International Journal of Business, Law, and Education
Publisher: IJBLE Scientific Publications Community Inc.
Volume 6, Number 2, 2025
https://ijble.com/index.php/journal/index

Analysis of Online Registration Service Quality on the Satisfaction of BPJS Outpatients with the Mediation of Perceived Ease of Use at RSUD Ciamis

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ABSTRACT
This study aims to analyze the influence of online registration service quality on the satisfaction of BPJS outpatients at RSUD Ciamis, with perceived ease of use as a mediating variable. The research is motivated by the low utilization of the online registration system, despite RSUD Ciamis implementing two digital platforms: RSUD Ciamis Mobile (June 2023–May 2024) and JKN Mobile (June 2024–present). Challenges such as limited registration quotas, disorganized queues, and the dominance of elderly patients preferring onsite registration serve as the primary focus of this research. A quantitative approach was employed with a cross-sectional survey design. The sample consisted of 96 BPJS outpatients who had used online registration, selected through quota sampling. Data were analyzed using multiple linear regression and the Sobel test. The results reveal that online registration service quality significantly affects perceived ease of use and patient satisfaction. Moreover, perceived ease of use has a significant direct effect on satisfaction and serves as a significant mediator between service quality and patient satisfaction. These findings emphasize that perceived ease of use is a crucial determinant in optimizing patient experiences with digital health services. The study recommends strengthening patient education, developing elderly-friendly features, and conducting regular evaluations of digital system effectiveness to ensure sustainable improvements in service quality.

Keywords: service quality, online registration, patient satisfaction, perceived ease of use, RSUD Ciamis, BPJS

INTRODUCTION

The advancement of information technology has served as a catalyst for transformation across various sectors, including healthcare. Information technology facilitates public access to services, drives efficiency, and enhances the quality of interactions between institutions and society (Siahaan et al., 2024). In the healthcare sector, digitalization of services—particularly patient registration systems—has become an essential strategy to meet the increasing demands for efficiency and quality of care. Hospitals, as the frontline of healthcare delivery, are required to adapt to these developments to provide optimal and competitive services.

Healthcare services in Indonesia have continued to evolve, especially since the implementation of the National Health Insurance (JKN) program managed by the Social Security Agency (BPJS). The goal is to ensure equitable and sustainable access to healthcare services for the entire population (Ardinata, 2020; Salangka, 2023). To achieve this, services must adhere to quality and efficiency standards that meet patient expectations and foster higher satisfaction. Within this framework, patient registration plays a pivotal role as the entry point that determines the flow and quality of subsequent care (Suharmiati et al., 2020).

Patient registration reflects a hospital's readiness to welcome patients with an orderly and informative system. Currently, two main registration methods are widely applied: onsite registration (directly at the hospital) and online registration (through digital applications or platforms) (Kurniawati et al., 2022). Online registration aims to

minimize waiting times and avoid overcrowding by enabling patients to book services from home through applications such as Mobile JKN and RSUD Ciamis Mobile (Manurung, 2019; Sondakh et al., 2022).

Nevertheless, the adoption of online registration systems has not yet reached optimal levels. At RSUD Ciamis, for instance, the majority of BPJS outpatients—particularly elderly patients—still prefer onsite registration. Preliminary observations suggest that many elderly patients feel more comfortable with manual procedures due to limited digital literacy, resulting in long queues and extended waiting times (Rusman & Suwardoyo, 2022). This gap underscores the challenge of aligning technological innovations with user readiness for effective adoption.

A key determinant in adopting online registration systems is the perceived ease of use (PEOU). According to the Technology Acceptance Model (TAM) introduced by Davis (1989), PEOU refers to the extent to which a person believes that using a system requires minimal effort. Patients who perceive online registration systems as user-friendly are more likely to have a positive experience, ultimately increasing their satisfaction with hospital services. Conversely, systems perceived as complex or confusing reduce adoption rates and satisfaction, particularly among patients with limited digital access (Davis, 1989).

Patient visit data at RSUD Ciamis shows a significant increase over the past three years, from 88,267 visits in 2021 to 122,411 visits in 2023. The majority of these patients are BPJS members utilizing outpatient services. This growing demand compels hospitals to continuously improve registration systems for greater efficiency and patient comfort. Within this context, patients' perceptions of registration convenience—whether onsite or online—serve as a critical variable influencing overall satisfaction (Handayany, 2020; Raharjo, 2022).

Previous studies have established a significant link between registration systems and patient satisfaction. For instance, research has shown that waiting times exceeding 60 minutes lead to decreased patient satisfaction (Nurfadillah & Setiatin, 2021). Other studies have found that online registration systems offer advantages in speed and satisfaction compared to onsite systems (Chasanah et al., 2024; Trisnasari et al., 2024). However, findings vary across studies depending on the variables and respondent characteristics, suggesting the need for further comprehensive research with integrative theoretical approaches.

This study is particularly relevant as it addresses this research gap by integrating two theoretical models: SERVQUAL and the TAM construct of perceived ease of use (PEOU), to examine the relationship between online registration service quality and patient satisfaction, mediated by perceived ease of use. Focusing on BPJS outpatients at RSUD Ciamis—where the majority of users are elderly—the study provides updated and context-specific evidence. The findings are expected to guide the development of more inclusive, efficient, and user-oriented registration systems, thereby contributing to the overall improvement of healthcare service quality.

METHOD

This study employed a quantitative approach with a cross-sectional survey design aimed at examining the effect of online registration service quality on BPJS patients' satisfaction at Ciamis Regional General Hospital (RSUD Ciamis), with perceived ease of use as a mediating variable. Data collection was conducted from May to June 2025 using a closed-ended questionnaire with a Likert scale administered to 96 outpatient BPJS patients who had utilized the online registration system. The

sampling technique applied was quota sampling. Primary data were obtained from questionnaires, while secondary data were gathered from journals, articles, and other relevant literature. Observations were also carried out to strengthen field understanding regarding the use of the online registration system in outpatient services.

Data analysis was conducted using SPSS v.25 software, beginning with validity and reliability testing of the instruments, followed by normality and linearity tests. Multiple linear regression was then applied to determine the direct effects of service quality and perceived ease of use on patient satisfaction. The coefficient of determination (R^2) was employed to assess the explanatory power of independent variables on the dependent variable. The t-test was used to examine the partial effect of each variable, while the F-test was applied for simultaneous effects. Finally, the Sobel test was performed to determine the significance of the mediating role of perceived ease of use in the relationship between service quality and patient satisfaction. This analytical approach allowed the researcher to systematically and measurably reveal both direct and indirect effects.

RESULTS AND DISCUSSION

Results

The analysis of respondents in this study is summarized in the following table:

Table 1. Respondents' Characteristics

Age Category	Frequency (n)	Percentage (%)
≤ 19 years	5	5.2
20 – 34 years	14	14.6
35 – 54 years	19	19.8
55 – 64 years	24	25.0
≥ 65 years	34	35.4
Gender Category	**Frequency (n)**	**Percentage (%)**
Male	38	39.6
Female	58	60.4
Education Category	**Frequency (n)**	**Percentage (%)**
Elementary or equivalent	20	20.8
Junior High or equivalent	17	17.7
Senior High or equivalent	31	32.3
Diploma	3	3.1
Bachelor's Degree (S1)	25	26.0
Occupation Category	**Frequency (n)**	**Percentage (%)**
Civil Servant/Police/Military	10	10.4
Private Employee	9	9.4
Entrepreneur	17	17.7
Student	9	9.4
Housewife	35	36.5
Others	16	16.7
Clinic (Poli) Category	**Frequency (n)**	**Percentage (%)**
Internal Medicine	17	17.7
Neurology	15	15.6
Specialist Dental	9	9.4

Clinic (Poli) Category	Frequency (n)	Percentage (%)
Psychiatry	9	9.4
Pulmonology	9	9.4
Ophthalmology	7	7.3
Orthopedics	6	6.3
Pediatrics	5	5.2
General Surgery	4	4.2
Medical Rehabilitation	4	4.2
Dermatology and Venereology	3	3.1
Obstetrics and Gynecology	2	2.1
ENT	2	2.1
Urology	2	2.1
Geriatrics	2	2.1

Based on the characteristics of the 96 BPJS outpatient respondents at RSUD Ciamis, the majority were elderly, particularly those aged ≥65 years (35.4%) and 55–64 years (25%). This indicates that users of the online registration system are generally patients requiring regular healthcare services. Most respondents were female (60.4%), reflecting high participation among women in utilizing hospital digital services. Regarding education, respondents were dominated by senior high school graduates (32.3%) and bachelor's degree holders (26%), suggesting a relatively adequate level of literacy in accessing online systems. However, a significant proportion of respondents were elementary and junior high school graduates, highlighting the need for an inclusive and user-friendly system. In terms of occupation, housewives made up the largest group (36.5%), followed by entrepreneurs (17.7%) and other occupations (16.7%), indicating a predominance of users from non-formal sectors. The most frequently visited clinics were Internal Medicine (17.7%) and Neurology (15.6%), followed by Specialist Dental, Psychiatry, and Pulmonology (each 9.4%), suggesting that BPJS outpatient services are widely used for chronic and organ-specific conditions.

Table 2. Average Scores of Patient Satisfaction

Variable	Mean	Category
Service Quality		
Tangibles	3.92	Satisfied
Reliability	3.91	Satisfied
Responsiveness	3.86	Satisfied
Assurance	3.90	Satisfied
Empathy	3.69	Satisfied
Patient Satisfaction		
Expectation	4.03	Satisfied
Performance	3.82	Satisfied
Comparison	3.78	Satisfied
Experience	3.85	Satisfied
Confirmation & Disconfirmation	3.84	Satisfied
Perceived Ease of Use		
Ease of Learning	3.82	Satisfied
Flexibility & Task Accomplishment	3.88	Satisfied
Motivational Ease	3.89	Satisfied

Variable	Mean	Category
Operational Ease	3.62	Satisfied

The results indicate that all dimensions of service quality (Tangibles, Reliability, Responsiveness, Assurance, Empathy) fall within the “Satisfied” category. Similarly, all aspects of patient satisfaction (Expectation, Performance, Comparison, Experience, Confirmation & Disconfirmation) are also categorized as “Satisfied,” with the highest score being Expectation (4.03). For perceived ease of use, all dimensions scored within the “Satisfied” category, although Operational Ease had the lowest average (3.62). The score range across all variables was 3.62–4.03, confirming that respondents expressed satisfaction overall.

Table 3. Validity Test Results

Variable – Item	r-count	r-table	Description
Service Quality			
Tangibles	0.808	0.2006	Valid
Reliability	0.841	0.2006	Valid
Responsiveness	0.894	0.2006	Valid
Assurance	0.868	0.2006	Valid
Empathy	0.794	0.2006	Valid
Patient Satisfaction			
Expectation	0.712	0.2006	Valid
Performance	0.892	0.2006	Valid
Comparison	0.881	0.2006	Valid
Experience	0.822	0.2006	Valid
Confirmation & Disconfirmation	0.758	0.2006	Valid
Perceived Ease of Use			
Ease of Learning	0.831	0.2006	Valid
Flexibility & Task Accomplishment	0.804	0.2006	Valid
Motivational Ease	0.889	0.2006	Valid
Operational Ease	0.841	0.2006	Valid

The validity test results show that all items across the three variables—online registration service quality, patient satisfaction, and perceived ease of use—had correlation coefficients (r-count) exceeding the r-table value (0.2006), confirming their validity. Items under service quality achieved r-values ranging from 0.794 to 0.894, indicating strong construct representation. Patient satisfaction items showed similarly high validity, with Performance scoring the highest (0.892). Perceived ease of use items also demonstrated robust validity, with Motivational Ease reaching 0.889. These results confirm that all questionnaire items were valid and suitable for further analysis.

Table 4. Reliability Test Results

Variable	Cronbach’s Alpha	Rule of Thumb	Description
Online Registration	0.897	0.7	Reliable
Patient Satisfaction	0.873	0.7	Reliable
Perceived Ease of Use	0.862	0.7	Reliable

All variables demonstrated Cronbach’s Alpha values above the minimum threshold of 0.7, confirming the high internal consistency and reliability of the measurement instruments.

Table 5. Normality Test Results

Kolmogorov-Smirnov Asymp. Sig	Criterion	Description
0.085	0.087	> 0.05 Normally Distributed

Since the significance value (0.087) was greater than 0.05, the residual data were normally distributed, indicating that the regression model satisfied the normality assumption.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Online Registration	0.517	1.933	No multicollinearity
Perceived Ease of Use	0.517	1.933	No multicollinearity

The tolerance values exceeded 0.1, and the VIF values were below 10, confirming that multicollinearity was not present in the regression model.

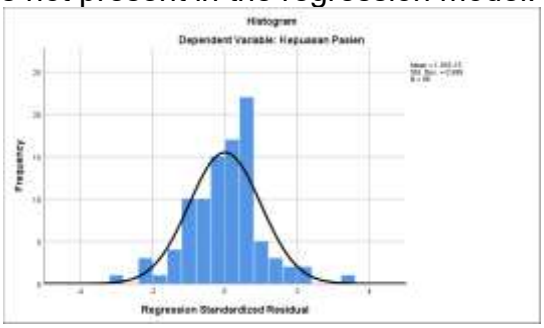

Figure 1. Heteroscedasticity Test Results

The histogram displayed above illustrates the standardized residuals for the Patient Satisfaction variable. The shape of the histogram approximates a normal distribution (bell-shaped curve), indicating that most residual values are clustered around zero and are symmetrically distributed to the left and right.

Table 7. Regression Analysis of the Effect of Online Registration Service Quality (X) on Patient Satisfaction (Y)

Variable	Coefficient β	Standard Error
Constant	18.113	5.097
Online Registration Service Quality	0.813	0.052

The regression equation obtained is:

Y = 18.113 + 0.813X

Based on the regression analysis of the effect of online registration service quality (X) on patient satisfaction (Y) at a significance level of α = 0.05, the constant value (a) of 18.113 indicates that when the online registration service quality variable is zero, the predicted patient satisfaction score is 18.113. This implies that even without contributions from the online registration system, patients retain a baseline satisfaction level of 18.113. However, this value is theoretical, as online registration systems are almost always utilized in the hospital studied. The regression coefficient of 0.813 is positive, meaning that improvements in the online registration system positively influence patient satisfaction. For every one-unit increase in online registration service quality, patient satisfaction increases by 0.813, assuming other variables remain constant. Thus, the better the online registration system implemented at RSUD Ciamis, the higher the level of patient satisfaction. This supports the hypothesis that digitalization in hospital administrative systems, such as online registration, significantly enhances patient experience and satisfaction.

Table 8. Regression Analysis of the Effect of Online Registration (X) on Perceived Ease of Use (Z)

Variable	Coefficient β	Standard Error
Constant	23.129	5.712
Online Registration	0.550	0.059

The regression equation obtained is:

Z = 23.129 + 0.550X

The constant value of 23.129 indicates that when online registration (X) equals zero, the baseline score of perceived ease of use (Z) is 23.129. The regression coefficient of 0.550 is positive, signifying that each one-unit increase in online registration quality increases perceived ease of use by 0.550, holding other variables constant.

Table 9. Regression Analysis of the Effect of Perceived Ease of Use (Z) on Patient Satisfaction (Y)

Variable	Coefficient β	Standard Error
Constant	26.914	6.283
Perceived Ease of Use	0.915	0.082

The regression equation obtained is:

Y = 26.914 + 0.915Z

The constant value of 26.914 suggests that even in the absence of perceived ease of use, patients retain a baseline satisfaction level of 26.914. The regression coefficient of 0.915 demonstrates a strong positive effect, meaning that for every one-unit increase in perceived ease of use, patient satisfaction increases by 0.915.

Table 10. Multiple Regression Analysis of the Effect of Online Registration (X) on Patient Satisfaction (Y) Mediated by Perceived Ease of Use (Z)

Variable	Coefficient β	Standard Error
Constant	9.116	4.998
Perceived Ease of Use	0.389	0.083
Online Registration	0.599	0.066

The regression equation obtained is:

Y = 9.116 + 0.599X + 0.389Z + e

The constant value of 9.116 indicates that in the absence of contributions from online registration and perceived ease of use, patient satisfaction remains at a baseline level of 9.116. The positive coefficients of online registration (0.599) and perceived ease of use (0.389) both demonstrate significant effects, confirming that improvements in either variable independently contribute to higher patient satisfaction.

Table 11. Hypothesis Testing Results for X → Y

Variable	t-value	Sig.	Conclusion
Online Registration	15.508	0.000	Significant

F = 240.505, Sig. = 0.000, R = 0.848, R^2 = 0.719

These results indicate that online registration significantly influences patient satisfaction, with 71.9% of the variance in satisfaction explained by online registration.

Table 12. Hypothesis Testing Results for X → Z

Variable	t-value	Sig.	Conclusion
Online Registration	9.363	0.000	Significant

F = 87.660, Sig. = 0.000, R = 0.695, R^2 = 0.483

This shows that online registration significantly influences perceived ease of use, explaining 48.3% of the variance.

Table 13. Hypothesis Testing Results for Z → Y

Variable	t-value	Sig.	Conclusion
Perceived Ease of Use	11.172	0.000	Significant

F = 124.813, Sig. = 0.000, R = 0.570, R² = 0.566

The findings confirm that perceived ease of use significantly influences patient satisfaction, explaining 56.6% of the variance.

Table 14. Hypothesis Testing Results for X → Y via Z

Variable	t-value	Sig.	Conclusion
Online Registration	9.085	0.000	Significant
Perceived Ease of Use	4.671	0.000	Significant

F = 157.798, Sig. = 0.000, R = 0.879, R² = 0.772

This indicates that online registration and perceived ease of use jointly influence patient satisfaction, with 77.2% of the variance explained by both predictors.

Overall, online registration strongly influences patient satisfaction (R = 0.848; R² = 0.719), while also positively affecting perceived ease of use (R = 0.695; R² = 0.483). Perceived ease of use, in turn, significantly impacts patient satisfaction (R = 0.570; R² = 0.566). When considered simultaneously, online registration and perceived ease of use explain 77.2% of the variation in patient satisfaction at RSUD Ciamis (R = 0.879; R² = 0.772).

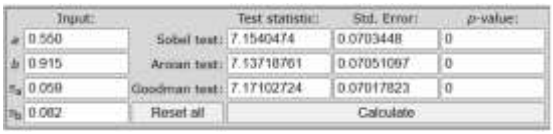

Figure 2. Sobel Test Results

The Sobel test yielded a Z value of 7.15, exceeding the critical threshold of 1.96 at the 95% confidence level (α = 0.05). This confirms that perceived ease of use significantly mediates the relationship between online registration and patient satisfaction.

Discussion

1. The Effect of Online Registration Service Quality on Patient Satisfaction

The regression analysis shows that online registration service quality has a significant effect on patient satisfaction, with a t-value of 15.508 and a significance level of 0.000, well below the 0.05 threshold. This indicates that the better the quality of services provided through the online registration system, the higher the satisfaction of BPJS outpatients at RSUD Ciamis. The F-test result, with an F-value of 240.505 and a significance level of 0.000, further confirms that the regression model is statistically valid. Additionally, the R² value of 0.719 indicates that 71.9% of the variation in patient satisfaction can be explained by the quality of online registration services, while the remaining 28.1% is influenced by other factors not included in the model.

These findings suggest that an online registration system that is fast, responsive, easily accessible, and provides clear and accurate information contributes significantly to patient satisfaction. By reducing waiting times, minimizing physical queues, and giving patients more control over the registration process, the system fosters positive perceptions of hospital services. This result aligns with the study by Yunus et al. (2025), which found that online registration quality significantly improved patient satisfaction at RSUD Kota Bekasi, particularly in terms of service speed and accessibility. Similarly, Ramadhan et al. (2023) highlighted that technology-based

registration systems enhance service experiences and strengthen patients' perceptions of hospital efficiency. Therefore, improving the quality and reliability of online registration systems is a critical strategy to increase patient satisfaction in the era of digitalized healthcare services.

2. The Effect of Online Registration on Perceived Ease of Use

The results further demonstrate that online registration quality significantly influences perceived ease of use, with a t-value of 9.363 and a significance level of 0.000. This statistically supports a strong positive relationship between the quality of the online registration system and patients' perceptions of its ease of use. The F-test value of 87.660 with a significance level of 0.000 confirms the validity of the regression model. The R^2 value of 0.483 indicates that 48.3% of the variance in perceived ease of use is explained by online registration quality, while the remaining 51.7% is influenced by other variables not included in the model.

This implies that the better the quality of the online registration system implemented by the hospital, the easier it is perceived by patients. Features such as intuitive user interfaces, fast access, and clear information during the online registration process are likely to enhance perceptions of ease of use. This finding is consistent with Faulina et al. (2024), who reported that the web-based registration system at Nur Hidayah Hospital in Bantul was user-friendly and met patients' needs across multiple devices, including smartphones and computers.

3. The Effect of Perceived Ease of Use on Patient Satisfaction

The regression analysis also reveals that perceived ease of use significantly affects patient satisfaction, as indicated by a t-value of 11.172 and a significance level of 0.000. The correlation coefficient (R) of 0.570 indicates a moderately strong relationship between ease of use and satisfaction, while the R^2 value of 0.566 shows that 56.6% of the variation in patient satisfaction is explained by perceived ease of use. This suggests that the easier a system is to use, the greater the level of patient satisfaction.

This finding is consistent with Marliana et al. (2023), who demonstrated that perceived ease of use significantly influenced satisfaction among patients using the Self-Registration Kiosk (APM) system at RSKD Duren Sawit. Factors such as navigation simplicity, clarity of instructions, and system speed were identified as critical contributors to positive patient perceptions.

4. The Effect of Online Registration on Patient Satisfaction Mediated by Perceived Ease of Use

The multiple regression analysis shows that both online registration service quality and perceived ease of use simultaneously and significantly affect patient satisfaction. The t-value for online registration was 9.085, while that for perceived ease of use was 4.671, both with significance levels of 0.000. The F-value of 157.798 and R^2 of 0.772 indicate that the model explains 77.2% of the variance in patient satisfaction.

This demonstrates that the impact of online registration on patient satisfaction is strengthened when mediated by perceived ease of use. In line with Zulfa and Hasanah (2022), who found significant effects of both web-based and app-based registration systems on outpatient satisfaction at RSI Ibnu Sina Bukittinggi, this study emphasizes that technological features alone are insufficient. Instead, patient experiences are shaped by the extent to which systems are designed with ease of use in mind. A user-centered design ensures that digital healthcare systems not only exist but also deliver meaningful improvements in satisfaction.

5. Sobel Test Results

The Sobel test was conducted to examine whether perceived ease of use mediates the relationship between online registration service quality and patient satisfaction. The Sobel Z-statistic of 7.15, exceeding the critical value of 1.96, confirms that perceived ease of use significantly mediates this relationship. This indicates that when patients perceive the online registration system as easy to use, it not only directly enhances satisfaction but also strengthens the effect of registration service quality on satisfaction.

This result aligns with Kedwan and Justinia (2017), who noted that online registration systems are only effective when patients experience simplicity, speed, and clarity. Similarly, Papadopoulos et al. (2020) confirmed that perceived ease of use significantly mediates the impact of service quality on patient satisfaction in digital healthcare services. These findings underscore that digital service systems must emphasize usability—such as intuitive interfaces, clear instructions, and accessibility—to maximize their benefits for patients.

CONCLUSION

Based on the findings and discussion, the conclusions of this study are as follows:

1. Descriptive analysis indicates that, overall, the quality of online registration services, perceived ease of use, and satisfaction among BPJS outpatients at RSUD Ciamis fall within the “satisfied” category, suggesting that the system is relatively effective and well-received.
2. Online registration service quality significantly influences patient satisfaction, confirming the hypothesis that improved service quality enhances satisfaction.
3. Online registration quality also significantly affects perceived ease of use, with dimensions such as reliability, responsiveness, tangibility, assurance, and empathy contributing to patients’ ease of system use.
4. Perceived ease of use significantly impacts patient satisfaction, indicating that easier systems contribute to higher satisfaction levels.
5. Sobel test results reveal that perceived ease of use significantly mediates the relationship between service quality and patient satisfaction, reinforcing the critical role of usability in shaping satisfaction outcomes.
6. SERVQUAL dimensions demonstrate that the system meets most patient expectations, while TAM highlights that ease of use is a key determinant of technology acceptance. However, improvements in information clarity, visual design, speed, and first-time user experience remain necessary to ensure consistent and enhanced patient satisfaction.

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