OVERVIEW OF STUDENT SATISFACTION LEVELS TOWARDS CAMPUS HEALTH CLINIC SERVICES: IMPLICATIONS FOR POLICY IMPROVEMENTS IN CAMPUS HEALTH FACILITIES

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ABSTRACT

Backround : *The demand for quality health services in campus environments continues to grow. Campus health services are essential in promoting student satisfaction, well-being, and academic performance. The quality of health services is evaluated based on the ability of providers to meet students' expectations.*

Objective: *This study aims to analyze the level of student satisfaction with health services at the clinic of Alauddin State Islamic University Makassar.*

Methods: *This research utilized a cross-sectional study approach. The sample was determined using purposive sampling, resulting in 218 Public Health students, 189 Pharmacy students, 180 Nursing students, and 80 Midwifery students*

Result: *The findings indicate that the level of student satisfaction with health services at the UIN Alauddin Makassar Clinic is relatively good. The highest satisfaction was recorded in the reliability dimension (78.7%), followed by assurance (77.5%), empathy (76.3%), responsiveness (75.4%), and tangible (72.7%). However, none of the dimensions reached the minimum satisfaction standard of 95% set by the Ministry of Health.*

Conclusion: *Comprehensive service quality improvements are necessary to meet national standards. Routine evaluations, improved management, and innovative facility provisions are critical to meeting students' expectations for health services on campus.*

INTRODUCTION

The increasing public demand for healthcare services reflects the growing need for high-quality healthcare. The quality of healthcare services is determined by the extent to which the services provided meet or exceed patient expectations. In campus environments, the need for reliable and accessible health services has become a critical priority, as the quality of these services

significantly influences students' overall satisfaction, well-being, and academic performance. Students' experiences and perceptions serve as vital indicators of the effectiveness and performance of campus healthcare facilities (Raharjo, 2023).

Enhancing student satisfaction and well-being requires addressing several key factors. Students' evaluations of service quality, the comfort and accessibility of facilities, and the responsiveness of healthcare staff play pivotal roles in shaping their perceptions of campus healthcare services. Student satisfaction, as the primary users of these services, depends on whether the performance of the healthcare services meets or exceeds their expectations. Moreover, satisfaction levels are strongly linked to repeat visits, making them a critical measure of healthcare service quality (Effendi & Junita, 2020).

At a national level, the Ministry of Health has established patient satisfaction benchmarks for healthcare services. According to the 2016 regulation on minimum service standards, the expected satisfaction rate for healthcare services should exceed 95%. Services that fall below this threshold are deemed substandard and of insufficient quality (Novitasari, 2019).

Previous research by Zeithaml and Bitner (1988) identified five key dimensions that influence healthcare service quality:

Tangibility, Reliability, Responsiveness, Assurance, and Empathy (Sari, 2023). When the services received or perceived align with expectations, the perceived quality is regarded as good and satisfactory. If the services surpass expectations, the perceived quality is deemed excellent. Conversely, if the services fall short of expectations, the perceived quality is rated as poor. Therefore, the ability of service providers to consistently meet or exceed customer expectations is critical to ensuring high-quality healthcare services (Ningsih et al., 2021).

Delivering quality healthcare services and maintaining well-equipped facilities are fundamental expectations of all healthcare service users. With advancements in science and technology, users are becoming increasingly critical in their evaluations of healthcare services (Jati, 2022). To meet these evolving expectations, healthcare facilities must continually enhance the quality of their services. This involves addressing patient needs comprehensively by ensuring accessibility, providing prompt and accurate services, delivering high-quality care, and offering affordable solutions (Beto, 2025).

As one of the largest Islamic state universities in Eastern Indonesia, Alauddin State Islamic University (UIN Alauddin Makassar) bears a significant responsibility to provide exceptional healthcare services. Rooted in Islamic values, UIN Alauddin Makassar is committed to fostering not only intellectual

excellence but also the physical and mental well-being of its students. Quality campus health services play an integral role in achieving these objectives, as good health is a prerequisite for academic success and the development of strong moral character.

To align with these goals, UIN Alauddin Makassar must continually evaluate and improve the quality of its healthcare services, ensuring they address the needs and expectations of its student population (Debie et al., 2022; Watari et al., 2021). This study aims to analyze the level of student satisfaction with health services at the UIN Alauddin Makassar Clinic. The findings are expected to provide actionable insights that can drive positive changes in campus healthcare provision, ultimately creating an environment that supports students in achieving optimal academic performance and leading healthy, productive lives.

METHODS

This study utilized a quantitative approach with an observational analytic design in a cross-sectional study. The research was conducted at Alauddin State Islamic University (UIN) Makassar, targeting active students from the Faculty of Medicine and Health Sciences during the even semester of the 2023–2024 academic year. The total population consisted of 1,749 students. A purposive sampling method was employed, yielding 218 Public Health students, 189 Pharmacy students, 180 Nursing students, and 80 Midwifery students. The final analysis included 65 students who met the inclusion criteria: those in their second semester or higher with a minimum of two visits to the clinic. These comprised 26 Public Health students, 13 Pharmacy students, 15 Nursing students, and 11 Midwifery students.

The instrument used in data collection is a questionnaire consisting of questions covering the characteristics of respondents and questions from five dimensions of service quality (tangible, reliability, responsiveness, assurance, empathy) measured by a Likert measurement scale. Data analysis uses univariate analysis to describe the distribution and characteristics of respondents and bivariate analysis to prove the hypothesis in this study using the chi square test.

RESULT

Table 1. Distribution of Respondents Based on Characteristics of Students from the Faculty of Medicine and Health Sciences, Alauddin State Islamic University Makassar

Characteristic	Public Health		Pharmacy		Nursing		Midwifery	
	n	%	n	%	n	%	n	%
Gender								
Male	41	18,81%	52	27,51%	16	8,79%	0	0,00%
Female	177	81,19%	137	72,49%	166	91,21%	80	100,00%
Total	218	100,00%	189	100,00%	182	100,00%	80	100,00%
Age								
≤16 - 20 years	104	40,00%	112	59,26%	109	18,81%	46	18,81%
21 - ≥25 years	156	60,00%	77	40,74%	73	81,19%	34	81,19%
Total	260	100,00%	189	100,00%	182	100,00%	80	100,00%
Semester								
Semester 1-2	15	6,88%	12	6,35%	8	4,40%	9	11,25%
Semester 3-4	48	22,02%	61	32,28%	40	21,98%	15	18,75%
Semester 5-6	50	22,94%	40	21,16%	81	44,51%	40	50,00%
Semester ≥7	105	48,17%	76	40,21%	53	29,12%	16	20,00%
Total	218	100,00%	189	100,00%	182	100,00%	80	100,00%
Policlinic Utilization								
Yes	125	57,34%	105	55,56%	156	85,71%	56	70,00%
No	93	42,66%	84	44,44%	26	14,29%	24	30,00%
Total	218	100,00%	189	100,00%	182	100,00%	80	100,00%
Number of Visits								
Once	99	79,20%	92	87,62%	141	90,38%	45	80,36%
Twice	14	11,20%	9	8,57%	11	7,05%	8	14,29%
> Twice	12	9,60%	4	3,81%	4	2,56%	3	5,36%
Total	125	100,00%	105	100,00%	156	100,00%	56	100,00%

Source: Primary Data (2024)

According to Table 1, the majority of respondents were female, comprising 177 respondents (81.19%) from the Public Health program, 137 respondents (72.49%) from the Pharmacy program, 166 respondents (91.21%) from the Nursing program, and 80 respondents (100%) from the Midwifery program. In terms of age, the majority of respondents in the Public Health program were aged 21–≥25 years, totaling 156 respondents (60%). Conversely, in the Pharmacy, Nursing, and Midwifery programs, most respondents were aged ≤16–20 years, accounting for 112 respondents (59.26%), 109 respondents (59.89%), and 46 respondents (57.50%), respectively.

Regarding academic standing, the majority of respondents in the Public Health and Pharmacy programs were in semester ≥7, with 105 respondents (48.17%) and 76 respondents (40.21%), respectively. In contrast, the majority of respondents in the Nursing and Midwifery programs were in semesters 5–6, with 81 respondents (44.51%) and 40 respondents (50%), respectively.

When considering clinic utilization, most respondents reported using clinic services, including 125 respondents (57.34%) from the Public Health program, 105 respondents (55.56%) from the Pharmacy

program, 156 respondents (85.71%) from the Nursing program, and 56 respondents (70%) from the Midwifery program.

In terms of frequency of visits, the number of respondents who visited the clinic ≥2 times included 26 respondents

from the Public Health program, 13 respondents from the Pharmacy program, 15 respondents from the Nursing program, and 11 respondents from the Midwifery program.

Table 2. Distribution of Student Satisfaction Levels on Tangible Items

Tangible Item	Very Satisfied		Satisfied		Dissatisfied		Very Dissatisfied	
	n	%	n	%	n	%	n	%
Appearance of healthcare staff	14	21,5%	49	75,4%	2	3,1%	0	0%
Clean and comfortable waiting area without overcrowding	14	21,5%	47	72,3%	4	6,2%	0	0%
Adequate lighting and ventilation in service areas	15	23,1%	43	66,2%	7	10,8%	0	0%
Availability of sufficient and comfortable seating	12	18,5%	47	72,3%	6	9,2%	0	0%
Clean restrooms and handwashing facilities or sanitizers	13	20,0%	40	61,5%	12	18,5%	0	0%
Availability of health posters and service flowcharts	12	18,5%	45	69,2%	8	12,3%	0	0%
Queue display systems for numbering	10	15,4%	42	64,6%	10	15,4%	3	4,6%
Audible and clear queue number announcement systems	10	15,4%	40	61,5%	12	18,5%	3	4,6%

Source: Primary Data (2024)

Based on Table 2, among the 65 respondents, the highest level of satisfaction with tangible dimension items was recorded in the appearance of healthcare staff, with 75.4% (49 respondents) expressing satisfaction and 21.5% reporting they were very satisfied, while only 3.1% (2 respondents) indicated dissatisfaction. Similarly, the clean and comfortable waiting area received significant approval, with 72.3% of respondents stating they were satisfied and 21.5% reporting high satisfaction, whereas only 6.2% expressed dissatisfaction.

However, 18.5% of respondents were dissatisfied with the availability of clean restrooms and handwashing facilities. Additionally, notable dissatisfaction was observed regarding the availability of queue machines and display screens, as well as the clarity and volume of the queue announcement system, with 15.4% and 18.5% of respondents, respectively, expressing dissatisfaction.

Table 3. Distribution of Student Satisfaction Levels on Reliability Items

Reliability Item	Very Satisfied		Satisfied		Dissatisfied		Very Dissatisfied	
	n	%	n	%	n	%	n	%
Service procedures are clear and straightforward	10	15,4%	49	75,4%	5	7,7%	1	1,5%
Healthcare staff provide services in accordance with procedures	12	18,5%	48	73,8%	5	7,7%	65	100%
Healthcare staff deliver consistent, high-quality, and equitable services	17	26,2%	43	66,2%	5	7,7%	65	100%
Doctors adhere to their published practice schedules	14	21,5%	46	70,8%	4	6,2%	1	1,5%
Waiting times for services do not exceed the standard (60 minutes)	13	20,0%	47	72,3%	5	7,7%	0	0%

Source: Primary Data (2024)

Table 3 reveals that among the 65 respondents, the majority (75.4%) were satisfied with the clarity and straightforwardness of the service procedures, with only a small minority (1.5%) reporting strong dissatisfaction. Furthermore, 73.8% expressed satisfaction with healthcare staff's adherence to established service protocols. However, 7.7% of respondents were dissatisfied with the consistency and quality of services provided by the healthcare staff, while 6.2% indicated dissatisfaction with doctors' compliance with their published practice schedules.

Table 4. Distribution of Student Satisfaction Levels on Responsiveness Items

Responsiveness Item	Very Satisfied		Satisfied		Dissatisfied		Very Dissatisfied	
	n	%	n	%	n	%	n	%
Registration staff promptly provides guidance and assistance	15	23,1%	43	66,2%	7	10,8%	0	0%
Healthcare staff promptly responds to patient inquiries	13	20,0%	50	76,9%	1	1,5%	1	1,5%
Healthcare staff delivers informative services	14	21,5%	47	72,3%	4	6,2%	0	0%
Healthcare staff promptly addresses and manages patient complaints	14	21,5%	47	72,3%	4	6,2%	0	0%
Healthcare staff is alert in handling emergency patients	17	26,2%	42	64,6%	5	7,7%	1	1,5%

Source: Primary Data (2024)

Table 4 highlights that among the 65 respondents, the majority of students expressed satisfaction with the Responsiveness dimension. Specifically, 76.9% of respondents were satisfied with the promptness of healthcare staff in addressing patient inquiries, though a small fraction (1.5%) reported strong dissatisfaction. Similarly, 66.2% of students were

satisfied with the responsiveness of registration staff in providing clear guidance and assistance, while only 10.8% expressed dissatisfaction.

Table 5. Distribution of Student Satisfaction Levels on Assurance Items

Assurance Item	Very Satisfied		Satisfied		Dissatisfied		Very Dissatisfied	
	n	%	n	%	n	%	n	%
Healthcare staff demonstrate a strong understanding of service procedures	16	24,6%	46	70,8%	3	4,6%	0	0%
Registration staff handle administrative processes and initial health checks thoroughly	16	24,6%	45	69,2%	4	6,2%	0	0%
Pharmacy staff provide information about potential side effects of prescribed medications	11	16,9%	49	75,4%	4	6,2%	1	1,5%
Doctors address patients' health concerns during examinations	14	21,5%	49	75,4%	2	3,1%	0	0%
Healthcare staff effectively respond to patient inquiries	18	27,7%	46	70,8%	1	1,5%	0	0%
Healthcare staff demonstrate competence and skill in performing their duties	12	18,5%	50	76,9%	3	4,6%	0	0%
Healthcare staff communicate clearly using language that is easy to understand	12	18,5%	50	76,9%	3	4,6%	0	0%
Healthcare staff are polite and courteous in their interactions with patients	17	26,2%	46	70,8%	2	3,1%	0	0%

Source: Primary Data (2024)

Table 5 highlights that among the 65 respondents, the assurance dimension received the highest satisfaction ratings for the items "Healthcare staff demonstrate a strong understanding of service procedures" and "Doctors address patients' health concerns during examinations," with 70.8% and 75.4% of respondents, respectively, reporting satisfaction. Despite generally high levels of satisfaction, certain areas revealed notable dissatisfaction. For example, 1.5% of respondents expressed strong dissatisfaction with the item "Pharmacy staff provide information about potential side effects of prescribed medications."

Table 6. Distribution of Student Satisfaction Levels on Empathy Items

Empathy Item	Very Satisfied		Satisfied		Dissatisfied		Very Dissatisfied	
	n	%	n	%	n	%	n	%
Healthcare staff demonstrate personalized care to each patient (e.g., assisting patients in overcoming difficulties)	13	20,0%	48	73,8%	4	6,2%	0	0%
Healthcare staff are patient-oriented and prioritize patient needs	14	21,5%	49	75,4%	2	3,1%	0	0%
Healthcare staff provide attention and motivation/support for patient recovery	16	24,6%	46	70,8%	3	4,6%	0	0%
Doctors perform examinations sincerely, patiently, and without rushing	12	18,5%	50	76,9%	3	4,6%	0	0%
Doctors listen to and respond attentively and compassionately to patients' health concerns	16	24,6%	45	69,2%	4	6,2%	0	0%
Customer service is easily reachable and responsive	11	16,9%	48	73,8%	5	7,7%	1	1,5%

Source: Primary Data (2024)

Table 6 illustrates that out of a total of 65 respondents, the majority of students expressed satisfaction with the empathy dimension, particularly with the services provided by healthcare staff and doctors. Specifically, 73.8% of respondents were satisfied with the care and attentiveness shown by healthcare staff, while 75.4% expressed satisfaction with the patient-oriented approach of healthcare staff, prioritizing patient needs, with only 3.1% reporting dissatisfaction.

The highest satisfaction level was observed in the way doctors conducted examinations, characterized by sincerity, patience, and a non-hurried manner, with 76.9% of respondents expressing satisfaction and 4.6% reporting dissatisfaction.

However, despite the generally high satisfaction levels, a small number of respondents expressed dissatisfaction. For instance, in the item "Customer service is easily reachable and responsive," 1.5% of respondents reported being "Very Dissatisfied".

Table 7. Frequency Distribution of Average Student Satisfaction
Faculty of Medicine and Health Sciences
Alauddin State Islamic University Makassar

Variable	Public Health		Pharmacy		Nursing		Midwifery	
	n	%	n	%	n	%	n	%
Tangible								
Very Satisfied	6	23,6%	2	18,3%	1	9,2%	3	23,9%
Satisfied	16	61,5%	9	71,2%	10	65,8%	8	72,7%
Neutral	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Dissatisfied	4	14,4%	1	10,6%	3	20,0%	0	3,4%
Very Dissatisfied	0	0,0%	0	0,0%	1	5,0%	0	0,0%
Reliability								
Very Satisfied	6	23,1%	4	29,2%	1	8,0%	2	20,0%
Satisfied	17	66,9%	9	67,7%	12	78,7%	9	78,2%
Neutral	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Dissatisfied	2	7,7%	0	3,1%	2	12,0%	0	1,8%
Very Dissatisfied	0	1,5%	0	0,0%	0	0,0%	0	0,0%
Responsiveness								
Very Satisfied	5	20,0%	5	36,9%	2	13,3%	3	23,6%
Satisfied	20	75,4%	7	52,3%	11	74,7%	8	74,5%
Neutral	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Dissatisfied	1	3,8%	1	10,8%	2	12,0%	0	1,8%
Very Dissatisfied	0	0,8%	0	0,0%	0	0,0%	0	0,0%
Asurance								
Very Satisfied	5	20,7%	4	33,7%	2	10,0%	3	29,5%
Satisfied	20	77,4%	8	62,5%	12	77,5%	8	70,5%
Neutral	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Dissatisfied	1	1,9%	1	3,8%	2	11,7%	0	0,0%
Very Dissatisfied	0	0,0%	0	0,0%	0	0,8%	0	0,0%
Empathy								
Very Satisfied	6	22,4%	4	26,9%	2	10,0%	3	25,8%
Satisfied	20	76,3%	9	66,7%	11	75,6%	8	71,2%
Neutral	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Dissatisfied	0	1,3%	1	5,1%	2	14,4%	0	3,0%
Very Dissatisfied	0	0,0%	0	1,3%	0	0,0%	0	0,0%
Total	**26**	**100%**	**13**	**100%**	**15**	**100%**	**11**	**100%**

Source: Primary Data (2024)

Table 7 illustrates that student satisfaction in the Faculty of Medicine and Health Sciences at Alauddin State Islamic University Makassar indicates that most students were satisfied with various aspects of the services provided, particularly in the Reliability dimension. The Nursing program recorded the highest satisfaction rate, with 78.7% (12 respondents) reporting satisfaction.

In the Tangible category, the majority of students across all programs, particularly those in Nursing and Midwifery, reported high levels of satisfaction, with 72.7% of respondents in each program expressing satisfaction. Similarly, the Reliability category yielded positive results, with 66.9% to 78.7% of students indicating that the services provided were dependable. However, a small group of students reported dissatisfaction, particularly in the "Dissatisfied" category, highlighting areas for improvement.

The Responsiveness and Assurance

categories also showed that while most students expressed satisfaction, a notable portion of students, especially in Pharmacy and Midwifery programs, reported feeling less satisfied. For the Empathy category, although the majority of students reported satisfaction, there were also students who experienced dissatisfaction, particularly in the Midwifery program, where 14.4% reported being dissatisfied. This underscores the need for greater attention to empathy in service delivery.

Overall, these survey results reflect a good level of satisfaction but emphasize the importance of continuous evaluation and improvement to enhance student experiences within the faculty.

DISCUSSION

Satisfaction Overview

Satisfaction refers to the state in which an individual's needs, expectations, and desires are met. The study revealed that 84.5% of respondents were satisfied with the overall quality of healthcare services provided at the UIN Alauddin Makassar Polyclinic, indicating that more than half of the total respondents were content with the services rendered. Patient satisfaction was assessed using the SERVQUAL method, which evaluates service quality through five dimensions: tangibles (physical appearance), reliability, responsiveness, assurance, and empathy.

Tangibles

The analysis showed that most students were satisfied with the tangible aspects of healthcare services. The highest satisfaction rate was recorded for the appearance of healthcare staff, with 75.4% (49 respondents) expressing satisfaction and 21.5% stating they were very satisfied, while only 3.1% (2 respondents) expressed dissatisfaction. This aligns with the findings of Mahmud (2020), which demonstrated that tangibles significantly contribute to patient satisfaction in hospitals, emphasizing the importance of professional appearance in building trust and satisfaction.

However, certain aspects registered higher dissatisfaction rates among respondents. For instance, 18.5% of respondents expressed dissatisfaction with the cleanliness and availability of facilities such as restrooms and handwashing stations. Similarly, dissatisfaction was noted with the availability of queue machines and information screens (15.4%) and the functionality of queue announcement systems (18.5%). These findings resonate with Bouzid et al. (2018), who highlighted the positive correlation between a well-maintained physical environment and patient satisfaction in healthcare settings.

Moreover, Mokoagow (2024) emphasized that the implementation of effective hospital information systems can reduce service complexity and enhance

operational efficiency. The use of automated queue systems, as discussed by Nugroho & Ali (2022), can streamline service delivery and reduce wait times, thereby improving patient experience and satisfaction, as supported by Ikhyana (2023). Enhancing these systems at the polyclinic would likely lead to improved satisfaction levels.

Reliability

The reliability dimension demonstrated high levels of satisfaction, with 75.4% of respondents reporting satisfaction with clear and straightforward service procedures, while only 1.5% expressed strong dissatisfaction. This finding aligns with Aliyardi (2024), who highlighted the significant impact of reliable service procedures on patient satisfaction, noting that clear procedures contribute to a positive healthcare experience.

Additionally, 73.8% of respondents gave positive feedback on healthcare staff adhering to established procedures, indicating that most students found the services accessible and well-organized. However, there were some areas of concern. Around 7.7% of respondents were dissatisfied with the consistency and fairness of healthcare staff performance, and 6.2% expressed dissatisfaction with doctors' adherence to scheduled practice times.

Waiting times also emerged as an issue, with 7.7% of respondents expressing dissatisfaction, despite 72.3% being satisfied. These findings highlight the importance of maintaining efficiency in service delivery to further enhance patient satisfaction. Soumokil et al. (2021) also emphasized that adherence to service procedures fosters trust and satisfaction among patients.

Responsiveness

The responsiveness dimension showed generally positive results, with 76.9% of respondents satisfied with the promptness of healthcare staff in addressing patient inquiries. However, 1.5% of respondents expressed strong dissatisfaction. Gessesse et al. (2022) found that effective communication between healthcare providers and patients significantly impacts patient adherence to treatment, underscoring the importance of responsiveness in service delivery.

Regarding the responsiveness of registration staff, 66.2% of respondents reported satisfaction, while 10.8% expressed dissatisfaction. This highlights the importance of prompt and accurate guidance during the registration process. Although the overall satisfaction levels were high, there is room for improvement, particularly in complaint handling and responsiveness to patient concerns.

Assurance

The assurance dimension also recorded high satisfaction levels. Most respondents were satisfied with the understanding and application of service procedures by healthcare

staff (70.8%) and the ability of doctors to address patient concerns (75.4%). Yanti (2023) emphasized the significant role of healthcare staff in understanding and implementing procedures effectively, noting that this not only improves patient satisfaction but also reduces errors and enhances service efficiency.

Despite the positive feedback, 1.5% of respondents expressed strong dissatisfaction with the information provided by pharmacy staff regarding medication side effects. This indicates a need for improvement in communication and information delivery. Dewi (2024) highlighted the importance of therapeutic communication, particularly in conveying clear and detailed information about medications, as a key factor in patient satisfaction.

Empathy

The empathy dimension showed encouraging results, with most respondents expressing satisfaction. Specifically, 73.8% of students were satisfied with healthcare staff's attentiveness and care, while 75.4% appreciated the patient-oriented approach. Siddik et al. (2020) found a significant positive correlation between healthcare staff empathy and patient satisfaction, emphasizing that empathetic interactions greatly enhance the patient experience.

The highest satisfaction rate (76.9%) was observed in the manner of doctors

conducting examinations with sincerity, patience, and attentiveness, while only 4.6% expressed dissatisfaction. However, 1.5% of respondents were very dissatisfied with customer service responsiveness, indicating the need for improvements in communication and response times.

Overall, these findings indicate that while the majority of students are satisfied with the services provided, it is crucial to address specific areas for improvement. By enhancing communication, responsiveness, and service consistency, the institution can better meet the expectations of all patients and deliver an optimal healthcare experience.

CONCLUSION

The findings of this study reveal that student satisfaction with healthcare services at the UIN Alauddin Makassar Polyclinic is categorized as moderately high. The highest satisfaction was achieved in the reliability item, scoring 78.7%, indicating that service procedures are perceived as reliable and meet students' expectations. This is followed by the assurance item, with a satisfaction level of 77.5%, reflecting students' confidence in the competence of healthcare providers. Additionally, the empathy item recorded a satisfaction level of 76.3%, showing that students value the attention and care provided by the healthcare staff.

The responsiveness item scored 75.4%, demonstrating that the quick responses of healthcare providers have contributed

positively to the service experience. Lastly, the tangible item received a satisfaction score of 72.7%, indicating that aspects such as cleanliness and facilities require further improvement to meet student expectations.

Although these results indicate a generally positive level of satisfaction, none of the items have reached the minimum satisfaction standard of 95% set by the Indonesian Ministry of Health. This highlights the need for targeted improvements across various service aspects to align with national quality standards and enhance the overall healthcare experience for students.

SUGGESTION

Regularly evaluate all service aspects, focusing on improving cleanliness, physical facilities, responsiveness, and assurance. Provide periodic training for healthcare staff on communication and service management to enhance overall student satisfaction.

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