

ANALYSIS OF PUBLIC SATISFACTION WITH THE SERVICES OF RSUD OGAN ILIR BASED ON GOOGLE MAPS REVIEWS

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ABSTRACT

In the digital era, the internet has become an integral part of society and has penetrated various sectors, including health, education, and employment. Online reviews have emerged as an increasingly important source of information in shaping public decision-making regarding healthcare services. Regional General Hospitals (RSUD) are government-managed facilities that are widely utilized by the community to access health services. This study aims to analyze user reviews of healthcare services at Ogan Ilir Regional General Hospital through the Google Maps Review platform. A total of 103 reviews were examined using content analysis, focusing on comparisons between 2024 and 2025 as well as the ratings provided (1–5). The findings reveal that low ratings (1 and 2) were predominantly associated with complaints about queue management, unfriendly staff attitudes, and inadequate cleanliness. In contrast, high ratings (5) highlighted fast, friendly, and professional services. No reviews were recorded with a rating of 3, while rating 4 tended to convey negative sentiments. These results suggest that public perceptions of service quality are strongly influenced by direct experiences. In 2025, there was a noticeable increase in the number of low-rated reviews, particularly ratings 1 and 2, which became the most dominant categories. This indicates that the majority of the community expressed dissatisfaction with the hospital services. Therefore, hospital management is advised to respond proactively to complaints, improve facilities, and provide staff training to enhance user satisfaction.

Keywords: *Online Reviews, Patient Satisfaction, RSUD Ogan Ilir, Google Maps Reviews.*

1. INTRODUCTION

In the digital era, the internet has become an integral part of society and has penetrated various sectors, including health, education, and employment. In the healthcare sector, the role of the internet is increasingly evident in providing information about healthcare facilities, symptoms and disease diagnoses, as well as reviews from patients who have used these services. Such online

information can significantly influence individuals' decisions in choosing healthcare services that best suit their needs.¹²

Online reviews and hospital rating systems have been shown to contribute positively to patients' decision-making processes. Moreover, they play a role in driving improvements in healthcare quality, information transparency, and the accountability of public service institutions.³⁴

Nevertheless, government - managed hospitals still rely heavily on conventional approaches such as the Community Satisfaction Survey (Survei Kepuasan Masyarakat/SKM). This method tends to be periodic and often less responsive to the dynamics of real-time online reviews, which may hinder efforts to improve service quality in a timely and sustainable manner.⁵

A deeper understanding of the role of digital reviews is needed, as such information has reshaped the way society accesses, evaluates, and selects healthcare facilities that are perceived as most appropriate to their needs. ²Digital platforms such as social media, websites, and health service applications have become outlets for patients to share their experiences. These interactions generate diverse, real-time information that can be used as an evaluation tool for healthcare service quality.⁶⁷

Hospitals, as healthcare providers, are required to continuously innovate to enhance service quality in accordance with community standards and expectations. Digital transformation has become one of the key strategies to improve transparency and accountability in service delivery.⁸ Quality in healthcare can be understood as delivering the right service from the outset and striving for continuous improvement in subsequent

services. As secondary-level healthcare providers, hospitals must pursue ongoing improvements to ensure patient satisfaction and foster loyalty.⁹

Previous studies using Google Maps Reviews as a data source have shown that online reviews can reflect public perceptions of healthcare service quality.¹⁰ Compared to traditional survey methods, online reviews offer a more efficient, responsive, and cost-effective approach.¹¹ Developed countries have utilized online reviews as relevant and valid indicators of service quality. Furthermore, a study in Malaysia highlighted the potential of social media platforms as real-time data sources for assessing and monitoring healthcare services.¹²

Regional General Hospitals (RSUD) are healthcare facilities managed by local governments and are widely utilized by communities to access medical services.¹³ In Ogan Ilir Regency, RSUD Ogan Ilir serves as one of the government-operated hospitals, making the analysis of user satisfaction through online platforms highly relevant. This article analyzes Google Maps Reviews of RSUD Ogan Ilir over the last five years (2021–2025).

2. METHOD

This study employed a qualitative content analysis approach to examine online reviews in order to evaluate the experiences of patients and visitors who had utilized healthcare services at Ogan Ilir Regional General Hospital, South Sumatra. The primary data source was obtained from the Google Maps Review platform, which was considered relevant as it provides voluntary feedback based on users' direct experiences. This method was chosen because digital reviews tend to reflect patients' perceptions more spontaneously and honestly compared to conventional surveys such as the Community Satisfaction Survey (Survei Kepuasan Masyarakat/SKM).¹⁴

The selection of Ogan Ilir Regional General Hospital as the research site was based on its status as one of the district's public hospitals, with a strategic position and significant capacity for service and facility improvement. The study aimed to summarize patients' subjective evaluations based on their experiences, thereby providing input for hospital management and local government

3. RESULT

In this study, an in-depth analysis of user reviews was conducted to gain insights into visitors' and patients' responses to

in developing strategies to improve service quality.

Data were collected from Google Reviews using the keyword "Rumah Sakit Umum Daerah Ogan Ilir" through the Google search engine. The dataset covered the period from 2021 to July 2025 and included information such as the number of reviewers, ratings/stars, review links, usernames, review content, word counts, assigned ratings, and publication dates. Reviews were filtered based on relevance criteria, specifically those containing assessments of hospital service quality.

Data analysis was conducted using Voyant Tools (www.voyant-tools.org), a platform that facilitates text visualization and the detection of word frequencies, thematic patterns, and semantic correlations. This approach enabled a more in-depth and systematic interpretation of review content. Content visualization techniques were applied to support the interpretation process and the development of data-driven recommendations.¹⁵

healthcare services at Ogan Ilir Regional General Hospital (RSUD Ogan Ilir). The reviews provided by users reflect their perceptions of service quality as well as their

experiences while receiving healthcare services. To achieve a comprehensive understanding, the reviews were categorized according to the star ratings assigned by users. Subsequently, a descriptive analysis was performed on the review data collected during the period 2021 to 2025.

Table 1. Number of Reviews of Ogan Ilir Regional General Hospital on Google Maps Reviews, 2021–2025

Rating	2021	2022	2023	2024	2025
1	1	1		8	2
2	1		1	5	4
3	1		1		
4			1	3	1
5	1	1	5	61	
Total Ulasan	4	2	8	77	7

This figure illustrates the distribution of review ratings from 2021 to 2025, categorized into five groups ranging from one to five stars. In 2021, the distribution of reviews appeared relatively balanced across all rating categories. However, by 2025, there was a noticeable increase in the number of reviews with lower ratings, particularly one- and two-star reviews. These two categories became the most dominant, indicating that the majority of users expressed dissatisfaction with the services at Ogan Ilir

Regional General Hospital. This finding suggests a decline in satisfaction levels compared to 2024.

3.1 Comparison of Reviews with RSUD Ogan Ilir Performance Reports (2021–2025)

According to the performance report of RSUD Ogan Ilir in 2024, the realization of the Community Satisfaction Index (CSI) reached 79.33% in 2022, 79.42% in 2023, and 80.83% in 2024.¹⁶ No performance report data were available for 2021 and 2022. In contrast, Google Maps Reviews indicated different trends in community satisfaction. The proportion of positive reviews (ratings 4 and 5) was recorded at 25% in 2021, 50% in 2022, 63% in 2023, 83% in 2024, and only 14% up to July 2025. The 2025 data revealed a sharp decline both in the number of reviews submitted and in the overall ratings provided. While the 2024 Community Satisfaction Index had achieved the targeted level, the ongoing data for 2025 demonstrated a significant decline in satisfaction percentages. This discrepancy highlights the importance of conducting a more detailed comparison between Google Maps Reviews in 2024 and 2025. Furthermore, the average rating assigned by users showed fluctuations across the study period (2021–2025), with a notable decrease in 2025 when the average

rating dropped below 3. This downward trend is illustrated in Figure 2.

Table 2. Comparison of the Percentage of Reviews for Ogan Ilir Regional General Hospital on Google Maps (2021–2025).

Rating	2021	2022	2023	2024	2025
1	25%	50%		10%	29%
2	25%		12%	7%	57%
3	25%		12%		
4			12%	4%	14%
5	25%	50%	64%	79%	

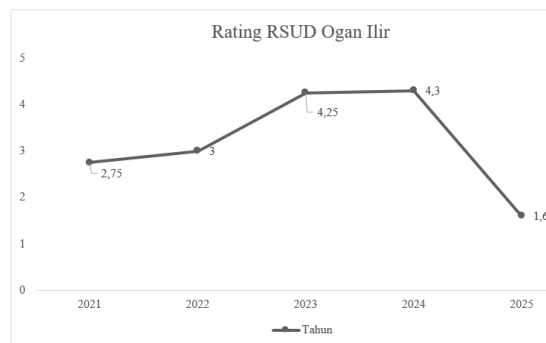


Figure 2. Average Ratings of Ogan Ilir Regional General Hospital on Google Maps Reviews (2021–2025)

3.2 Comparison of Review Keywords in 2024 and 2025

From a total of 84 reviews analyzed in 2024 and 2025, this study provides an overview of user responses to services across various rating levels, ranging from one to five stars. The frequency of reviews revealed significant variations across rating categories

between the two years. A follow-up analysis was conducted using thematic content analysis, which allowed for the identification of strengths, weaknesses, and specific service aspects requiring improvement in order to enhance the overall user experience. This approach proved effective in capturing public perceptions of healthcare service quality through digital platforms.¹

3.3 Comparison of One-Star Review Keywords in 2024 and 2025

An analysis of one-star reviews indicates a high level of dissatisfaction among reviewers with the medical services at Ogan Ilir General Hospital. In 2024, many reviews highlighted complaints about service quality, particularly regarding nurses' attitudes, which were perceived as impolite and slow in responding to patients' needs. Other grievances involved the condition of third-class wards, which were reported to be poorly maintained, the presence of stray animals such as cats, and disturbances from mosquitoes and cockroaches. Several reviews even mentioned that ward doors were propped open with stones and that restrooms lacked functional locks.

In terms of service flow, reviewers pointed out the lack of clarity, which caused patients to feel as though they were being sent from one department to another without

resolution. The information provided was deemed insufficient, and the operating hours of polyclinics were considered undisciplined. Health tests were also criticized for taking an excessive amount of time, with some patients reporting waiting periods of nearly five hours. The visualization of frequently used words in these reviews is presented in Figure 3A.

When compared with reviews from 2025 (up to July), the complaints were relatively similar. Patients continued to express dissatisfaction with long waiting times and noted the absence of differentiated treatment between general patients and those covered by the National Health Insurance (BPJS). The condition of third-class wards also remained a major concern, with recurring reports of stray cats, mosquitoes, cockroaches, doors propped with stones, and toilets without locks.

By the seventh month of 2025, these issues persisted, particularly regarding service duration and facility conditions. Therefore, improvements in service efficiency and enhanced staff courtesy are urgently needed. If significant progress is not achieved by the end of 2025, concrete actions from hospital management will be necessary. This is crucial because even minor patient complaints must be addressed seriously as

part of efforts to improve hospital service quality. The visualization of frequently used words in 2025 reviews is shown in Figure 3B. Patient complaints regarding the quality of services under BPJS health insurance are consistent with findings by Agra Nabilfavian Evandinnartha et al., who reported that service quality for BPJS patients is strongly associated with their satisfaction. Patient satisfaction under BPJS was shown to significantly influence patient loyalty to the hospital.¹⁷ Similarly, Nur Hasanah's research demonstrated a significant relationship between patient satisfaction and waiting times. Long waiting times were found to contribute to dissatisfaction, prompting patients to provide low ratings. The persistence of complaints about service delays across years highlights the urgent need for improvements in reducing patient waiting times.



Figure 3. Word cloud visualization of one-star reviews of Ogan Ilir General Hospital on Google Maps in 2023 (A) and 2024 (B).

This study is consistent with the previous research conducted by Juliatul Magfiroh et al.¹⁸, which analyzed one-star reviews. The recurring themes included criticisms of staff behavior and professionalism, particularly in relation to patient services. In these low-rated reviews, patients reported that the professionalism of medical personnel had not yet met the expected standards.

3.3 Comparison of Two-Star Review Keywords in 2024 and 2025

The analysis of one-star reviews highlighted serious dissatisfaction with both service quality and hospital facilities, emphasizing systemic issues such as prolonged waiting times, inadequate staff attitudes, and poor infrastructure. Building on these findings, it is also important to examine two-star reviews. Unlike one-star feedback, which generally reflected strong dissatisfaction, two-star reviews often presented a more balanced perspective, recognizing certain positive aspects such as physicians' communication skills while still pointing out critical areas requiring improvement, particularly in nursing professionalism, administrative efficiency, and equitable service delivery between general and BPJS patients.

An analysis of two-star reviews in 2024 revealed that, although doctors were generally perceived as providing good care and communicating in a manner that made patients and their families feel comfortable, some nurses were considered less professional. Complaints included failures in intravenous (IV) insertion that caused pain for patients, as well as delayed responses from nurses when assistance was requested. In addition, patients expressed dissatisfaction with long waiting times and the absence of differentiated services between general patients and those covered by the National Health Insurance (BPJS). The visualization of frequently mentioned words in this category is presented in Figure 4A.

In 2025, although reviews with two-star ratings remained relatively low, the focus of complaints appeared to shift. The main concerns highlighted in two-star reviews emphasized lengthy waiting times and the lack of clear differentiation between services provided to general patients and BPJS patients. Some reviewers even questioned the relevance of having different payment systems if no distinction was evident in service delivery. The recurrence of complaints about long queues and slow service suggests that several fundamental issues identified in 2024 had not yet been

resolved in 2025. The visualization of frequently mentioned words in these reviews is documented in Figure 4B.

These findings are consistent with previous research by Juliatul Magfiroh et al.¹⁸, in which reviewers expressed disappointment with the unfriendliness of medical staff. However, the present study specifies that unfriendliness was particularly directed toward BPJS patients. This study also highlighted criticism of delays in service, especially in administrative processes. Furthermore, the findings align with those of Andri Tri Kuncoro¹⁹, who emphasized that the communication skills of healthcare workers significantly influence patient satisfaction, which in turn is associated with lower ratings on Google reviews.

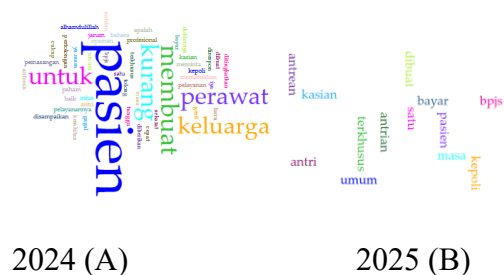


Figure 4. Word cloud visualization of two-star reviews of Ogan Ilir General Hospital on Google Maps in 2023 (A) and 2024 (B).

3.5 Comparison of Four-Star Review Keywords in 2024 and 2025

Following the analysis of two-star reviews, it is noteworthy that no patient feedback was recorded in the three-star category on Google Reviews. This absence may suggest that patients tended to express their experiences in a more polarized manner, either through highly negative (one- or two-star) or relatively positive (four- or five-star) ratings. Consequently, the discussion proceeds directly to four-star reviews, which, although reflecting a relatively higher level of satisfaction, still contain critical feedback regarding hospital services and facilities. No patient reviews with a three-star rating were found on Google Reviews; therefore, no analysis could be conducted for this category. Reviews provided by healthcare service users of Ogan Ilir General Hospital with four-star ratings generally reflected a relatively high level of satisfaction, though several critical notes remained.

In 2024, some reviewers provided feedback in the form of subtle remarks, such as the presence of livestock (e.g., buffalo) around the hospital area. In addition, they emphasized the importance of reactivating the hospital's official website and updating doctors' practice schedules on a regular basis.

The lack of an active website was considered a barrier for patients in accessing information about clinic schedules, indicating an urgent need for improvement. The visualization of frequently mentioned words in this review category is shown in Figure 6A.

In 2025, although the overall rating remained at four stars, the complaints shifted more towards service-related issues. Several reviewers noted that nurses' responses to patients were still slow, with some patients even feeling the need to be assertive in order to receive attention. Taken together, reviews from both 2024 and 2025 demonstrate that despite relatively high ratings, significant dissatisfaction persists, particularly concerning hospital facilities and the speed of service delivery. The visualization of frequently mentioned words in the 2025 reviews is presented in Figure 6B.

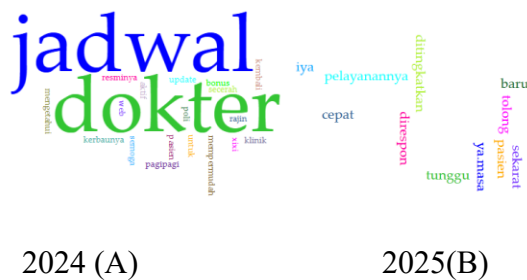


Figure 5. Word cloud visualization of four-star reviews of R.A. Basoeni General Hospital on Google Maps in 2024 (A) and 2025 (B).

3.6 Comparison of Five-Star Review Keywords in 2024 and 2025

While four-star reviews generally reflected a relatively positive perception of hospital services, the presence of recurring criticisms indicates that certain aspects still require improvement. To gain a more comprehensive understanding of patient satisfaction, it is essential to examine five-star reviews. Unlike the lower rating categories, five-star reviews predominantly highlight positive experiences, offering valuable insights into the strengths of hospital services that should be maintained and further developed.

Overall, reviews from both years highlighted patient satisfaction with the services at Ogan Ilir General Hospital, particularly regarding the friendliness and responsiveness of nurses. However, in 2024, some complaints remained concerning the inconsistency of nurses' attitudes. These findings are consistent with the previous study by Caesary Merybella et al. (2022), which emphasized the strong relationship between hospital service quality and patient satisfaction. High-quality hospital services can be evaluated across several dimensions, including patient safety, the quality of medical care, and the availability of facilities and technology. Efforts to improve patient satisfaction with

3.7 Comparison of Five-Star Review Keywords in 2024 and 2025

In contrast, by July 2025, no five-star patient reviews had been identified. This indicates a significant decline in the provision of top ratings compared to the previous year. While there were 77 five-star reviews in 2024, only seven reviews in total had been recorded in 2025. A longitudinal comparison further

2024

This study is consistent with previous research indicating that attentiveness and concern demonstrated by medical teams are central themes in positive reviews. Other studies have also noted that patients who are treated with respect are more likely to provide positive reviews at a high percentage. Furthermore, research conducted by Solichah Supartiningsih highlighted that high-quality hospital facilities are significantly associated with patient satisfaction. Satisfied patients, in turn, tend to give higher ratings.²⁰

3.8 Management Strategies to Improve Hospital Service Quality

Several strategies can be implemented by Ogan Ilir General Hospital to enhance service quality, as summarized below. For one-star reviews, which reflect deep dissatisfaction with slow medical services, unfriendly staff attitudes, and inadequate facilities, the hospital should improve its patient service system through staff training on excellent service delivery and by streamlining administrative processes. Addressing issues related to queues and long patient waiting times, particularly in outpatient clinics, should also be treated as a top priority.

For two-star reviews, which highlighted long service durations and lack of nursing professionalism, the hospital needs to design and implement clear Standard Operating Procedures (SOPs). These SOPs are expected to accelerate service delivery and improve the quality of nurse–patient interactions. To support this, regular training programs to strengthen the competencies of nursing staff should be conducted.

Four-star reviews pointed to concerns regarding the presence of buffalo around the hospital environment as well as the inaccessibility of the hospital's official website. To resolve these issues, the hospital could fence off its facilities or conduct community outreach to discourage livestock

grazing in the hospital area. In addition, the hospital website must be promptly restored to ensure that patients can easily access essential information, such as doctors' practice schedules. Adding an online registration feature could also help reduce patient waiting times.

Ultimately, service quality and patient satisfaction are closely interconnected and inseparable. High-quality hospital services encourage patients to establish long-term relationships with the institution. Positive patient experiences, combined with efforts to minimize complaints, will directly enhance patient satisfaction with the hospital's services.

Establishing a structured complaint-handling mechanism enables hospitals to record, monitor, and resolve patient complaints transparently. A responsive complaint management system also demonstrates hospital accountability and enhances patient trust. Regular monitoring using service quality indicators—such as average waiting time, patient satisfaction scores, and rate of complaint resolution—provides a measurable framework for improvement. Benchmarking against national and international hospital standards can also drive performance upgrades. Beyond technical

training, hospitals should invest in soft-skill development programs, particularly in communication, empathy, and patient-centered care. This is crucial in improving nurse–patient and doctor–patient relationships, which significantly influence patient satisfaction. Upgrading hospital facilities—such as waiting areas, inpatient rooms, sanitation facilities, and infection control systems—directly affects patient

4. CONCLUSION

Online reviews, particularly those posted on platforms such as Google Maps Review, play a crucial role in efforts to improve service quality at R.A. Basoeni General Hospital. An analysis of patient reviews reveals significant variations in their experiences, reflecting the diverse quality of hospital services. Low-rated reviews highlight major issues such as long waiting times, unfriendly staff attitudes, and inadequate facilities. In contrast, high-rated reviews express appreciation for efficient services, courteous staff, and adequate facilities.

This study underscores the importance of hospitals in effectively responding to patient complaints and feedback to enhance satisfaction levels. Furthermore, innovation and facility

comfort and safety. Clean, well-maintained facilities also project a positive image of hospital quality. Strong hospital leadership is essential to ensure the sustainability of service quality improvement programs. Transparent governance, effective policy implementation, and a culture of continuous improvement are key elements for long-term success

improvements, accompanied by continuous training for healthcare workers, represent strategic measures that should be implemented to align service quality with patient and community expectations.

Future research is recommended to expand the scope of analysis to other public hospitals and to combine this method with direct patient surveys in order to strengthen the validity of the findings. Hospitals are also encouraged to develop responsive management systems capable of addressing patient reviews in real time and utilizing such feedback as a foundation for continuous service quality improvement.

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