

*Review Article*

# Patient Satisfaction and Intention to Seek Medical Treatment Abroad: A Hospital Service Management Perspective in Singkawang

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**Abstract:** Healthcare is a fundamental aspect in improving the quality of life. Patient satisfaction is an important indicator that reflects the extent to which patients' needs and expectations regarding healthcare services are met during the treatment process. The data collection method used in this study was qualitative in nature, involving interviews and observations of patients' experiences with healthcare services. Findings regarding patient dissatisfaction with service flow, waiting times, and administrative inefficiencies align with the stress theory of patient satisfaction, which states that satisfaction occurs when the service received meets or exceeds patient expectations. When expectations are not met, patients feel dissatisfied and seek alternative services perceived as better. In this context, overseas healthcare services are perceived to provide more detailed, faster, and more organized services, which increases patient interest in seeking such services. The study concludes that healthcare providers should focus on improving service quality by addressing waiting times, service flow, and administrative processes to enhance patient satisfaction. This could reduce the growing trend of patients seeking treatment abroad. The findings suggest that improving patient care from a systemic and administrative perspective is essential for maintaining competitive healthcare services and retaining patients.

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**Keywords:** Consumer Satisfaction; Healthcare Services; Hospital Services; Medical Treatment Intention; Stress Theory

## 1. Introduction

Healthcare is a fundamental aspect in improving people's quality of life. Patient satisfaction is a crucial indicator reflecting the extent to which patients' needs and expectations regarding healthcare services are met during their treatment (M. Ridha Anshari, 2023). Patient satisfaction impacts not only the individual experience but also the hospital's performance, the institution's image, and the overall healthcare system. Satisfied patients tend to return to the same hospital, recommend it to others, and strengthen institutional loyalty (Apolonia, 2023). Singkawang Type A Hospital is strategically positioned as a primary healthcare facility in the Indonesia-Malaysia border region. As a medical referral center for both routine and complex cases, this hospital bears a significant responsibility to meet high healthcare service standards. However, the author's experience working in a healthcare facility in the border region revealed an interesting phenomenon: many local patients prefer to seek treatment in Kuching, Malaysia, despite the availability of local medical facilities.

The author's experience working in a healthcare facility in the border region indicates that many local patients still choose to seek treatment in Kuching, Malaysia, every day. This is an interesting phenomenon that demonstrates the disparity in patient perceptions of the quality of local medical services. Patients' choice to seek treatment abroad is influenced by various factors, including medical quality, hospital facilities, technology, comfort, and the reputation of healthcare professionals (Widjaja et al., 2019). These factors are significantly related to patient satisfaction with local services (Aribowo et al., 2024). Indonesia has implemented six pillars of health transformation over the past two years, aimed at improving access, quality, efficiency, strengthening health human resources, utilizing information technology, and strengthening service monitoring systems. These pillars are designed to enhance the quality of national services and reduce patient dependence on foreign facilities (Atika, 2023).

Despite the ongoing health transformation, the phenomenon of patients preferring to seek treatment abroad remains common. This indicates that the implementation of health transformation has not fully improved patient satisfaction and reduced their interest in seeking medical services abroad (Daffa Anindya Fawwaz, 2025). Patient satisfaction is a multidimensional concept. It encompasses not only the technical quality of service but also interpersonal interactions between healthcare workers and patients, effective communication, empathy, and the comfort of the facilities. High levels of satisfaction are believed to reduce patients' intention to seek treatment abroad (Heryana, 2025). Previous research conducted by (Puspita et al., 2023) showed that service quality, effective communication, healthcare worker attitudes and behaviors, nurse scheduling, and patient comfort during treatment are key factors influencing patient satisfaction. However, the majority of research is quantitative, thus underexploring patients' subjective experiences (Purwadhi, 2024).

Border regions have unique characteristics, such as cross-border patient mobility, differences in medical facilities, and cultural and linguistic preferences. These factors emphasize the relevance of research on patient satisfaction and interest in seeking medical treatment abroad in Singkawang (Ramadhani, 2020). Interest in seeking medical treatment abroad, or medical tourism, is a global phenomenon that indicates that patients tend to seek medical services in other countries due to the quality of service, advanced facilities, the reputation of medical personnel, and the efficiency of procedures (Hartono & Dzikrah, 2025). The patient satisfaction factors studied included service quality, communication, healthcare provider attitudes, nurse scheduling, and facility comfort. This study aimed to determine how each of these dimensions influences patient perceptions at a Type A hospital in Singkawang.

Additionally, factors driving interest in seeking treatment abroad were considered, including medical service quality, facilities and technology, previous patient experience, cost and efficiency, socio-cultural factors, and access to information and media. This qualitative study is important because border regions experience high patient mobility, which places local hospitals in direct competition with hospitals in neighboring countries. The research results are expected to provide strategic recommendations for improving patient satisfaction. This research is also practically relevant for hospital management, as it can serve as a basis for improving services, communication strategies, and developing medical facilities that are more responsive to patient needs. In addition to clinical aspects, patient satisfaction is also influenced by non-medical factors, such as the friendliness of healthcare providers, speed of service, clear communication, and a comfortable hospital environment. These aspects are crucial for understanding more humane and patient-centered services.

Healthcare service quality is a dominant factor influencing patient satisfaction. Accurate diagnosis, speed of treatment, availability of facilities, and professionalism of medical personnel are key benchmarks in shaping patient perceptions (Ahmad Fachrurrozi et al., 2023). Effective communication between healthcare professionals and patients also plays a significant role. Clear and empathetic explanations can reduce patient anxiety, build trust, and improve understanding of medical procedures (Prihatini et al., 2024). Appropriate nurse scheduling is a crucial managerial factor. Irregular or frequently changing schedules can reduce service effectiveness and impact patient satisfaction (Rizany et al., 2020).

The attitudes and behaviors of healthcare workers also determine patient perceptions of service quality. Nurses and doctors who are friendly, empathetic, and able to maintain patient comfort will increase feelings of safety and satisfaction (Mutmainnah et al., 2021).

Patient comfort and needs during treatment, including cleanliness, security, and facilities, are equally important. Services that prioritize comfort create a positive patient experience (Article, 2022).

Interest in seeking medical treatment abroad is influenced not only by internal factors but also by external factors such as the reputation of the destination hospital, medical technology, cost, socio-cultural factors, and ease of access to information (Intama & Sulistiadi, 2022).

The types of interest in seeking medical treatment abroad vary, including specialist treatment, advanced technology, preventive examinations, aesthetics, and rehabilitation and specialized therapy. Understanding these interests helps hospitals tailor service and promotional strategies (Yuwanda et al., 2023).

The impact of interest in seeking medical treatment abroad is multidimensional. Patients gain access to advanced facilities, foreign hospitals experience increased visits, while local hospitals face competitive pressures (Elyanta & Aulia, 2024).

Global data shows that approximately 14 million patients annually travel internationally for medical treatment. Destination countries typically offer more complex medical procedures, modern technology, and personalized service. This phenomenon emphasizes the importance of local hospitals improving service quality to remain competitive (Al-Aamri et al., 2025).

According to a report by the Indonesian Ministry of Health, approximately 2 million Indonesian citizens (WNI) seek medical treatment abroad annually, with Malaysia, Singapore, and Thailand as the primary destinations. Total spending on healthcare services abroad is estimated to reach USD 10 billion per year, equivalent to approximately IDR 162 trillion. This indicates that domestic healthcare services have not fully met patient expectations in terms of quality, facilities, and comfort (Gunandi, 2025).

Research on patient satisfaction and interest in seeking medical treatment abroad in Indonesia is still limited. Several studies, such as those conducted by Trianziani (2020), highlight the technical dimensions of service or general satisfaction, but do not explore the subjective experiences of patients, particularly in border regions with their own social and economic dynamics.

This research gap also arises because previous quantitative methods were unable to capture the narratives of patient experiences, motives for choosing overseas services, and patient perceptions of ongoing healthcare transformations. A qualitative approach allows for an in-depth understanding of patient experiences, interactions with healthcare professionals, and subjective reasons for choosing to seek treatment abroad.

Economically, this phenomenon influences the flow of medical costs across borders. Socially, it fosters knowledge exchange and increased public awareness of international healthcare standards. Policy implications are also significant, as interest in seeking treatment abroad becomes a consideration for governments and hospitals to improve the quality of services, facilities, and national healthcare programs.

Therefore, based on this urgency, this study aims to understand how patients evaluate local hospital services, the factors that drive them to seek treatment abroad, and the implications for health management and policy.

## 2. Preliminaries or Related Work or Literature Review

### Theory Description

#### *Consumer Behavior Theory*

It can be concluded that Consumer Behavior theory describes how individuals, groups, or organizations make decisions about selecting, using, and evaluating a product or service to meet their needs and expectations. In the context of healthcare, this theory explains how patients choose hospitals, types of treatment, and even the decision to seek medical services abroad.

### Patient Satisfaction

#### *Definition of Patient Satisfaction*

It can be concluded that patient satisfaction is a level of positive or negative feelings arising from comparing patients' expectations regarding healthcare services with the reality they experience during the treatment process. This satisfaction reflects the extent to which

medical services, facilities, healthcare personnel, and the hospital system are able to meet patients' needs, expectations, and preferences.

In hospital services, patient satisfaction is determined not only by clinical treatment outcomes but also by non-medical aspects such as the comfort of the facility, the friendliness of the medical staff, the speed of service, and the clarity of information provided. A high level of satisfaction indicates that the hospital has provided effective, professional, and patient-oriented services, thus influencing public loyalty and trust in the health institution.

### **Factors Influencing Patient Satisfaction**

Patient satisfaction is influenced not only by medical outcomes but also by various aspects related to the interactions between patients, healthcare professionals, and the hospital system as a whole. According to (Lestari et al., 2021), several factors can influence patient satisfaction, shaping their perceptions of the services received and influencing their decision to return or recommend the hospital to others.

### **Dimensions of Patient Satisfaction**

According to (Syamsul & Rahmawati, 2021), these dimensions are:

a. Tangibles

This dimension relates to hospital facilities, medical equipment, cleanliness, and comfort of the care environment. Patients will be satisfied if the treatment room is clean, the medical equipment is complete and modern, and the hospital environment is comfortable.

b. Empathy

Empathy reflects the ability of healthcare professionals to understand and address patients' needs on a personal level. A friendly attitude, attention to complaints, and a willingness to listen to patients are the main indicators of this dimension.

c. Responsiveness

Responsiveness indicates the readiness of healthcare workers in providing services and responding to patient requests. Speed of service, staff preparedness, and prompt responses to patient questions or complaints are important benchmarks.

d. Assurance

Assurance relates to the patient's level of trust in the competence and professionalism of healthcare workers. The ability of medical personnel, the credibility of doctors, and the patient's sense of security during treatment are the main indicators of this dimension.

e. Reliability

Reliability emphasizes the hospital's ability to provide consistent, accurate, and promised services. The accuracy of treatment schedules, the accuracy of diagnoses, and the consistency of the quality of medical services indicate the reliability of the services provided.

### **Impact of Patient Satisfaction**

There are several impacts of patient satisfaction, namely:

a. Patient Loyalty

Satisfied patients tend to return to the same hospital in the future. This patient loyalty is important for maintaining stable patient visits and hospital revenue, both directly and through health insurance (Beatrik Yunike Yulanda Sroyer, Dasrun Hidayat, 2025).

b. Recommendations and Word of Mouth Promotion

Patient satisfaction can encourage patients or their families to recommend the hospital to others. These positive recommendations are an effective promotional tool because they come from real patient experiences, which can enhance the hospital's reputation in the community (Ubaidillah, 2024).

c. Improving the Hospital's Image and Reputation

High levels of patient satisfaction contribute to improving the hospital's image and reputation as an institution that provides quality services. A good image will make it easier for hospitals to attract new patients and maintain a competitive position in the healthcare industry (Purwanto et al., 2022).

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d. Healthcare Personnel Performance

Patient satisfaction also impacts the motivation and performance of healthcare workers. Satisfied patients provide positive feedback that can boost the morale of medical and non-medical staff, thereby improving overall service quality (Ida Ayu, 2023).

e. Hospital Operational Sustainability

High patient satisfaction impacts the financial stability of a hospital. Satisfied patients are more likely to make repeat visits and use additional services, thus supporting the sustainability of hospital operations amidst high operational costs (Purwadhi Purwadhi, 2024).

### **Interest in Seeking Medical Treatment Abroad**

#### ***Definition of Interest in Seeking Medical Treatment***

It can be concluded that interest in seeking medical treatment is a person's tendency or attraction to use certain healthcare services, either locally or internationally, based on considerations of the benefits, quality of service, and the health needs they wish to meet. This interest reflects the patient's intention to seek treatment, choose a hospital, or utilize a particular medical facility to meet their health needs.

#### ***Factors Driving Interest in Seeking Medical Treatment Abroad***

There are several main factors driving the desire to seek medical treatment abroad, namely:

a. Quality of Medical Services

One of the main factors is the patient's perception of the quality of medical services abroad, including the ability of medical personnel, the reputation of doctors, advanced medical procedures, and better treatment outcomes. Patients tend to be attracted to countries with higher healthcare standards and more modern medical technology (Hidayat et al., 2025).

b. Availability of Facilities and Technology

Complete and advanced hospital facilities and medical technology are important factors influencing patient interest. Hospitals abroad often offer diagnostic equipment and treatment procedures that are unavailable or limited domestically, thus encouraging patients to seek medical services elsewhere (M. E. Puspita et al., 2023).

c. Patient Experience and Hospital Reputation

Testimonials from previous patients, the hospital's international reputation, and the success of medical procedures are important factors to consider. Patients tend to choose hospitals with a good track record and positive reviews from international patients (Laila, 2024).

d. Cost and Service Efficiency

Cost, although relatively high, is often considered in the context of overall value received. Patients will compare cost with service quality, treatment effectiveness, and guaranteed medical safety. Some patients also consider service packages consisting of transportation, accommodation, and medical consultations as additional considerations (Sugondo et al., 2021).

e. Social and Cultural Factors

Other external factors influencing interest in seeking medical treatment abroad include cultural preferences, language preferences, and environmental comfort. Countries with internationally patient-friendly medical facilities, as well as ease of communication and service, tend to be more attractive to patients (Sijabat, 2025).

f. Access to Information and Media

Information available through the internet, social media, or international medical agents also plays a role in increasing patient interest in seeking medical treatment abroad. Clear, reliable, and easily accessible information helps patients understand procedures, costs, and the advantages of services in the destination country (Susanti, 2021).

#### ***Types of Interest in Seeking Medical Treatment Abroad***

There are several types of interest in medicine that can help hospitals and **international** healthcare providers design targeted services, increase patient satisfaction, and tailor facilities and promotional strategies to patient needs, namely:

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- a. Interest in Specialist Treatment

Patients with this type of interest seek specific or rare medical services that may be unavailable or limited in their home country. Examples include complex heart surgery, organ transplants, or certain cancer treatments (Hariyanti & Kristiani, 2021). The patient's primary goal is to receive the highest quality medical care and technology to increase the chances of recovery.

- b. Interest in Seeking Medical Treatment for Advanced Medical Technology

Some patients are interested in seeking medical treatment abroad because the destination country offers more advanced diagnostic equipment and medical procedures. This type of interest stems from patients' awareness of the importance of modern medical technology in supporting effective treatment and accelerating the recovery process (Herlina et al., 2024).

- c. Interest in Medical Treatment for Preventive Health Care and Check-Ups

This type of interest consists of patients traveling abroad for routine health check-ups, early disease screenings, or preventive health programs. The patient's focus is on prevention and early detection of potential diseases, rather than treatment of existing ones (Djuwa, 2020).

- d. Interest in Medical Treatment for Aesthetics and Beauty (Cosmetic Medical Tourism)

Some patients are interested in undergoing rehabilitation therapy or long-term care that requires specialized facilities, such as post-surgical rehabilitation, physiotherapy, or therapy for chronic diseases. Patients tend to choose countries with high standards of rehabilitation care and experienced professionals (Purba, 2022).

#### ***Impact of Interest in Seeking Treatment Abroad***

Therefore, there are several impacts of interest in seeking treatment that can help hospitals and policymakers design service strategies, improve facility quality, and **anticipate** the consequences arising from the phenomenon of international patient mobility (Kwary, 2022), namely:

- a. Impact on Patients

Patients who are interested in seeking treatment abroad generally benefit from access to more modern medical facilities, competent medical personnel, and more specific and sophisticated treatment procedures. These positive impacts increase the chances of successful treatment, satisfaction with healthcare services, and improve the patient's long-term health (Anfal, 2020).

- b. Impact on Hospitals Abroad

International patient interest can increase patient visits and hospital revenue. This encourages hospitals to maintain service quality standards, upgrade medical facilities, and enhance their international reputation. With an increasing number of international patients, hospitals can gain economic benefits while building their image as centers of excellence in healthcare (Beatrik Yunike and Dasrun Hidayat, 2025).

- c. Impact on Domestic Hospitals

Patient interest in seeking treatment abroad can create competitive pressure on local hospitals. Domestic hospitals are encouraged to improve service quality, upgrade medical facilities, enhance the competence of healthcare workers, and implement more innovative service strategies to prevent patients from switching to overseas services (Sarasnita et al., 2021).

- d. Economic and Social Impact

Interest in seeking treatment abroad contributes to economic flows through spending on medical expenses, transportation, and accommodation. Socially, this phenomenon encourages the exchange of medical knowledge and technology, and increases public awareness of international healthcare standards (Herlina et al., 2024).

- e. Impact on Health Policy

The high interest in seeking treatment abroad is a consideration for the government and hospital administrators in formulating policies that encourage improved service quality, investment in medical facilities, and the development of a more competitive national health program (Ambarwati, 2021).

## The Relationship Between Patient Satisfaction and Intention to Seek Treatment Abroad

Patient satisfaction and intention to seek treatment abroad are complex and mutually influential. Patient satisfaction is an individual's subjective perception of the healthcare services received, encompassing various aspects, including the quality of medical care, the competence of healthcare personnel, hospital facilities, communication, and the comfort of the care environment (Hersyaf, 2025). This level of satisfaction not only impacts a patient's decision to return to the same hospital but also influences their intention to seek healthcare abroad.

### 3. Proposed Method

#### Research Location and Time

This research was conducted at the Singkawang Type A Hospital, West Kalimantan Province. This location was chosen based on the consideration that the Type A hospital is the main referral healthcare facility in the region, has comprehensive medical facilities, and accepts patients seeking treatment abroad or considering international treatment.

This research is planned to last six months, starting from the preparation stage to the final draft.

#### Data Collection

Data collection was conducted with the aim of understanding patients' experiences, perceptions, and motivations in the context of satisfaction with hospital services and interest in seeking treatment abroad. The data collection method used was qualitative in nature, consisting of:

- a. Preparation: Identifying participants, developing an interview schedule, and securing research permission.
- b. In-Depth Interviews: Conducting semi-structured interviews with patients to explore their experiences, satisfaction, and motivations for seeking treatment abroad.
- c. Participatory Observation: Observing patient interactions with hospital services, including the services of doctors, nurses, and facilities.
- d. Documentation: Collecting relevant documents such as medical records, patient satisfaction reports, service reports, and hospital statistics.
- e. Data Triangulation: Combining data from various sources and methods to increase the validity and reliability of the data..

### 4. Results and Discussion

#### Patient Satisfaction Level with Medical Services at Singkawang Type A Hospital *Satisfaction with Doctor Services*

Patient satisfaction with doctor services is in the good category. Informants consistently described doctors as professional, communicative, and providing adequate attention to patients. Key aspects that stood out included professionalism, clear communication, and the doctor's empathetic demeanor during the examination.

##### *Doctor Responsiveness and Empathy*

In addition to technical skills, doctors were also assessed as having empathy and attention to patients' emotional states. Several informants felt that doctors provided support and reassurance through their friendly demeanor and language.

Some supporting quotes:

Siti Marlina (33 years old) stated,

“The doctor greeted me warmly... very patient.” Joko Prasetyo (45 years old) said,

“The doctor who treated me was polite and made me feel at ease.”

However, some informants felt the consultation duration was too short, such as Maria Santika, who said,

“The consultation time felt short, so I didn't have time to ask many questions.”

Overall, doctor service remains the most satisfying aspect for patients.

##### *Satisfaction with Nursing Services*

Nursing services are a crucial element in shaping the patient experience at Singkawang Type A Hospital. Interviews with informants revealed that most patients reported that the nurses were friendly, polite, and demonstrated professionalism in carrying out their duties.

However, some informants felt that the nurses' busy schedules and high workloads sometimes made interactions with patients feel rushed.

Maria Santika, a 28-year-old patient, expressed that she felt comfortable with the nurses' services, although she noted that the busy hospital environment made the nurses appear rushed. She said,

"The nurses are polite, but they seem rushed... maybe because there are so many patients."

A similar sentiment emerged in an interview with Andi Pratama, 35, who said that the nurses generally performed well but appeared to be working beyond their capacity. He explained,

"The nurses are nice, but they seem understaffed."

This suggests that even though the nurses' interpersonal qualities are perceived as positive, patients still feel the impact of the high workload.

Meanwhile, Lilis Nurhayati, 42, shared a different experience, stating that she felt very cared for by the nursing staff. She stated that the nurses were very friendly and professional. She said,

"They were friendly and very professional... attentive to my condition."

Lilis's description indicates that the quality of nursing care still provides a sense of calm and comfort for some patients, especially those who come with more serious medical conditions and require more attention.

In terms of responsiveness, most informants acknowledged that nurses are quite quick to respond to patient calls or complaints, even though they recognize that nurses work under high patient pressure. Herman Widodo, for example, said that the nurses acted promptly despite appearing exhausted. He said,

"The nurses are responsive even though they seem to be working quite hard."

A similar testimony was shared by Joko Prasetyo, 45, who appreciated the nurses' promptness in assisting patients. He explained,

"The nurses are responsive, even though they are often overwhelmed."

Although service was considered good, several informants highlighted that service quality can decline as the number of patients increases. Andi Pratama, for example, emphasized that the nurses' fast work pace indicated an imbalance between the number of nurses and patients. He said,

"Their work pace is very fast... it looks like they are understaffed."

This finding suggests that although nurses' competence and attitude received positive reviews, workload management still requires attention to maintain consistent service quality.

Overall, the level of satisfaction with nursing services was in the fairly good category, particularly regarding aspects of friendliness, professionalism, and responsiveness. However, the sustainability of service quality was significantly affected by the high workload, limited staff, and the crowded hospital environment. This indicates a need to improve work distribution and increase the number of nursing staff to optimize service delivery.

### **Satisfaction with Service Flow and Process**

While the services provided by doctors and nurses were considered quite good, the informants' assessment of the hospital's service flow and process differed. Based on interviews, almost all informants expressed dissatisfaction with the service system, which they considered slow, complicated, and poorly integrated. This leaves patients facing long queues, repetitive administrative processes, and confusion in navigating the path to the clinic and other facilities.

Waiting time is the most dominant factor in decreasing patient satisfaction. Many informants reported having to spend long periods waiting for examinations, even when they arrived early in the morning. Maria Santika, for example, reported that the waiting process was quite long. She said,

"The waiting time was quite long... the lines were long."

This statement was reinforced by Lilis Nurhayati, who admitted to experiencing even worse queues. She explained,

"The waiting time and lines were very long."

This situation was experienced by almost all informants, such as Siti Marlina, who said,

"My experience was quite pleasant even though the wait time was long,"

and Rizky Fernando, who said,

"I had to wait quite a long time in the waiting room."

In addition to long queues, confusing service flows were also a common complaint. Several informants felt that directions were poorly organized and information regarding administrative steps was unclear. Maria Santika even admitted to getting lost while searching for the clinic. He said,

"The path to the clinic... the directions weren't clear, so I took the wrong route."

This situation was also experienced by Dewi Kartikasari, who felt slightly confused during the registration process, saying,

"I felt a little confused by the registration process."

Joko Prasetyo also emphasized that the administrative process felt inefficient because it required repeating steps several times. He said,

"The repeated administration made me have to change counters."

The problem didn't stop with the service flow; it also involved the administrative process, which was considered slow and time-consuming. Steven Halim revealed that the process from registration to picking up medication took a long time, making the treatment experience tiring. He stated,

"The process from administration to the clinic to picking up medication took a lot of time."

Herman Widodo shared a similar sentiment, complaining about the long time required for simple administrative matters. He said,

"Administration takes a long time, even for small things like control letters."

Nur Aisyah also shared a similar experience, saying,

"The process from registration to medication collection is too long."

The comfort of the waiting room also impacts the patient experience during their stay at the hospital. Although some informants stated that the waiting room facilities were quite good, conditions became uncomfortable when the hospital was very busy. Maria

Santika stated,

"It often feels full and stuffy," describing the crowded waiting room atmosphere at certain times. Andi Pratama added that the noise in the waiting room made the situation less conducive, saying, "The noise makes the atmosphere less peaceful."

Furthermore, Dewi Kartikasari noted that air ventilation was inadequate when the number of patients increased. She said,

"When it's busy, the air feels stuffy."

Based on these findings, it can be concluded that although the quality of medical services has provided a positive experience for most patients, the service flow and administrative processes are the aspects that need the most improvement. Long wait times, confusing procedures, and inefficient administrative processes cause discomfort and lower overall patient satisfaction. Improvements to the queuing system, simplification of service flows, addition of information guides, and increasing waiting room capacity are important recommendations so that hospital services can be more effective, efficient, and oriented towards patient needs.

### ***Satisfaction with Hospital Facilities and Cleanliness***

Research results indicate that patient satisfaction with the facilities and cleanliness at Singkawang Type A Hospital is in the fairly good category. Most informants felt that the treatment rooms, waiting rooms, and other supporting facilities were in adequate and well-maintained condition. Furthermore, the role of the cleaning staff was deemed quite optimal in maintaining a comfortable hospital environment. However, several aspects were deemed in need of improvement, particularly regarding toilet facilities, the aging condition of medical equipment, and the room's easily stuffy atmosphere during peak hours.

One informant, Maria Santika, assessed that the hospital's cleanliness was quite well-maintained and the cleaning staff appeared active.

"The cleanliness is good. I saw the cleaning staff frequently going back and forth to check and clean up trash. The toilets were also quite clean, although they sometimes ran out of tissue." — Maria Santika, 28

Andi Pratama echoed this sentiment, noting that the facilities were considered quite good, although some medical equipment appeared quite old.

"The facilities are quite good for a public hospital. The rooms are clean, and the equipment is complete, although some of the equipment appears to be quite old." — Andi Pratama, 35

Lilis Nurhayati also assessed the facilities as quite complete, but she saw the need for some equipment to be updated.

"The facilities are quite complete, although I think there are still some equipment that could be updated." — Lilis Nurhayati, 42

Meanwhile, Steven Halim noted that cleanliness in the treatment rooms and corridors is always maintained, but the condition of the waiting room deteriorates when it's crowded with patients.

"The hospital's cleanliness is quite good, especially in the treatment rooms and corridors. However, the polyclinic waiting room is often overcrowded, making the air feel stuffy. There aren't always enough seats." — Steven Halim, 50

Conversely, Siti Marlina reported that the hospital's toilets are sometimes less clean during peak visiting hours, which impacts patient comfort.

"The toilets are sometimes less clean during peak hours." — Siti Marlina, 33

Based on these statements, it appears that the hospital's facilities and cleanliness have generally received positive reviews. The hospital was deemed capable of maintaining cleanliness standards in treatment rooms and main areas. However, improvements were noted in toilet facilities, waiting room capacity, and medical equipment upgrades to further enhance service quality.

### ***Satisfaction with Comfort During Treatment***

Comfort is one aspect that significantly influences a patient's experience during treatment. Research shows that patient comfort at Singkawang Type A Hospital is relative, depending on crowd conditions, air ventilation, the atmosphere of the waiting room, and the service provided by the medical staff. In general, patients feel quite comfortable, especially due to the friendliness of the doctors and nurses. However, physical comfort often decreases when the hospital is crowded with patients.

Maria Santika stated that the waiting room is actually quite comfortable, but this changes as the number of patients increases.

"The waiting room is quite comfortable, with quite a lot of chairs and air conditioning. However, because there are so many patients, the atmosphere often feels crowded and a bit stuffy." — Maria Santika, 28

Andi Pratama also found the comfort quite good, but he complained about the noise level affecting the atmosphere.

"My comfort is quite good, but the noise from patients and families sometimes makes the atmosphere less peaceful." — Andi Pratama, 35

Dewi Kartikasari assessed the waiting room as adequate, but poor ventilation reduced comfort when the room was crowded.

"The waiting room facilities are quite comfortable, but I wish the ventilation could be better because when it's crowded, the air feels stuffy." — Dewi Kartikasari, 39

In contrast, several informants felt comfortable after entering the examination room because the atmosphere was quieter than in the general area. Herman Widodo revealed that his comfort increased as soon as he entered the examination room. "After entering the examination room, the flow began to feel more comfortable." — Herman Widodo, 46

Joko Prasetyo also assessed the polyclinic waiting room as adequate in terms of lighting and tidiness, although the lengthy administrative process left him exhausted.

"The facilities are quite good. The waiting room is quite bright and tidy." — Joko Prasetyo, 45

However, several informants stated that the room became less comfortable when it was too crowded. Rizky Fernando stated that the crowds reduced the comfort of the waiting room, even though the facilities were clean.

"The facilities are good and clean, but the waiting room is sometimes too crowded." — Rizky Fernando, 27

Siti Marlina shared a similar experience, noting that long wait times reduce comfort, especially when it's difficult to get an appointment early. "It's difficult to get an appointment early, and the long wait makes the atmosphere less comfortable." — Siti Marlina, 33

Overall, the study results showed that the comfort of treatment at this hospital was influenced by three main factors: the physical condition of the waiting room, the large number of patients, and the length of the wait. These factors were the main sources of discomfort, although the service provided by the medical staff contributed positively to patients' emotional well-being.

## Factors Influencing Patient Satisfaction

### *Quality of Interactions with Medical Personnel*

The quality of patient interactions with medical personnel, particularly doctors and nurses, is a very dominant factor in determining patient satisfaction. Research shows that patients feel more at ease, valued, and confident in their treatment when medical personnel provide clear explanations, are friendly, and demonstrate empathy. Positive interactions are not limited to the doctor's clinical skills but also encompass aspects of interpersonal communication such as patience in explaining the patient's condition, readiness to answer questions, and respect for the patient as an individual.

Many informants reported that the doctors at Singkawang Type A Hospital have good and professional communication skills. Maria Santika, for example, experienced the doctor's warm and caring demeanor.

"The doctor seemed professional and warm enough in explaining my condition... I felt valued as a patient." — Maria Santika (28 years old)

Andi Pratama also experienced positive interactions, noting that the doctor was not only professional but also willing to answer every question in depth.

"The doctor was very informative and didn't mind answering my questions in depth." — Andi Pratama (35 years old)

Lilis Nurhayati expressed a similar sentiment, stating that she felt comfortable because the doctor reassured her with detailed and easy-to-understand explanations.

"The doctor reassured me with clear and thorough explanations." — Lilis Nurhayati (42 years old)

In addition to doctors, nurses also play a crucial role in building positive interactions with patients. When nurses are friendly and responsive, patients feel safer and more comfortable during their healthcare services. Although some informants felt that nurses worked at a fast pace and appeared overwhelmed, they still appreciated the friendly attitude shown by nurses.

One informant who felt this way was Steven Halim, who assessed the interaction between medical staff as excellent despite the high number of patients.

"I felt cared for as a patient, not just a queue number." — Steven Halim (50 years old)

Good interpersonal interactions have a significant impact on a patient's emotional well-being. This was evident in Joko Prasetyo's statement, which described the doctor's demeanor as very reassuring.

"The doctor who treated me was very professional and polite... it gave me a sense of calm." — Joko Prasetyo (45 years old)

The overall findings indicate that the quality of interactions with healthcare professionals is a core element influencing patient satisfaction. When healthcare professionals demonstrate empathy, clear communication, and professionalism, patients feel more valued, have a better understanding of their condition, and have greater confidence in the healthcare they receive.

### *Service Speed and Waiting Times*

Service speed and waiting times are other important factors that significantly influence patient satisfaction. Research shows that this aspect is one of the most dominant sources of dissatisfaction. Slow service processes, long queues, and complicated administrative processes make the medical experience less enjoyable for many patients. Even if medical services are considered good, long wait times often reduce overall satisfaction.

Several informants described their experiences with long wait times. Maria Santika, for example, complained about the long wait times before receiving treatment.

"The waiting time is quite long... the lines are long." — Maria Santika (28 years old)

A similar complaint came from Lilis Nurhayati, who felt that long queues were a major obstacle during treatment.

"The waiting times and lines are very long." — Lilis Nurhayati (42 years old)

Not only are the queues long, but the inefficiency of the service flow also increases waiting times. Dewi Kartikasari stated that the process of getting to the clinic and registering often leaves patients confused and takes longer.

"I felt a little confused by the registration process, and the wait times were long." — Dewi Kartikasari (39 years old)

Furthermore, the unintegrated administrative process was also a significant factor contributing to lengthened wait times. Steven Halim revealed that the series of administrative processes and medication collection took a long time.

"The process from administration to the clinic to collecting medication took a lot of time." — Steven Halim (50 years old)

Nur Aisyah echoed this sentiment, complaining about the lengthy service process from registration to medication collection.

"The process from registration to medication collection is too long." — Nur Aisyah (30 years old)

Rizky Fernando added that in addition to long queues, the inefficient examination process made waiting times even more uncomfortable.

"Long queues and inefficient examination processes." —

Rizky Fernando (27 years old)

Long wait times not only physically exhausted patients but also reduced their overall comfort and satisfaction. Some informants, such as Herman Widodo, even felt that long wait times made even small processes like processing control letters extremely tiring.

"Administration takes a long time, even for small things like processing control letters." — Herman Widodo (46 years old)

Based on these findings, it can be concluded that service speed and waiting time are among the biggest factors influencing patient satisfaction. Although the interaction with medical staff is considered good, the inefficiency of the service system and long queues leave some patients dissatisfied. Therefore, improvements to the queuing system, administrative integration, and service flow management are aspects that urgently need to be addressed to increase patient satisfaction in the future.

#### ***Availability and Adequacy of Medical Facilities***

The availability and adequacy of medical facilities is a key factor influencing patient satisfaction at Singkawang Type A Hospital. Based on interviews, most informants felt that the hospital's medical facilities were adequate to support examinations and treatment. However, several informants noted that some equipment appeared to be aging and needed updating to ensure optimal and efficient examinations. Complete facilities and well-functioning equipment are considered crucial for providing a sense of security to patients, especially those with serious health conditions.

One informant, Andi Pratama, assessed that the medical facilities were generally good, but he acknowledged that some equipment needed upgrading to improve service quality.

"The facilities are quite good for a public hospital. The rooms are clean, and the equipment is complete, although some of the equipment appears to be quite old." — Andi Pratama, 35

Lilis Nurhayati also noted the condition of the medical equipment, which she said was suitable for use, but still had room for improvement through equipment upgrades.

"The facilities are quite complete, although I think there are still some pieces of equipment that could be updated." — Lilis Nurhayati, 42

Meanwhile, Steven Halim emphasized that the available medical facilities meet the hospital's basic needs, but some equipment appears to be aging and needs attention from the hospital.

"From what I've seen, the facilities are quite complete for a public hospital. However, some of the medical equipment appears to be aging." — Steven Halim, 50

While most patients felt the medical facilities met expected standards, several notes regarding medical equipment upgrades indicated a need for facility modernization to support more accurate and rapid examinations. The suitability of medical facilities is a crucial aspect influencing patient satisfaction and trust in a hospital.

#### ***Smooth Administration and Queuing System***

The smooth administration and queuing system are crucial factors in determining patient satisfaction. Interviews revealed that nearly all informants reported that the administration and queuing system at Singkawang Type A Hospital remains a major obstacle affecting comfort and satisfaction during treatment. The lengthy administrative process, confusing procedures, and long queues mean patients have to wait long periods before receiving care.

Several informants felt that the administrative process was inefficient and needed streamlining. Maria Santika stated that, despite the friendly service, the lengthy administrative process was an uncomfortable experience.

"The most noticeable thing was the long queues and the inefficient administrative process." — Maria Santika, 28

Andi Pratama expressed similar concerns, saying he had to move from room to room to complete administrative tasks, something he found confusing and time-consuming.

"The queuing system and coordination between units. Sometimes I have to move from one room to another for administration." — Andi Pratama, 35

Steven Halim added that the administrative process, from registration to medication collection, significantly impacts patients' time and energy. The lengthy process makes the treatment experience tiring.

"The process from administration to the clinic to medication collection sometimes takes a lot of time, making the overall experience feel tiring." — Steven Halim, 50

Herman Widodo also found that hospital administration takes a long time, even for simple matters such as processing control letters.

"Administration takes a long time. Even for small things like processing control letters." — Herman Widodo, 46

Rizky Fernando corroborated these findings by stating that slow administration and having to move from one counter to another makes the treatment process less efficient.

"Slow administration and having to move from one counter to another." — Rizky Fernando, 27

Inefficiency in the administration and queuing system is one of the factors that most significantly reduces patient satisfaction. Patients hope for an electronic queuing system, data integration, and a simplified administrative process to save time and feel more comfortable.

### **Cost and Affordability of Services**

Cost and affordability of services are also important factors influencing patient satisfaction. Many patients consider cost as one of the reasons they choose a particular healthcare facility. At Singkawang Type A Hospital, most informants considered the service fees to be affordable, especially compared to private healthcare facilities. This added value makes patients feel less burdened financially.

Andi Pratama stated that one aspect that satisfied him was the reasonable cost of treatment.

"The fees are affordable and the doctors are communicative. I don't feel anxious about seeking treatment because they don't have to pay too much." — Andi Pratama, 35

Furthermore, several informants considered overseas services because they heard that, although the fees are higher, the service is faster and the results are more detailed. This statement indicates that cost is not the only consideration for patients, but is also related to the quality of service received. Maria Santika, for example, stated that overseas examinations were perceived as more personal and faster despite the higher cost.

"Many friends tell me that examinations abroad are more detailed and the service atmosphere feels more personal." — Maria Santika, 28.

Dewi Kartikasari also revealed that some patients choose overseas for faster service and same-day results, despite the higher cost.

"I want faster service, and I know some hospitals abroad can provide same-day results." — Dewi Kartikasari, 39.

Meanwhile, Joko Prasetyo stated that the difference in cost isn't the only factor; comfort and quality of medical equipment are also important.

"The strongest factors, in my opinion, are trust in the quality of service, more advanced medical technology, and the convenience of the process with minimal queues." — Joko Prasetyo, 45.

Overall, although the cost at this hospital is considered affordable and a positive factor, patients still consider the quality of service and speed of examinations. This indicates that affordability cannot stand alone in influencing patient satisfaction; it must be balanced with adequate service quality.

### **Factors Driving Patient Interest in Seeking Treatment Abroad**

The research results indicate that several factors encourage patients at Singkawang Type A Hospital to consider healthcare abroad, particularly in countries like Malaysia and Singapore. These factors arise from patients' experiences with local services and their perceptions of the quality of healthcare services abroad. In general, the three main factors that most influence patient interest are perceptions of overseas medical technology and facilities, speed of service and minimal waiting times, and the desire for a more detailed and accurate diagnosis.

### ***Perceptions of Overseas Medical Technology and Facilities***

Many informants indicated that the perception of the sophistication of technology and the completeness of medical facilities abroad is a strong reason for considering treatment abroad. They believe that overseas medical facilities are more modern, consistent, and well-standardized. Even patients who have never sought treatment abroad share similar perceptions based on stories from those close to them.

Maria Santika articulated this perception by describing overseas healthcare facilities as more advanced and with better-organized procedures.

"From the stories I've heard, the quality of service abroad is more consistent, the equipment is newer, and the examination procedures are quicker without long queues." — Maria Santika, 28.

Andi Pratama shared a similar view, linking his interest in seeking treatment abroad to the quality of medical technology, which he considers superior to that in Indonesia.

"Trust in the quality of medical technology and better customer service." — Andi Pratama, 35.

Steven Halim also revealed that healthcare technology abroad is an important consideration for patients seeking a more optimal medical experience.

"Many are looking for services that are not only fast, but also more personalized and supported by the latest technology." — Steven Halim, 50.

Elsewhere, Rizky Fernando described how patients are attracted to seeking treatment abroad because of the perceived more advanced and modern healthcare facilities.

"The combination of the latest technology, more personalized service, and a much shorter process." — Rizky Fernando, 27.

From these various perspectives, it's clear that medical technology is a fairly dominant factor. The perception that other countries have more advanced diagnostic tools has a strong influence on patients' interest in seeking alternative treatments abroad.

### ***Speed of Service and Minimal Waiting Times***

The next factor influencing patient interest is the perceived speed of service, which is significantly better abroad. Long waiting times at domestic hospitals, as experienced by many informants, have led to the perception that overseas services are more efficient and less time-consuming for registration, examination, and results.

Maria Santika explained that one of the attractions of overseas healthcare services is the faster and more personalized process.

"The service atmosphere feels more personal... the examination is more detailed and faster." — Maria Santika, 28

Andi Pratama also mentioned that his interest in seeking treatment abroad arose because he heard that medical check-ups abroad can be completed in a shorter time.

"I heard that examinations abroad are faster and results can be obtained within one day." — Andi Pratama, 35

Lilis Nurhayati similarly expressed that fast service and minimal waiting times are the main attractions for patients seeking certainty about their treatment.

"Many patients seek certainty and peace of mind, and hope to receive more accurate test results." — Lilis Nurhayati, 42

Furthermore, Herman Widodo linked the interest in seeking treatment abroad to the much shorter waiting times compared to domestically, which makes patients feel more comfortable and less likely to spend hours waiting.

"I have, especially when I compare the shorter waiting times abroad." — Herman Widodo, 46

Several other informants, such as Dewi Kartikasari, also acknowledged that the speed of examinations and the ability to receive results on the same day make patients more likely to choose overseas services.

"I want faster service, and I know some hospitals abroad can provide results on the same day." — Dewi Kartikasari, 39

These findings indicate that speed of service and minimal waiting times are very strong factors in motivating patients to seek treatment abroad.

### ***Desire for a More Detailed and Accurate Diagnosis***

Besides technological factors and speed of service, the desire for a more in-depth, comprehensive, and accurate diagnosis is an important motivator for patients considering

medical services abroad. Many informants felt that domestic diagnoses lacked detail, or required a second opinion to ensure the accuracy of test results.

Maria Santika admitted that she was interested in seeking treatment abroad, primarily to seek a second opinion if she faced a more serious health problem.

"Yes, especially if I was facing a serious health condition and needed a second opinion." — Maria Santika, 28

Andi Pratama also explained that he felt a more comprehensive examination could be obtained abroad.

"Yes, especially when I wanted a more complete medical check-up." — Andi Pratama, 35

Lilis Nurhayati, who has a history of heart disease, also expressed her desire for a more detailed examination.

"I wanted a second opinion and a possibly more detailed examination." — Lilis Nurhayati, 42

Steven Halim clearly stated that a more detailed and faster examination was the main reason he considered seeking treatment abroad.

"I want a more detailed examination and not have to wait too long." — Steven Halim, 50

Rizky Fernando added that more in-depth examination results are an attractive factor for patients who want to ensure their overall health.

"Yes, especially for more detailed examinations." — Rizky Fernando, 27

These findings indicate that the need for a more accurate and comprehensive diagnosis significantly influences patient decisions. Patients need certainty about their health, especially in sensitive cases such as chronic illnesses or potentially serious conditions.

### ***The Influence of Stories, Recommendations, and Experiences of Those Close to You***

Research results show that stories and recommendations from those closest to you have a significant influence in encouraging patients to consider treatment abroad. Information received from friends, family, and acquaintances often serves as the initial reference before patients decide to seek healthcare in another country. Positive experiences from others about the speed of service, accurate diagnoses, and more modern facilities trigger increased interest in seeking healthcare abroad. This factor is even stronger for patients who are dissatisfied with domestic services or require further examinations.

Maria Santika revealed that her desire to consider seeking treatment abroad arose after hearing stories from her friends.

"It crossed my mind. Because many of my friends told me that examinations abroad are more detailed and the service atmosphere feels more personal." — Maria Santika, 28

Steven Halim felt a similar influence. He began considering seeking treatment abroad after hearing stories from family members who had received care in a neighboring country.

"I have, especially after hearing family members' experiences that the process was faster and more comfortable." — Steven Halim, 50

Siti Marlina testified that the motivation to consider treatment abroad came from her social environment.

"Yes, especially after hearing stories from friends." — Siti Marlina, 33

Dewi Kartikasari also mentioned that she was motivated by the experiences of others, especially those who wanted faster test results.

"It crossed my mind, especially when I wanted a test with results that would come out faster." — Dewi Kartikasari, 39

Furthermore, several informants noted that stories from others reinforced the understanding that tests abroad are often more concise, direct, and take less time to get results, further increasing their appeal.

Andi Pratama even mentioned that he gained insights into more efficient tests from stories from people he knew.

"I heard that tests abroad are faster and the results can be obtained within one day." — Andi Pratama, 35

Overall, social influence proved to be one of the most significant factors driving patients' interest in seeking treatment abroad. This decision is not only based on medical needs, but is also formed through positive narratives from those closest to you who have previously experienced healthcare services in the destination country.

### ***Trust in the Quality of Healthcare Services in the Destination Country***

Trust in the quality of healthcare services in the destination country is also a dominant factor shaping patients' interest in seeking treatment abroad. Most informants believe that countries like Malaysia and Singapore offer better standards of medical care, more modern medical facilities, and faster examination processes. These factors make patients feel more confident that they will receive more adequate, detailed, and reliable care when seeking treatment abroad.

Several informants expressed a desire to seek healthcare services that are perceived as more thorough and capable of providing more accurate diagnoses than local services. Lili Nurhayati, for example, revealed that she considered seeking treatment abroad because she wanted a more in-depth examination.

"I want to get a second opinion and a more detailed examination." — Lili Nurhayati, 42

A similar sentiment was expressed by Maria Santika, who considered the quality of equipment and consistency of services abroad to be better than domestic ones.

"From what I've heard, the quality of service abroad is more consistent, the equipment is newer, and the examination procedures are quicker without long queues." — Maria Santika, 28

Rizky Fernando stated that the appeal of overseas services stems from the use of more advanced medical technology. "I want to enjoy faster service and more advanced technological tools." — Rizky Fernando, 27

Several informants considered overseas healthcare services faster, more organized, and with fewer queues, thus increasing confidence in the quality of the services. This was also expressed by Joko Prasetyo, who said that overseas examinations are more in-depth and less time-consuming.

"I want to get a faster, more in-depth examination, and without having to wait as long as here."

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Joko Prasetyo, 45

This belief was also reinforced by Dewi Kartikasari, who understood that overseas hospitals are known for providing same-day test results.

"I want faster service, and I know some hospitals overseas can provide same-day test results." — Dewi Kartikasari, 39

Meanwhile, Andi Pratama believes that excellence in medical technology is a major factor in why many patients choose to travel abroad.

"Trust in the quality of medical technology and better customer service." — Andi Pratama, 35

Thus, it appears that trust in the quality of healthcare services in a destination country is not only based on assumptions, but also on experience and information received from various sources. The quality of more modern facilities, accurate diagnoses, speed of service, and professionalism of medical personnel abroad are strong attractions that encourage patients to choose international healthcare services.

### **Discussion**

#### ***Analysis of Patient Satisfaction Levels Based on Research Findings***

Analysis of patient satisfaction levels with services at Singkawang Type A Hospital shows that patients' experiences receiving healthcare services are determined by various aspects, ranging from interactions with medical personnel, smooth service flow, facility conditions and cleanliness, to comfort during treatment. Research findings reveal that doctor and nurse services tend to receive positive reviews, while service flow, waiting times, and administrative aspects are the biggest sources of dissatisfaction. This analysis can be explained through consumer behavior theory, patient satisfaction theory, and the theory of intention to seek medical treatment abroad.

#### ***Analysis of Factors Influencing Patient Satisfaction***

Patient satisfaction is a patient's subjective evaluation of the quality of medical services they receive. In the context of Singkawang Type A Hospital, research shows that patient satisfaction is influenced by several key factors: the quality of medical personnel interactions, speed of service and waiting times, the adequacy of facilities and cleanliness, comfort during treatment, and administrative effectiveness. The following discussion integrates research findings with consumer behavior theory, patient satisfaction, and the literature on intention to seek medical treatment abroad.

### ***Analysis of Factors Driving Interest in Seeking Medical Treatment Abroad***

The results of this study indicate that patients' interest in seeking medical treatment abroad does not emerge spontaneously, but rather is formed through a combination of internal and external factors, as explained in consumer behavior theory. In the context of healthcare services, patients' decisions to seek treatment abroad are strongly influenced by their perceptions of the quality of domestic healthcare services, the need for diagnostic certainty, and the influence of their social environment, which provides positive experiences or recommendations regarding healthcare services abroad.

### ***Relationship of Research Findings to Theory and Previous Research***

The findings of this study strongly relate to theories in the fields of consumer behavior, patient satisfaction, and interest in seeking medical treatment abroad. Furthermore, these findings align with the results of previous research, both in Indonesia and other countries, that examined the factors influencing cross-border healthcare seeking behavior (medical tourism).

### ***Implications of Findings for Improving the Quality of Hospital Services***

Research findings indicate that the quality of hospital services significantly influences patient perceptions, evaluations, and decisions in choosing a healthcare facility. In the context of Singkawang Type A Hospital, various patient experiences during service, including interactions with medical personnel, administrative processes, physical facilities, waiting times, and clarity of information, provide important insights into areas that need improvement to enhance service quality. When viewed through the perspectives of consumer behavior theory, patient satisfaction, and the phenomenon of interest in seeking medical treatment abroad, these findings have strategic implications that can form the basis for improving the quality of hospital services.

## **5. Conclusions**

Based on the results of research conducted on patient satisfaction levels, factors influencing that satisfaction, and factors driving patient interest in seeking medical treatment abroad, the following conclusions were reached.

### **Conclusions on Patient Experiences Receiving Services**

Patients' experiences receiving medical services at Singkawang Type A Hospital demonstrated a combination of positive and unsatisfactory experiences. Positive experiences were primarily felt in the direct aspects of medical services, particularly interactions with doctors and nurses. Patients viewed doctors as competent, communicative professionals who were able to provide clear and reassuring medical explanations. This created a sense of security, trust, and emotional comfort during the treatment process. However, negative experiences were also quite prevalent, particularly in non-medical aspects of the service system, such as long waiting times, long lines, and complicated administrative processes. This situation indicates that the quality of the patient experience is determined not only by medical competence but also by the efficiency of the hospital's overall service system.

### **Conclusions on Patient Satisfaction Levels**

Patient satisfaction levels at Singkawang Type A Hospital are generally considered quite good, particularly in terms of service provided by medical personnel, such as doctors and nurses. Patients assessed that doctors provided professional, communicative service, and instilled confidence during the treatment process. Nursing services were also deemed adequate, although some patients complained about the nurses' high workload, which limited interaction.

However, patient satisfaction levels declined in terms of service flow and processes. Long waiting times, repetitive administrative processes, and an inefficient service flow were the main sources of dissatisfaction. The hospital's facilities and cleanliness were deemed adequate, although several areas needed improvement, such as waiting room capacity, ventilation, and toilet maintenance during peak hours. Comfort during treatment was also affected by frequently crowded rooms, noise, and long wait times.

### **Conclusions on Factors Influencing Patient Satisfaction**

Internal and external factors simultaneously drive patient interest in seeking treatment abroad. Internal factors include the need for a more detailed diagnosis, the desire for a second opinion, and the drive to obtain medical certainty, especially for health conditions considered serious or complex. External factors include the perception that healthcare services abroad

offer more advanced medical technology, faster service processes, more modern facilities, and a more organized service system. Furthermore, the influence of stories, recommendations, and experiences from loved ones contribute to strengthening positive perceptions of healthcare services abroad. These factors interact and shape patients' interest in considering alternative treatment options abroad.

### **Conclusions on Assessing the Relationship between Patient Satisfaction with Local Services and Intention to Seek Treatment Abroad.**

There is a strong correlation between patient satisfaction with local healthcare services and their intention to seek treatment abroad. When patients are satisfied with their interactions with medical personnel, trust in local services is maintained. However, dissatisfaction with aspects of the service system, waiting times, and physical facilities are key motivating factors that increase patient interest in comparing and seeking healthcare abroad. Therefore, the interest in seeking treatment abroad is not solely driven by the low quality of domestic medical personnel, but rather by the service experience that does not fully meet patient expectations.

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