The Effect of Service Quality and Price on Patient Satisfaction

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Abstract

The purpose of this study was to determine the effect of service quality and price s on patient satisfaction at the Yapida Gunung Putri Clinic, Bogor, both partially and simultaneously. While the method used is quantitative. The sampling technique used the Slovin formula and the sample in this study was 100 respondents. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient analysis, coefficient of determination analysis and hypothesis testing. From the results of the study, service satisfaction has a simultaneous influence, service satisfaction and price s have an influence on patient satisfaction where Ha_3 is accepted so that f_{count} is 58.794 > f_{table} 3.09. While the effect on patient satisfaction is seen based on the results of hypothesis testing, namely Ha_1 is accepted where t count 6.030 > t table 1.984 and price s have an influence on patient satisfaction based on t_{count} 3.944 > t_{table} 1.984 . Then Ha_2 is accepted.
Keywords: Quality of Service, Rates, Patients.

1. Introduction

Along with the increasing population growth in an area, it will affect the fulfillment of community needs which will increase over time. One of them is the need for health which is an important factor in maintaining human survival. Health service factors, availability of quality health facilities and personnel will affect the health status of the community. One of the efforts that can be done to achieve the highest degree of public health is to provide health services.

Health is a very important right for humans. More and more people are increasingly aware of the importance of maintaining a healthy body, maintaining food and exercise intake, and doing routine check-ups in hospitals. It also makes public service facilities such as hospitals, health centers, clinics, health centers and others grow rapidly by providing various supporting facilities in the health sector. The increasing number of hospitals and health clinics goes hand in hand with the increasing number of people using health service facilities, thus changing the hospital which was originally a social service unit for humanity into a health service that has an industrial base for economic purposes.

In Indonesia, people who want to get health services depend a lot on private sector health facilities and government health facilities, such as when giving birth, children suffer from diarrhea or acute respiratory infections. The tendency to seek treatment at health facilities seems to be increasing, so efforts to improve health services need to be made to help contribute to improving public health conditions. However, from the many public health service facilities, they must have different service quality, as well as the views and assessments of the community. This is what makes the image of public service facilities different. Nowadays people's knowledge about health is getting wider so that they have a lot of considerations to choose the right health facilities starting from good and complete service facilities so that hospitals, health centers, clinics and other health facility service owners are competing to improve the quality and service to make it more affordable. good and support the needs

of the community. Patient satisfaction is one of the indicators to improve the quality of health services and success in providing services through a good image of the community for these public service facilities.

Based on the background that has been stated above, the authors formulate the problem as follows: Is there an influence between the quality of service and price on patient satisfaction at the Y Clinic in Gunung Putri, Bogor.

2. Literature Review

Service Quality

Service quality is one part of the marketing management section. Service quality has become one of the dominant factors for the success of an organization. Quality development is strongly driven by the conditions of competitors between companies, technological advances, the stage of the socio-cultural economy of the community. Service quality is a must that must be done by companies in order to be able to survive and still gain the trust of customers.

Lewis & Booms in Tjiptono and Chandra (2016) defines service quality as a measure of how well the level of service provided is able to meet customer expectations.

According to Kotler and Etta Mamang Sangadji and Sopiah (2013), formulate that quality is a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations. Quality has a very close relationship with customer satisfaction. The indicators used by Tjiptono (2016) are tangible, empathy, responsiveness, reliability, assurance.

Price

Price is the value expressed in rupiah. In other circumstances price is defined as the amount paid by the buyer. Price is a way for a seller to differentiate his offering from competitors. Pricing can be considered as part of the product differentiation function in marketing. According to Tjiptono and Chandra (2016), price is the only element of the marketing mix that brings income or income for the company. Meanwhile, according to Buchari Alma (2014), said that price is the value of an item expressed in money. According to Manap (2016), "price is the value of an item expressed in money. The indicators used according to Kotler and Armstrong (2016) Affordability, conformity with product quality, conformity with benefits, competitiveness.

Customer Satisfaction

The general understanding of consumer satisfaction or dissatisfaction is the result of differences between consumer expectations and the perceived performance of these consumers. From the various definitions of consumer satisfaction that have been researched and defined by marketing experts, it can be concluded that consumer satisfaction is a response to consumer behavior in the form of after-purchase evaluation of a perceived good or service (product performance) compared to consumer expectations.

According to Kotler in the book Sunyoto (2013), consumer satisfaction is the level of one's feelings after comparing the perceived (performance or results) compared to their expectations. Consumers can experience one of three general levels of satisfaction, namely if performance matches expectations, customers will feel satisfied and if performance exceeds expectations. Then the customer will feel very satisfied and happy or happy.

According to Fandy Tjiptono (2014) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception of the performance (result) of a product

with his expectations. The indicators used by Tjiptono (2014) are the suitability of expectations, interest in visiting, recommending
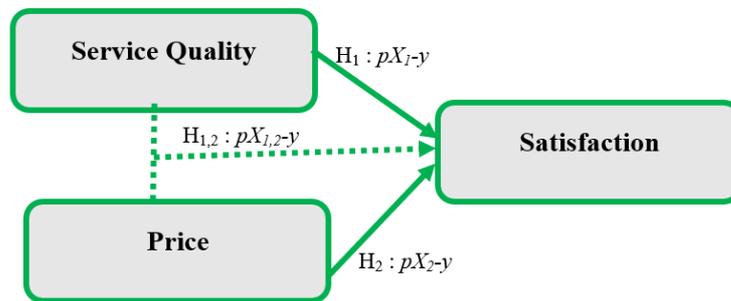
Framework

Figure 1. Research Framework

Hypothesis:

Ha $_1$:p#0 It is suspected that there is an influence between service quality and patient satisfaction at the Y Clinic in Gunung Putri, Bogor.

Ha $_2$:p#0 It is suspected that there is an influence between price on patient satisfaction at the Y Clinic in Gunung Putri, Bogor.

Ha $_3$:p#0 It is suspected that there is an influence between service quality and price on patient satisfaction at the Y Clinic in Gunung Putri, Bogor.

3. Methods

This study uses quantitative research methods based on the assumption that a symptom can be clarified and the relationship between symptoms is causal (causation). And using the associative problem formulation which is a statement asking the relationship between two or more variables. The population in this study were all patients at Clinic Y Gunung Putri Bogor. The data collection technique in this study used primary data consisting of closed questionnaires and participant observation, while secondary data in the form of literature from the internet and books and data analysis using instrument tests. classical assumption test, regression analysis, correlation, determination and hypothesis testing.

4. Results and Discussion

Instrument Test
Validity test

Consists of a validity test and a reliability test which is in the table below:

Table 1. Validity Test

Num	Serv Qual (X_1)	Price (X_2)	Satisfaction (Y)	R tab	descript
1	0,586	0,482	0,593	0,196	Valid
2	0,633	0,600	0,633	0,196	Valid
3	0,653	0,680	0,722	0,196	Valid
4	0,566	0,721	0,615	0,196	Valid
5	0,719	0,679	0,796	0,196	Valid
6	0,707	0,723	0,779	0,196	Valid
7	0,687	0,707	0,767	0,196	Valid
8	0,705	0,585	0,699	0,196	Valid
9	0,642	0,490	0,677	0,196	Valid
10	0,600	0,621	0,730	0,196	Valid

Based on the test, the indicators for the variable quality of service, rates and patient satisfaction have an r-count value greater than 0.196 for 10 questions each, based on this, it can be concluded that all variables are declared valid or meet the validity test limit of 0.196 because $r_{count} > r_{table}$.

Reliability Test

Reliability test is used to determine the consistency of measuring instruments, whether the measuring instruments used are reliable and remain consistent if the measurement is repeated. The reliability test method that is often used is Cronbach's Alpha. A variable is said to be reliable using a limit of 0.6. Sugiyono (2018).

Table 2. Reliability Test

Variables	Alpha Cronbach	Validity
Serv Qual	0.846	Reliable
Price	0.826	Reliable
Satisfaction	0.886	Reliable

Based on table 2, it can be seen that the Cronbach Alpha is greater than 0.6. This shows that all statements in this study are said to be reliable or have a good level of reliability so that they can be used in subsequent research analyzes.
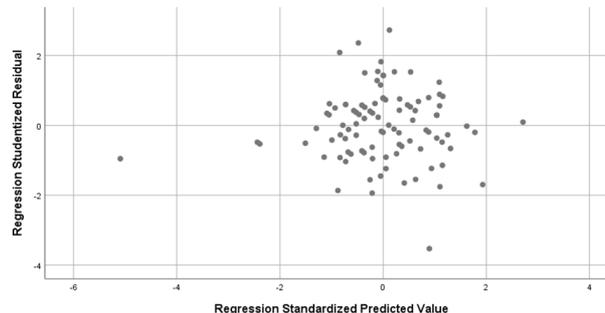
Normality Test

Figure 2. Normal P-Plot

Based on the results of the Normality test (Normal P-Plot) above, it can be seen that the plot points (data) spread around the diagonal line and follow the direction of the diagonal line, which means the data is normally distributed.

Multiple Linear Regression

Multiple linear regression analysis is used in this study in order to determine whether there is an influence of the independent variable on the dependent variable. Statistical calculations in multiple linear regression analysis used in this study were to use SPSS software. The results of multiple linear regression are as follows:

Table 3. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.005	3.245		1.543	.126
	Serv Qual	.529	.088	.502	6.030	.000
	Price	.345	.088	.328	3.944	.000

Based on the SPSS output above, the regression equation is obtained as follows:

Y = 5.005 + 0.529 X1 + 0.345 X2 + e

1. The constant of 5,005 states that without service quality variables (x_1) and prices (x_2), patient satisfaction (y) remains at 5,005 or if the value of service quality (x_1), and price (x_2) value = 0 then patient satisfaction still has value = 5,005. which means that patients will continue to visit for treatment at the Yapida clinic even though the quality of service and the rates provided are still lacking, because basically patients need treatment to overcome the complaints of the pain they are suffering.
2. The service quality variable (X_1) has a positive effect on patient satisfaction (Y) with a coefficient value of 0.529. This means that if the service quality variable (X_1) increases one unit with the assumption that the price variable (X_2) is fixed, then patient satisfaction (Y) will increase by 0.529.
3. The price variable (X_2) has a positive effect on patient satisfaction (Y) with a coefficient value of 0.345. This means that if the rate variable (X_2) increases one unit with the assumption that the service quality variable (X_1) remains, then patient satisfaction (Y) will increase by 0.345.

Partial Test

Tests to determine the effect of serv qual (X1) and price (X2), partially on the variable satisfaction of employees of PT. Samsung Electronics Indonesia used the T test. From the analysis using the error rate (α) 10% and degrees of freedom (df) = n-k-1.

Table 4. Hypothesis Test

No.	Variables	t-value	Sig	t-table
1.	Serv Qual	6.030	.000	1.984
2.	Price	3.944	.000	1.984

The service quality variable (X_1) has a positive and significant effect on patient satisfaction (Y) at the Yapida Gunung Putri Clinic, Bogor. This can be seen from the significant quality of service (X1) 0.000 <0.05 and the t - count value is greater than t - table (6.030> 1.984) and sig <0.05 (0.000 <0.05) , then H $_o$ is rejected and H$_1$ is accepted . . So that the results of the hypothesis that there is an effect of service quality on patient satisfaction is partially accepted. The price variable (X_2) has a positive and significant effect on patient satisfaction (Y) at the Yapida Gunung Putri Clinic, Bogor. This can be seen from the significant price (X_2) 0.000 < 0.05 and the value of t $_{count}$ is greater than t $_{table}$ (3.944 > 1.984) and sig < 0.05 (0.000 < 0.05) then H $_0$ is rejected and H$_2$ is accepted . . So that the results of the hypothesis that there is an effect of price s on patient satisfaction are partially accepted.

Goodness of Fit

The F statistical test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable:

Table 5. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1118,713	2	559,357	58.794	.000 [b]
	Residual	922.847	97	9.514		
	Total	2041.560	99			

It can be seen that F-value> F-table or 58.794> 3.09. This concludes that service quality and private together have an effect on satisfaction.

Coefficient of Correlation and Determination (R2)

To determine the strength or weakness of the relationship between the independent variable and the dependent variable can be calculated by the correlation coefficient. The type of correlation that can only be used in linear variable relationships is the product moment correlation (r).

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740 [a]	.548	.539	3.08446

The results from the table above can be seen that the coefficient of correlation is 0.740 which is between 0.60-0.799 so that service quality and price have a strong relationship. On the other hand, the determination test (adjusted R2) obtained is 0.548. This shows that the influence of the independent variable is 54.8%, while the rest, namely 45.2%, the satisfaction is influenced by other variables not examined in this study.

Discussion

Based on the results of statistical testing, it can be seen that simultaneously the service quality and price variables have a positive and significant effect on the satisfaction variable. Furthermore, for partial testing it can be seen that the serv qual variable has a positive and significant effect on the satisfaction variable, while the price variable has a positive and significant effect on the satisfaction variable. The explanation of each variable effect is explained as follows:

The Effect of Serv Qual on satisfaction
Hypothesis testing (H_1) shows that the hypothesis can be accepted, it can be seen that there is an influence between serv qual on satisfaction . And based on the statistical test of Serv qual, it shows the t $_{value}$ of 6.030 with a significance of 0.000, which means that the serv qual variable has a positive effect on satisfaction . Because t_{count}> t_{table} or 6.030 > 1.984 . This shows that serv qual can affect the satisfaction, This is in line with research by Nurmin (2021).

The Effect of Price on Satisfaction
Hypothesis testing (H_2) shows that the hypothesis is acceptable, it can be seen that there is an influence between Price on Satisfaction. And based on the statistical test on Satisfaction, it shows the t value of 3.944 with a significance of 0.000, which means that the price variable has a positive

influence on satisfaction . Because t_{count}> t_{table} or 3.944> 1.984 . This shows that price can affect the satisfaction, this is in line with the research of This is in line with research by Nurmin (2021).

The Effect of Serv Qual and Price on Satisfaction

Hypothesis testing (H_3) shows that the hypothesis is acceptable, it can be seen that there is an influence between Serv Qual and Price on Satisfaction. And based on the statistical test on Satisfaction, it shows the f_{value} of 58,794 with a significance of 0.000, which means that the price variable has a positive influence on satisfaction . Because f_{count}> f_{table} or 58,795> 3,094. This shows that price can affect the satisfaction, this is in line with the research This is in line with research by Nurmin (2021).

5. Conclusion

Based on the description of the research results starting from theoretical exposure to data collection and data presentation as well as analysis and discussion, it can be concluded that partially the Serv qual variable has a positive and significant effect on the Satisfaction variable. The results of the regression analysis show that H_0 is rejected and H_1 is accepted. Therefore, the first hypothesis is accepted. Partially the price variable has a positive and significant effect on the satisfaction variable. The results of the regression analysis show that H_0 is rejected and H_1 is accepted. Hence, the second hypothesis is accepted. Simultaneously all independent variables, namely Serv qual and Price, have a positive and significant effect simultaneously or together on the dependent variable, specifically satisfaction.

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