients for each construct: service experience ($\alpha = 0.934$), perceived value ($\alpha = 0.980$), and patient satisfaction ($\alpha = 0.975$), indicating excellent internal consistency. The final instrument consisted of 82 items measured using a structured questionnaire to comprehensively capture respondents' perceptions of service experience, perceived value, and satisfaction.

3 RESULTS

3.1 Univariate analysis

Table 1

Distribution of Respondent Characteristics at Pelamonia Hospital (N = 237)

Characteristics	Category	n	%
Age (years)	35–49	81	34.18
	Other*	156	65.82
Gender	Male	110	46.41
	Female	127	53.59

Characteristics	Category	n	%
Occupation	Civil Servant/TNI/Polri/Retiree	54	22.78
	Farmer/Laborer	15	6.33
Highest Education	Other*	168	70.89
	Not graduated from elementary school	10	4.22
Nursing Class	High school/Equivalent	85	35.86
Characteristics	Other*	142	59.92
Age (years)	VIP	8	3.39
	Class I	45	18.98
Gender	Class II	68	28.69
	Class III	116	48.94

*Note: the "other" category includes groups not detailed in the narrative data.

Based on age group, the majority of respondents were between 35 and 49 years old, amounting to 81 respondents (34.18%), indicating that the productive age group dominates the inpatient population. In terms of gender, there were more female respondents than male respondents, at 127 (53.59%) and 110 (46.41%), respectively.

Distribution by occupation showed that civil servants/military/police/retirees comprised the largest group, with 54 respondents (22.78%), while farmers/laborers comprised the smallest group, with 15 respondents (6.33%). In terms of education, the majority of respondents were high school graduates (85) (35.86%), while those who did not complete elementary school comprised the smallest group, with approximately 10 respondents (4.22%).

Based on treatment class, the majority of respondents were from class III, namely 116 people (48.94%), followed by class II with 68 people (28.69%), class I with 45 people (18.98%), and VIP with 8 people (3.39%). This indicates that the majority of inpatients came from the affordable treatment class.

Table 2

Distribution of Respondents' Service Experience (N = 237)

Service Experience	n	%
Good	180	75.95
Poor	57	24.05
Total	237	100.00

Based on Table 2, for the main research variable, the majority of respondents rated the service experience as good, namely 180 people (75.95%), while 57 people (24.05%) rated it as poor.

Table 3*Distribution of Respondents' Perceived Values (N = 237)*

Perceived Value	n	%
Good	203	85.64
Less	34	14.35
Total	237	100.00

Based on Table 3, in the perceived value variable, the majority of respondents also gave a good assessment, namely 203 people (85.64%), while 34 people (14.35%) gave a poor.

Table 4*Distribution of Patient Satisfaction (N = 237)*

Patient Satisfaction	n	%
Satisfied	197	83.12
Not Satisfied	40	16.88
Total	237	100.00

Based on Table 4, the level of patient satisfaction shows that 197 respondents (83.12%) were satisfied with the services they received, and 40 respondents (16.88%) stated that they were less satisfied.

3.2 Bivariate analysis

Table 5

The Simultaneous Impact of Service Experience on Patient Satisfaction at Pelamonia Hospital, Makassar

Dimensions	B Coefficient Value	Sig.	Exp(B) odds ratio
<i>Functional Clues</i>	-0.782	.292	.458
<i>Mechanic Clues</i>	3.166	<.001	23.711
<i>Humanic Clues</i>	.885	.129	2.423

Based on Table 5, the results of the logistic regression test for the independent variables each have a p-value of significant and insignificant influence on the dependent variable. The test results on the dimensions of functional clues, mechanical clues, and

humanic clues on patient satisfaction at Pelamonia Hospital, Makassar City, show that of the three dimensions of Service Experience, only Mechanical Clues are proven to have a significant influence on patient satisfaction. The regression coefficient value of 3.166 with a significance of <0.001 and an odds ratio value (Exp(B)) of 23.711 indicates that patients who rate the service mechanics (physical facilities, cleanliness, room comfort, hospital environment arrangement) as poor have a risk of almost 24 times greater to feel dissatisfied than patients who rate these aspects as good. This indicates that the quality of physical facilities is the main determinant of patient satisfaction.

Table 6

The Simultaneous Impact of Perceived Value on Patient Satisfaction at Pelamonia Hospital, Makassar

Dimensions	B Coefficient Value	Sig.	Exp(B) odds ratio
Emotional Value	1.369	.018	3.933
Social Value	.927	.176	2.527
Functional Value	-.815	.369	.443

Based on Table 6, the results of the logistic regression test for the independent variables indicate that each has a p-value indicating significant or insignificant influence on the dependent variable. The test results on the dimensions of Emotional Value, Social Value, and Functional Value on patient satisfaction at Pelamonia Hospital, Makassar City, show that of the three dimensions of Perceived Value, only Emotional Value has a significant effect on patient satisfaction at Pelamonia Hospital, Makassar City. The regression coefficient value of 1.369, with a significance level of 0.018 and an odds ratio of 3.933, indicates that patients who assess the emotional value of the service as less good have approximately 4 times the chance of feeling less satisfied.

4 DISCUSSION

Findings from this study at Pelamonia Hospital in Makassar demonstrate that both service experience and perceived value significantly influence patient satisfaction in inpatient settings. The results underscore that patient care aspects, including clinical interactions, facility conditions, and service availability, alongside patients' perceived

assessment of care benefits relative to their sacrifices, are key determinants of satisfaction outcomes [17,18]. These results align with recent empirical research highlighting the critical role of experiential and value perceptions in shaping satisfaction in hospital contexts.

International evidence supports the significant role of perceived value and patient experience in shaping satisfaction [18]. A study in China with 624 contracted patients revealed that both perceived value and patient experience had direct positive effects on patient satisfaction, with perceived value also mediating relationships between expectations, experience, and satisfaction [19,20]. This indicates that patients' judgments about the value of services and their overall experience are deeply intertwined in determining satisfaction levels.

Perceived value in healthcare is broadly defined as patients' overall evaluation of care benefits relative to costs incurred, financial, temporal, and psychological [21]. Contemporary theoretical models of perceived value emphasize its multidimensional nature, often including emotional, functional, and social components that collectively shape patients' evaluative judgments of care quality [22].

The emotional dimension reflects patients' affective responses to care, including feelings of comfort and security during hospitalization. Functional value captures practical or utilitarian aspects such as treatment effectiveness, efficiency, and facility quality [23]. Social value includes perceptions related to reputation, social support, and the interpersonal environment of care. Collectively, these dimensions contribute to holistic value perception among patients [24].

In the context of Pelamonia Hospital, the emotional aspects of care, such as empathetic communication, compassionate staff behavior, and a reassuring care environment, emerged as significant contributors to perceived value. Emotional value, therefore, may act as a key affective driver that strengthens patients' overall satisfaction with inpatient services [25]. Functional value relates to tangible service attributes, including clinical efficacy, operational efficiency, timeliness of care, and the adequacy of hospital infrastructure [26]. These aspects frame patients' rational assessments of service quality, and when consistently met, they reinforce satisfaction outcomes. Social dimensions of perceived value encompass how patients perceive the social support and acceptance they receive during care [27]. Studies show that social value components, such

as support from caregivers and trust in providers, can influence satisfaction by enhancing patients' sense of connectedness and perceived respect within the care environment [28].

The integration of perceived value and patient experience creates a more comprehensive understanding of satisfaction [29]. Patient experience captures the subjective assessment of care processes and interactions, while perceived value contextualizes these experiences against patient expectations and sacrifices [30]. Together, they offer a robust framework for interpreting patient satisfaction in healthcare settings.

Recent research also suggests that customer expectations can interact with patient experience and perceived value to influence satisfaction [31]. Expectations shape the baseline standard against which patients judge their experience and the value derived from care, highlighting the need to consider expectation management in healthcare quality strategies [32]. Contextual evidence from other settings, such as outpatient encounters in Chinese public hospitals, reinforces the multidimensional nature of perceived value, showing that emotional, social, and functional components collectively inform service evaluations and satisfaction [33].

Studies examining service quality further highlight that dimensions of service quality, such as empathy, responsiveness, and reliability, positively influence perceived value and satisfaction, though the impact may vary by context and patient expectations [34]. This suggests that enhancing specific quality dimensions may directly support value perceptions and satisfaction outcomes. Emerging evidence indicates that innovations such as service digitalization can improve patient satisfaction by empowering patients psychologically and facilitating smoother care processes [35]. Although different in mechanism, digital enhancements underscore the evolving factors influencing satisfaction beyond traditional service delivery.

For hospital administrators, findings from this study and related literature suggest that efforts to improve inpatient satisfaction should balance technical quality improvements with strategic initiatives to elevate emotional, functional, and social values perceived by patients [36]. Prioritizing patient-centered care models may lead to sustained improvements in satisfaction metrics. By integrating service quality improvements with focused efforts to enhance perceived value, especially through empathetic communication and patient support systems, healthcare institutions can create

differentiated care environments that more effectively meet patient needs and expectations [37].

5 LIMITATION

This study has several limitations that should be considered when interpreting the findings. First, the cross-sectional design limits the ability to infer causal relationships between service experience, perceived value, and patient satisfaction, as data were collected at a single point in time. Second, the use of purposive sampling in a single hospital setting may restrict the generalizability of the results to other hospitals or healthcare contexts with different patient characteristics and service systems. Third, data were obtained through self-reported questionnaires, which are subject to response bias, recall bias, and social desirability effects that may influence patients' evaluations. Fourth, although the instruments demonstrated high validity and reliability, the study did not incorporate qualitative exploration or objective service performance indicators to triangulate patient perceptions.

6 FURTHER RESEARCH

Further research should adopt longitudinal and experimental study designs to better establish causal mechanisms linking service experience, perceived value, and patient satisfaction. Such approaches would provide stronger temporal evidence of how improvements in service components influence satisfaction over time. In addition, expanding investigations across varied healthcare settings and cultural contexts, including public, private, and rural hospitals, will enhance the external validity and generalizability of these constructs. Comparative studies across different health systems and patient populations will also offer valuable insights into context-specific determinants of patient satisfaction and guide evidence-based strategies for service transformation on a broader scale.

7 CONCLUSION

This study demonstrates that service experience and perceived value are significant determinants of patient satisfaction in the inpatient unit of Pelamonia Hospital. The findings highlight that patients' overall evaluations of care are strongly shaped by both their experiential interactions with hospital services and their assessments of the value received relative to the sacrifices incurred.

Among the dimensions examined, the mechanical clues dimension emerged as the most influential predictor of patient satisfaction, indicating the pivotal role of tangible and environmental aspects of care, such as physical facilities, cleanliness, comfort, and the visual appeal of the hospital setting. The multivariate analysis revealed a substantial effect size for mechanical clues ($\beta = 3.166$, $p < .001$), with an odds ratio of 23.711, suggesting that patients who perceived favorable physical and environmental cues were more than twenty-three times more likely to report satisfaction compared to those with less favorable perceptions.

These findings underscore the strategic importance of investing in the physical and environmental quality of hospital services, alongside interpersonal and process-related improvements, to enhance patient-centered care and satisfaction outcomes. Strengthening mechanical clues, in synergy with efforts to improve service interactions and perceived value, may provide a robust pathway for hospitals to achieve sustainable improvements in service quality and competitive performance.

ACKNOWLEDGMENTS

The authors express their sincere gratitude to the management and staff of the hospital for their cooperation and willingness to participate in this study. We also thank the academic staff of the Hospital Administration Study Program, Faculty of Public Health, Hasanuddin University, for their invaluable guidance and support throughout the research process.

AUTHORS' CONTRIBUTION

Julian Alodia Tiro conceptualized the study, coordinated data collection, and drafted the initial manuscript. Syahrir A. Pasinringi contributed to study design, methodological guidance, and critical revision of the manuscript. Rini Anggreini and Fridawaty Rivai assisted in data analysis and interpretation and contributed to manuscript refinement. Irwandy provided substantive input on statistical analysis and interpretation of findings. Anwar Mallongi supervised the overall research process and provided critical intellectual input. All authors reviewed and approved the final version of the manuscript.

DATA AVAILABILITY

The datasets generated and/or analyzed during the current study are not publicly available but may be obtained from the corresponding author upon reasonable request.

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Authors' Contribution

All authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

How to cite this article (APA)

Tiro, J. A., Pasinringi, S. A., Anggraeni, R., Rivai, F., Irwandy, & Mallongi, A. (2026). THE EFFECT OF SERVICE EXPERIENCE AND PERCEIVED VALUE ON PATIENT SATISFACTION AT PELAMONIA HOSPITAL, MAKASSAR. *Veredas Do Direito*, 23(1), e234269. <https://doi.org/10.18623/rvd.v23.n1.4269>