



ANALYSIS OF ELDERLY SATISFACTION REGARDING ELDERLY POSYANDU SERVICES BASED ON THE FIVE SERVQUAL DIMENSIONS

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ABSTRACT	Keywords
Elderly satisfaction is one of the important indicators in assessing the quality of health services, including services at elderly posyandu (integrated health post for the elderly). Parasuraman's SERVQUAL theory is used as an approach to measure service quality based on five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. This study aims to analyze the level of satisfaction among elderly patients regarding the services provided at the Elderly Posyandu in Gembongan Hamlet, Jotangan Village, Mojosari, Mojokerto. The research method employed a quantitative descriptive design with a cross-sectional approach. The sample consisted of 60 elderly respondents selected by total sampling. Data collection was conducted using a structured questionnaire based on the SERVQUAL dimensions. Data analysis was presented in the form of frequency distribution and percentages. The results showed that overall, 51 elderly individuals (85%) expressed satisfaction, 7 elderly individuals (11.7%) expressed very high satisfaction, and 2 elderly individuals (3.3%) expressed moderate satisfaction with the Elderly Posyandu services. No respondents reported dissatisfaction or very high dissatisfaction. The conclusion is that the overall level of elderly satisfaction with the Elderly Posyandu services in Gembongan Hamlet falls within the satisfied category. This achievement reflects a strong synergy among community health volunteers (cadres), primary healthcare center (Puskesmas) health workers, and village government support. Continuous improvement in empathic communication skills and cadre competencies is necessary to optimize service quality, particularly in the dimensions of empathy and assurance.	Elderly Satisfaction, Elderly Posyandu, SERVQUAL

INTRODUCTION

Old age is considered the final stage of development in the life cycle. During this period, a person experiences gradual physical, mental, and social decline (Triwibowo, 2025). The elderly tend to be

vulnerable to physical and psychosocial health problems, thus requiring quality, continuous, and responsive healthcare services tailored to the specific characteristics of this group. In line with the growing elderly population, the government

has formulated various health service policies for the elderly. Health services aim to improve the health status and quality of life of the elderly so that they can achieve a happy and productive old age within their family and community in accordance with their existence (Frilasari et al., 2023). The Elderly Posyandu, as one form of community-based health service, plays an important role in improving the health status of the elderly through promotive, preventive, and early disease detection services. The success of Elderly Posyandu services is greatly influenced by the quality of care provided by community health volunteers (Triwibowo, 2023), health workers, family support (Frilasari et al., 2023) as well as family roles (Triwibowo, 2018), intrafamily communication (Triwibowo, 2025) and the elderly's perception of those services, which ultimately affects their level of satisfaction as service recipients (Prabasari et al., 2024).

The satisfaction of healthcare service users reflects the extent to which the services received meet patients' expectations. Among the elderly, the level of satisfaction is particularly important as it relates to service loyalty, sustained participation, and adherence to health recommendations (Maliha et al., 2024). Previous studies have shown that service quality at Posyandu is closely associated with elderly satisfaction levels, where users' perceptions are linked to service dimensions such as friendliness of service, understanding of needs, and quality of health examinations (Yulastuti et al., 2025).

To comprehensively evaluate service quality and customer satisfaction, Parasuraman's theory with the SERVQUAL model has become a widely used approach. This model assesses service quality based on five main dimensions, namely tangibles (physical evidence), reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). The SERVQUAL approach enables researchers to measure the gap between users' expectations and their perceptions of the service received, thereby providing an objective picture of service aspects that need improvement (Larasati & Safitri, 2023).

Several studies in the context of healthcare services in Indonesia have applied the SERVQUAL approach to measure patient satisfaction with the quality of general health clinic and primary healthcare center (Puskesmas) services, with results indicating that service quality dimensions have a significant effect on patient satisfaction (Larasati & Safitri, 2023). Nevertheless, studies focusing specifically on elderly satisfaction at Elderly Posyandu using Parasuraman's theoretical approach remain limited, making this research important in providing a clearer picture of Elderly Posyandu service quality from the perspective of the elderly themselves.

Based on the foregoing, the analysis of elderly satisfaction using the SERVQUAL theoretical approach at the Elderly Posyandu is expected to serve as a foundation for more targeted, humanistic, and needs-oriented improvements in elderly healthcare service quality on a sustainable basis.

METHODS

The research method employed was a quantitative descriptive design with a cross-sectional approach. The population in this study consisted of all elderly individuals registered at the Elderly Posyandu in Gembongan Hamlet, Jotangan Village, Mojosari District, Mojokerto, totaling 60 elderly persons. The sampling technique used in this study was total sampling, in which all members of the population were included as respondents. Data collection was carried out using a structured questionnaire based on the SERVQUAL dimensions. Data analysis was presented in the form of frequency distribution and percentages.

RESULT

General Data

The sample used in this study consisted of elderly individuals in Gembongan Hamlet, Jotangan Village, Mojosari, totaling 60 elderly persons. The characteristics of the respondents examined in this study are as follows.

1. Sex

Table 1. Frequency Distribution Based on Sex in Gembongan Hamlet, Mojosari District, Mojokerto Regency

No.	Sex	Total	Percentage
1	Female	37	61,6%
2	Male	23	38,3%
Total		60	100%

Based on the table above, it can be concluded that the majority of elderly respondents were female, accounting for 37 elderly individuals (61.6%), while male respondents numbered 23 elderly individuals (38.3%). This indicates that the number of female elderly was more dominant compared to male elderly.

2. Age of Elderly

Table 2. Frequency Distribution Based on Age Group of Elderly in Gembongan Hamlet, Mojosari District, Mojokerto Regency

No.	Age Group	Total	Percentage
1	Elderly (60-74 Years)	37	61,6%
2	Old (75-90 Years)	21	35%
3	Very Old (>90 Years)	2	3,3%
Total		60	100%

Based on the table above, it can be concluded that the majority of elderly respondents fell within the elderly age group (60–74 years), accounting for 37 individuals (61.6%), followed by the old group (75–90 years) with 21 individuals (35%), and the

very old group (>90 years) with 2 individuals (3.3%). This indicates that the majority of respondents were still in the early stage of old age.

Specific Data

The specific data presents the research findings describing the level of elderly satisfaction based on the five SERVQUAL dimensions (tangibles, reliability, responsiveness, assurance, and empathy). The presentation of this data aims to provide a comprehensive overview of the service aspects assessed directly by the elderly as service users, so that it can be determined which dimensions have already met their expectations and which areas still require improvement to enhance the quality of Posyandu services in Gembongan Hamlet, Jotangan Village, Mojosari, Mojokerto, East Java.

Table 3. Frequency Distribution of Elderly Satisfaction Level Dimensions Regarding Elderly Posyandu Services in Gembongan Hamlet, Jotangan Village, Mojosari, Mojokerto, May 2026

Dimensi	VD	D	MS	S	S	V	Total
<i>Tangibles</i>							
-	-	-	-	47	-	6	60
7	-	-	-	-	-	-	-
			11,7%	78,3%		10%	100%
<i>Empathy</i>							
-	-	-	-	45	-	6	60
9	-	-	-	-	-	-	-
			15%	75%		10%	100%
<i>Reliability</i>							
-	-	-	6	51	-	3	60
			10%	85%		5%	100%

<i>Responsivene</i>				
ss	-	46	7	60
-	7			
	11,7 %	76.6 %	11,7 %	100 %
<i>Assurance</i>				
-	-	8	45	7
				60
	13.30 %	75%	11,7 %	100 %

Note — VD: Very Dissatisfied; D: Dissatisfied; MS: Moderately Satisfied; S: Satisfied; VS: Very Satisfied

Table 4. Overall Level of Elderly Satisfaction in Gembongan Hamlet, Jotangan Village, Mojokerto

Level of Satisfaction	Frequency	Percent
Moderately Satisfied	2	3,30
Satisfied	51	85
Very Satisfied	7	11.70
Total	60	100,0

DISCUSSION

1. Level of Elderly Satisfaction Regarding Elderly Posyandu Services from the Tangibles Dimension

The research results in Table 3 show that out of 60 respondents, the majority of elderly individuals expressed satisfaction (S) with the tangibles dimension, with 47 respondents (78.3%) satisfied, 6 respondents (10%) very satisfied, and 7 respondents (11.7%) moderately satisfied. No respondents gave ratings of dissatisfied or very dissatisfied.

The tangibles indicator obtained the lowest score among the other SERVQUAL

dimensions in primary healthcare center services, indicating the need for improvement in physical facilities and equipment completeness (Pradipta et al., 2024). Based on the research findings, the level of elderly satisfaction on the tangibles dimension regarding Posyandu services showed that 78.3% fell in the satisfied category. The findings in Gembongan Hamlet actually showed a fairly high satisfaction level on the tangibles dimension. This can be attributed to the renovation of Posyandu facilities supported by the local village government and the active role of community health volunteers in maintaining the cleanliness and tidiness of the service environment. The tangibles dimension encompasses the physical condition of facilities, examination equipment, staff appearance, and health communication media available at the Posyandu. The high satisfaction level on this dimension reflects that the facilities and infrastructure of the Elderly Posyandu in Gembongan Hamlet have met the standards expected by the elderly, ranging from the cleanliness of the service area to the completeness of basic examination tools such as sphygmomanometers, body weight scales, and height measuring devices. This result is consistent with recent research indicating that the physical quality of health facilities and elderly-friendly environments significantly influence elderly patient satisfaction.(Suanah et al., 2024)). Clean and tidy facilities along with elderly-friendly accessibility features such as handrails, comfortable seating, and dedicated pathways enhance the comfort and sense of security of the elderly while receiving primary healthcare services (Sakti et al., 2026).

2. Level of Elderly Satisfaction Regarding Elderly Posyandu

Services from the Empathy Dimension

The research results in Table 3 show that out of 60 respondents, the majority of elderly individuals expressed satisfaction with the empathy dimension, with 45 respondents (75%) satisfied, 6 respondents (10%) very satisfied, and 9 respondents (15%) moderately satisfied. Empathy in the context of healthcare reflects the ability of health workers and cadres to provide individual attention, understand the specific needs of each elderly person, and establish warm and caring communication.

The elderly demonstrate satisfaction with nursing actions that apply therapeutic communication, such as explaining procedures to be performed, seeking client consent, and discussing care plans. This indicates that empathic communication plays a central role in shaping elderly satisfaction.(X Agustha, 2021)

Furthermore, a literature study found that therapeutic communication is an important element in elderly care, where empathy is not merely about feeling what the elderly feel, but also the ability to see the world from their perspective and respond in a way that acknowledges and respects their experiences (Priatama et al., 2024)

The assessment of elderly satisfaction levels on the empathy dimension shows that 75% felt satisfied with the Posyandu services. Although this figure is relatively high, the empathy dimension recorded the lowest score compared to other dimensions. The relatively larger proportion of moderately satisfied respondents (15%) indicates that there is still room for improvement in the area of personal approaches toward the elderly. Empathy in elderly healthcare encompasses the ability of health workers to listen to complaints, understand the emotional and physical condition of patients, provide individual attention, and adapt communication to the needs of the elderly.(Kabak et al., 2025)

Specialized communication training for the elderly and humanistic approaches are highly influential in improving satisfaction on the empathy dimension (Sepriano et al., 2025) Therefore, although the majority of elderly individuals felt satisfied, health workers need to enhance interpersonal communication skills, pay greater attention to deeper personal interactions, and provide sufficient time to listen to and understand the emotional needs of the elderly. These efforts are expected to improve the elderly's perception of health worker empathy and overall support the improvement of service satisfaction. Elderly Posyandu cadre empowerment activities emphasize the importance of effective communication training for interacting with the elderly, alongside technical skills in blood pressure measurement and anthropometry, as an effort to improve the quality of healthcare services for the elderly.(Dyahariesti et al., 2024)

3. Level of Elderly Satisfaction Regarding Elderly Posyandu Services from the Reliability Dimension

The research results in Table 3 show that out of 60 respondents, the majority of elderly individuals expressed satisfaction with the reliability dimension, which recorded the highest satisfaction level among all dimensions, with 51 respondents (85%) satisfied, 3 respondents (5%) very satisfied, and 6 respondents (10%) moderately satisfied. Research by Purwitasari at Ken Saras Hospital Ungaran proved that reliability has a positive and significant relationship with patient satisfaction ($r = 0.460$, $p < 0.000$), indicating that the higher the service reliability, the higher the satisfaction felt.(Purwitasari et al., 2023)

Reliability refers to the ability of health workers to deliver services accurately, consistently, on time, and in accordance with promised procedures. Based on the research findings, 51 respondents (85%) expressed satisfaction.

The high satisfaction level on this dimension indicates that the Elderly Posyandu in Gembongan Hamlet has been able to carry out services systematically, encompassing routine physical examinations, blood pressure measurement, elderly health record documentation, and structured health education delivery. Factors influencing high satisfaction on the reliability dimension in previous studies include consistency of service procedures and timeliness of service delivery, certainty of availability of required medicines and medical equipment, and the reliability of health workers in keeping commitments and following clear standard operating procedures (Sakti et al., 2026). In addition, reliability is dominant because the elderly greatly value stable services, given that their needs are often routine and ongoing. According to Parasuraman (1988), timeliness and consistency of service increase the elderly's trust in health facilities (Sepriano et al., 2025)

4. Level of Elderly Satisfaction Regarding Elderly Posyandu Services from the Responsiveness Dimension

The research results in Table 3 show that out of 60 respondents, the majority of elderly individuals on the responsiveness dimension expressed satisfaction, with 46 respondents (76.6%) satisfied, 7 respondents (11.7%) very satisfied, and 7 respondents (11.7%) moderately satisfied. Research by Putri et al. (2022) found that low responsiveness can cause the elderly to feel undervalued, anxious, or disengaged during the service process (Sakti et al., 2026)

Based on the research findings, 76.6% of the elderly were satisfied. This indicates that in general, the elderly assessed health workers as sufficiently quick and responsive in delivering services. Responsiveness is particularly important in elderly care because the physical and psychological condition of the elderly requires special attention, patience, and

accurate responses. Recent studies also confirm that responsiveness is influenced by factors such as the readiness of health workers, an adequate number of staff, and a clear service flow (Chen et al., 2022; Susanti & Prasetyo, 2021; (Yunara et al., n.d.). Responsiveness reflects the willingness and readiness of health workers and cadres to assist the elderly promptly, respond to complaints immediately, and provide needed information without delay. The proportion of moderately satisfied respondents at 11.7% indicates that a small number of elderly individuals were not yet fully satisfied with the speed of health worker responses to their needs. The elderly require more time to process information, so health workers must remain responsive yet calm and communicative, adjusting the pace of information delivery to the needs of the elderly. Increasing the number of trained cadres and strengthening standard operating procedures (SOPs) in responding to elderly complaints are important strategic recommendations for improving satisfaction on this dimension.

5. Level of Elderly Satisfaction Regarding Elderly Posyandu Services from the Assurance Dimension

The research results in Table 3 show that out of 60 respondents, the majority of elderly individuals on the assurance dimension expressed satisfaction, with 45 respondents (75%) satisfied, 7 respondents (11.7%) very satisfied, and 8 respondents (13.3%) moderately satisfied. The high level of elderly satisfaction indicates that health workers and community health cadres have been able to demonstrate a professional, friendly, and reassuring attitude in delivering services. This is important for building a sense of security and trust among the elderly, which is one of the key factors in the success of primary healthcare services. Assurance encompasses the knowledge, technical competence, courtesy, and ability of health workers to cultivate trust and a

sense of security among the elderly during service delivery.

The moderately satisfied proportion of 13.3% indicates that there are still some elderly individuals who do not feel fully confident in the competence of cadres, particularly regarding explanations related to health conditions and the delivery of appropriate health education. The ability of health workers to provide explanations in simple language, maintain a polite attitude, and reassure elderly patients correlates positively with their satisfaction (Putri et al., 2022)(Sakti et al., 2026). Menurut Yates, et al (2019), According to Yates et al. (2019), elderly patients more readily trust health workers who appear well-groomed, friendly, and provide clear explanations (Sakti et al., 2026)

Strong assurance, including the competence and professional attitude of health workers, enhances the emotional attachment of the elderly to health workers and encourages active participation in elderly healthcare programs.(Sakti et al., 2026) The assurance dimension correlates positively with increased elderly satisfaction, particularly when health workers are able to explain health conditions in simple and reassuring language (Sepriano et al., 2025). Assurance has the strongest positive relationship among the five SERVQUAL dimensions with patient satisfaction, with a correlation value of $r = 0.626$ ($p < 0.000$). This finding highlights the importance of improving the competence of Posyandu cadres in the aspect of service assurance.(Purwitasari et al., 2023) Training and mentoring of elderly Posyandu cadres have had a significant impact on increasing elderly visits to the Posyandu by 50%, which indirectly reflects the growing trust of the elderly in the quality of services provided by cadres (Suprpto et al., 2022)

6. Overall Level of Elderly Satisfaction Regarding Elderly Posyandu Services

The overall level of elderly satisfaction, as shown in Table 4, indicates that out of 60 respondents, 51 elderly individuals (85%) expressed satisfaction, 7 elderly individuals (11.7%) were very satisfied, and only 2 elderly individuals (3.3%) were moderately satisfied. No respondents expressed dissatisfaction or very high dissatisfaction with the Elderly Posyandu services in Gembongan Hamlet. This result is higher than the findings of Larasati and Safitri (2023) at the Elderly Polyclinic of Ciputat Primary Healthcare Center in South Tangerang City, where out of 50 elderly respondents, 41 individuals (82%) expressed satisfaction, while overall the SERVQUAL dimensions showed 66% were less than satisfactory.(Larasati & Safitri, 2023). Satisfaction arises when the perception of the services received meets or exceeds initial expectations (Fanggidae & Juniarto, 2023) In healthcare, the overall service experience, encompassing communication, friendliness, facility comfort, and process efficiency, significantly influences patient satisfaction (Sulhastiiawati & Amanah, 2024). The elderly have more sensitive communication and emotional needs compared to other age groups; services that are patient, clear, and respectful of elderly dignity will enhance their positive perception of the services received (Larasati & Safitri, 2023).

The Elderly Posyandu, as a healthcare and guidance platform for the elderly population in a given area, prioritizes active community participation through health cadres and cross-program as well as cross-sector collaboration, in order to improve public health status in general and the elderly group in particular. The success of the Elderly Posyandu in Gembongan Hamlet in achieving a high satisfaction level reflects a strong synergy among cadres, primary healthcare center health workers, and village government support. The low proportion of respondents who only reached the "moderately satisfied" level (3.3%) in the

overall assessment indicates that the gap between elderly expectations and the actual services received is relatively very small. This condition needs to be continuously maintained and improved, particularly by paying attention to the empathy and assurance dimensions, which still have the greatest room for improvement.

CONCLUSION

The results of this study indicate that the overall level of elderly satisfaction with the Elderly Posyandu services in Gembongan Hamlet, Jotangan Village, Mojosari, Mojokerto falls within the satisfied category, with 85% of respondents expressing satisfaction and 11.7% expressing very high satisfaction. None of the respondents expressed dissatisfaction or very high dissatisfaction, indicating that the gap between expectations and actual services received is very small. The breakdown by SERVQUAL dimension is as follows:

1. Tangibles (Physical Evidence) showed that 78.3% of the elderly were satisfied, supported by the renovation of Posyandu facilities, environmental cleanliness, and the adequate completeness of basic examination equipment.
2. Empathy achieved a satisfaction level of 75%, making it the dimension with the greatest room for improvement. The proportion of "moderately satisfied" respondents on the empathy dimension (15%) indicates that there is still a need to enhance personal approaches and the communication competence of cadres.
3. Reliability recorded the highest satisfaction level (85% satisfied), reflecting consistency of procedures, timeliness, and the completeness of routine examination services carried out systematically.
4. Responsiveness achieved a satisfaction level of 76.6%,

indicating that health workers were considered sufficiently quick and responsive, although 11.7% of the elderly remained only moderately satisfied due to response speed that was not yet fully optimal.

5. Assurance achieved a satisfaction level of 75%, making it the dimension with the greatest room for improvement alongside empathy. The proportion of "moderately satisfied" respondents on the assurance dimension (13.3%) indicates that there is still a need to enhance personal approaches and the communication competence of cadres.

Recommendations

1. For Health Workers and Posyandu Cadres

Periodic therapeutic communication training and humanistic approach programs need to be conducted, particularly to improve the quality of the empathy and assurance dimensions. Cadres need to be equipped with the ability to explain health conditions in simple language, actively listen to complaints, and provide sufficient time in personal interactions with the elderly.

2. For Primary Healthcare Centers (Puskesmas)

Strengthening standard operating procedures (SOPs) in responding to elderly complaints should be prioritized in order to improve the responsiveness dimension. In addition, regular mentoring and supervision of Posyandu cadres need to be maintained to ensure the consistency of services that have already performed well on the reliability dimension.

3. For Village Governments and Relevant Institutions

Support for the renovation of physical facilities and elderly-friendly accessibility features, such as handrails, comfortable seating, and dedicated pathways, needs to be

continuously maintained. An increase in the number of trained cadres is also recommended to reduce the workload of health workers and improve service response speed.

4. For Future Researchers

It is recommended to explore the factors influencing the "moderately satisfied" level on the empathy and assurance dimensions in greater depth through a qualitative approach, as well as to expand the sample coverage to elderly Posyandu in other areas for more comprehensive comparative analysis.

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