

## ABSTRACT

Patient satisfaction constitutes a pivotal barometer in appraising the caliber of healthcare delivery, most notably within outpatient settings characterized by substantial patient throughput. A swift as well as precise appraisal of patient satisfaction becomes indispensable in underpinning quality enhancement initiatives grounded in empirical data. This study's intended to scrutinize both the correlation and the magnitude of effect by service quality dimensions, as conceptualized within the SERVQUAL framework, upon outpatient satisfaction through the utilization of a digitally administered questionnaire via Google Forms. This study adopted a quantitative methodological orientation employing a cross sectional schema. The population encompassed the entirety of outpatient attendees at RSU Royal Prima Medan, from which a sample of 387 respondents was derived through accidental sampling procedures. Analytical procedures comprised univariate examination, bivariate assessment using the Chi square test, as well as multivariate exploration utilizing multiple linear regression techniques. The findings elucidated that all SERVQUAL dimensions namely tangible, reliability, responsiveness, assurance, and empathy exhibited statistically significant associations with patient satisfaction as evidenced by p values below 0.05. Concurrently, these variables collectively exerted a substantial influence upon patient satisfaction, as reflected in a coefficient of determination reaching 74.8 percent. Among these determinants, assurance emerged as the most preponderant variable, demonstrated by possessing the highest standardized beta coefficient with a value of  $\beta$  equal to 0.342. In summation, service quality manifests a robust and consequential impact upon outpatient satisfaction, wherein trust and the professional adeptness of healthcare practitioners function as the principal determinants. The deployment of digital questionnaires empirically validated.

**Keywords:** *patient satisfaction, SERVQUAL, outpatient services, digital questionnaire, multiple linear regression*