



+62 813 8765 4578

+62 813 8765 4578

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ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, PRICE AND PLACE TOWARDS PATIENT SATISFACTION (CASE STUDY IN THE ASIH PAGEDANGAN TANGERANG-BANTEN SUSTAINABLE HEALTH CLINIC).

M.Sivaram¹⁾ , Isanti Chandra Azija²⁾

¹⁾Lecturer of Lebanese French University, Of Iraq

²⁾Student of Magister Management Program, University of Mercu Buana (UMB), Jakarta Indonesia

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Corresponding author: first author

E-mail:

phdsiva@gmail.com



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Abstract: This study aims to determine: 1). Quality of service affects patient satisfaction 2). Price influences patient satisfaction 3). Place influences patient satisfaction 4). Quality of service, price and place have a positive and significant effect simultaneously on patient satisfaction. Sample 345 respondents who seek treatment at the Tangerang Asih Pagedangan Lestari Clinic. This type of research method with quantitative analysis method using multiple linear equation analysis, followed by determination analysis (R square), partial hypothesis testing (t test) and simultaneous (f test), with SPSS 23.0. The results of the analysis can be seen that: 1) Service Quality has a positive effect on patient satisfaction, the assurance dimension has a dominant influence on the dimensions of management perception 2). Place influences patient satisfaction, and traffic dimensions have a dominant effect on management perceptions. 4). Quality of service, price and place have a positive effect on patient satisfaction

Keywords: customer satisfaction, service quality influence price, influenceplace influence

INTRODUCTION

Rakerkesnas th. 1968 in Jakarta established that puskesmas were the spearhead of health services to the community. Puskesmas is a functional health organization that provides comprehensive and integrated services to the community in its working area in the form of main activities.

Functionally the role of the health center is as a center for community health development, fostering community participation in order to improve the ability to live healthy, provide comprehensive and integrated health services to the community. (MOH RI

2018). According to Law number 36 of 2009 concerning health, a health facility is a tool and / or place used to carry out health service efforts, both promotive, curative, preventive and rehabilitation carried out by the government, regional government, and / or the community. Health facilities in this publication include Puskesmas (Community Health Centers) and Hospitals.

During the period of 2016 to 2017 patient visits to the Tangerang Asih Pagedangan Lestari Clinic continued to increase. It can be seen in table 1.1 that the fluctuation in the number of patient visits in general continues to increase, indicating that the public is so enthusiastic to get health services at the Tangerang Asih Pagedangan Sustainable Clinic. The increase in the number of patients in the last two years has not yet become a barometer in measuring patient satisfaction in getting services from the Tangerang Asih Pagedangan Lestari Clinic. For this reason, researchers conducted a preliminary survey to find out what components were carried out by the Tangerang Asih Pagedangan Lestari Clinic so that the number of patient visitors continued to increase in the last two years.

In conducting the research, the researchers conducted a preliminary survey to find out what service components were carried out by the Tangerang Asih Pagedangan Lestari Clinic so that the number of patient visitors continued to increase in the last two years. In conducting a preliminary survey the researcher asked a question of 30 patients, the question the researcher did was "What factors make you choose the Tangerang Asih Sustainable Clinic as your and your family's clinic". The survey pre survey conducted by the researchers obtained the following description data: around 40% of respondents were male and around 60% were female.

From the Figure 1.Descriptive Respondents showed that the highest factors driving respondents to choose Lestari Asih Clinic as a private and family treatment center were price factors of around 40%, followed by service quality factors of around 30%, and easily accessible place factors of around 23,333%. While the rest are satisfactory drug quality factors and on the recommendation of friends each scored 1,333%.

Descriptive results of the data are interesting for researchers to conduct further research on the relationship between the 3 factors such as price, quality of service and dominant place encouraging patients to choose treatment at the Lestari Asih Pagedangan clinic in Tangerang with the level of patient satisfaction in treatment at the health clinic.

Before assessing patient satisfaction with the Tangerang Lestari Asih Clinic, a more in-depth study of the effect of price, service quality, and place on indicators of patient satisfaction variables is needed, such as confirmation of expectations. In this concept, satisfaction is not measured directly, but concluded based on the suitability / mismatch between patient expectations with the actual performance of health clinic products on a number of important attributes or dimensions. Furthermore, researchers need to examine the interest of patients to seek treatment back to the Puskesmas (Repurchase intent).

Customer satisfaction is measured behaviorally by asking whether the patient will seek treatment again or move treatment to another place. Next, researchers need to examine the patient's willingness to recommend. Patients' willingness to recommend to friends or family is an important measure to be analyzed and acted upon. And finally researchers need to examine customer dissatisfaction. Aspects that need to be investigated in examining customer dissatisfaction such as complaints, warranty costs, gethok negative transmission and defections (consumers who turn to competitors). Specifically this study examines the interrelationship between the components of the variable price, service quality, place and customer satisfaction.

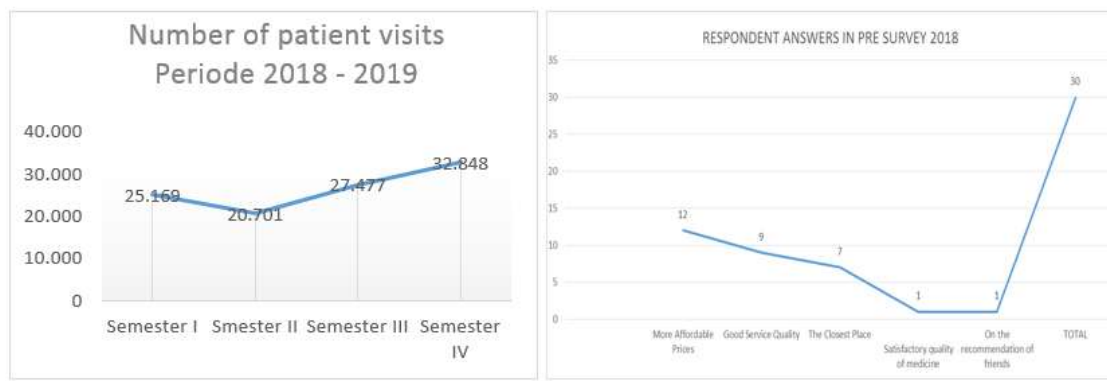


Figure 1. Research gap Data

Source: Processed researcher data (2019)

Customer satisfaction is measured by satisfaction by asking whether the patient will seek treatment again or move to another place for treatment. Furthermore, researchers need to examine the patient's willingness to recommend to friends or relatives. Patient willingness to recommend to friends or family is an important measure to be analyzed and acted upon. And finally researchers need to examine customer dissatisfaction. Aspects that need to be examined in examining customer dissatisfaction such as complaints, warranty costs, gethok negative transmission and defections (consumers who turn to competitors). Specifically this study examines the interrelationship between the components of the variable price, service quality, place and customer satisfaction.

Based on observations and searches of patients at the Tangerang Asih Pagedangan Lestari Clinic, the phenomena related to patient satisfaction issues are identified as follows: (1) Patient visits generally increase during semester I to semester 4, (2) Price is one of the driving factors patients to choose Taruma Jaya Health Center as family treatment (3) Quality of service as one of the drivers for patients to choose treatment at the Tangerang Asih Pagedangan Sustainable Clinic as a family treatment, (4) Place is a service as one of the patients encouraging to choose the Sustainable Asih Clinic as a treatment family, (5) Drug quality is one of the factors driving patients to choose the Sustainable Asih Clinic as a family treatment, (6) Information from friends is one of the factors driving patients to choose the Sustainable Asih Clinic as a family treatment

The above phenomenon provides an overview hwa patient satisfaction with the Lestari Asih Clinic is still low. To be able to provide a solution for increasing patient satisfaction requires a scientific assessment that can be accounted for and can provide a solution for increasing patient satisfaction with Lestari Asih Clinic by increasing the factors that influence patient satisfaction and the elements of Price, Quality of Service, and Place for Patient Satisfaction.

This research is focused on how to build patient satisfaction at the Lestari Asih Clinic by analyzing the dimensions of price, service quality, and place factors. The study was conducted in the district of Pagedangan Tangerang-Banten.

Based on the background and problems above, the objectives to be achieved from this research are:

1. Analyzing the influence of service quality on patient satisfaction partially
2. Analyzing the effect of price on patient satisfaction partially

3. Analyzing the effect of place on patient aging partially
4. Analyze the effect of service quality, price, and place, on patient satisfaction simultaneously

LITERATURE REVIEW

Definition of Customer Satisfaction

Customer Satisfaction is a feeling of pleasure or disappointment felt by someone who comes from a comparison between his impression of the performance (results) of a product and his expectations, in other words satisfaction as a post-consumption evaluation where an alternative chosen at least meets or exceeds expectations (Kotler and Keller , 2013: 140). Kotler further stated that customer satisfaction is the level of one's feelings after comparing the performance or results he feels compared to his expectations, while Wilkie defines customer satisfaction as an emotional response to the evaluation of the consumption experience of a product or service. (Tjiptono, 2013: 105). According to Kotler & Keller (2013: 139) the concept of customer satisfaction is based on two elements that influence each other, namely expectations and performance. Performance is the consumer's perception of what is received after consuming the product. Expectations are consumers' estimates of what will be received if they consume products (goods or services).

Definition of Quality Service

Quality can be interpreted as "dynamic conditions relating to products, services, human resources, processes, and the environment that meet or exceed expectations". Based on this definition, quality is the relationship between products and services or services provided to consumers can meet the expectations and satisfaction of consumers, (Tjiptono, 2012: 152). Whereas the definition of service proposed by Gronroos is a process that consists of a series of intangible activities that usually (but not necessarily) occur in interactions between consumers and service employees, physical resources, goods, or service provider systems that are provided as solutions for consumer problems. From this definition, it can be said that service is an activity provided to consumers and is essentially intangible, provided as a solution or problem for consumers, (in Tjiptono, 2011: 17). David A Aaker (2008: 133), divides two categories of dimensions that affect quality perception. These dimensions underlie the assessment of the impression of quality and the impression of quality will depend on the context. The dimensions that affect quality perception are as follows: a) Product quality categories; (1) Performance: How effective is the performance of a product when it is used, (2) Characteristics: Does a product have practical features, (3) Compliance: In what cases do specifications deviate, (4) Reliability: Can a product work properly every times used, (5) Durability: How long a product can last (6) Service: Is the service system efficient, competent, and comfortable, (7) The end result: Does the product look and seem like a quality product; b) Service quality, (1) Physical form: Do the physical facilities, equipment, and appearance of the workers impress quality? (2) Reliability: Can the accounting task be carried out convincingly and accurately, (3) Competence: Does the expert staff have the knowledge and expertise to do the job properly? , (4) Responsibility: Is the sales staff capable to help customers and provide the best service, (5) Empathy: Does the company show concern and attention to each of its customers' personalities?

Definition of Place

Kotler and Armstrong (2012: 92) define that place or location, which is a variety of company activities to make products produced / sold affordable and available to the target market. Location or place is a combination of location and decision on distribution channels, in this case related to how the delivery to customers and where the strategic location. Meanwhile, according to (Lupiyoadi, 2010: 80), that the location relates to how to deliver products to consumers and where the strategic location. Location means it relates to where the company must be based and conduct operations. According to Tjiptono and Chandra (2010: 81), selection of physical location requires careful consideration of factors (1). Access, which is the location that is traversed easily accessible by public transportation. (2). Visibility, i.e. location or place that can be seen clearly from normal viewing distance. (3). Traffic, involves two main considerations, namely: Many people passing by can provide great opportunities for impulse buying, namely purchasing decisions that often occur spontaneously or without planning, and traffic density and congestion can also be obstacles.

(4). A large, comfortable and safe parking area. (5). Expansion, which is available a large enough place for business expansion in the future. (6). Environment, which is the surrounding area that supports the services offered (7). Competition, i.e. competitors' locations. In determining the location of a business, it is necessary to consider whether or not there are already many similar businesses on the road or area. (8). Government regulations that contain provisions to regulate the location of certain businesses, for example motor vehicle repair shops are prohibited from being too close to places of worship.

Definition of Price

Kotler, (2008) defines Price literally means to assess, evaluate, measure and benchmark. Market lodging prices mean good exchange rates and services expressed as other currencies, price words are the money customers have to pay to buy the product. According to Tjiptono (2015: 290), prices are monetary units or other measures including other goods and services exchanged in order to obtain ownership or use rights of goods or services. This understanding is in line with the concept of exchange (exchange) in marketing. In other words, firstly the distribution process is a marketing activity that is able to create value-added products through marketing functions that can realize the utility / utility of form, place, time and ownership. Second, facilitate the flow of marketing channels (*marketing channel flow*) physically and non-physically. What is meant by marketing flow is the flow of activities that occur between marketing institutions involved in the marketing process (Tjiptono, 2015: 145).

Conceptual Frameworks

Results of research conducted by Kitapcia.*E t.al* (2014), Meesala.*et.al*(2016), Ricardo *et.al* (2016), Andaleeb Syed Saad (2013), Amin *et.al.*(2016), Aliman.*et.al* (2016), Chen.*et.al*(2014), found a significant relationship between Service Quality and Patient Satisfaction. While a positive and significant relationship between Price and patient satisfaction is in line with the results of research conducted by Hong. *et.al.* (2017), Han Heesup (2014), Haromain Imam (2015), Munawar. *et.al* (2018), Jang. *et.al* (2016), ravelle. *et.al*(2014), Majid, *et.al* (2016), Marhaeni *et.al* (2015), Nam, *et.al* (2011).

Research conducted by Rincon. *et.al* (2014), Han. *et.al* (2014), Kitapcia. *et.al* (2014), Meesala. *et.al*(2016) and Ricardo *et.al* (2016). Haromain. *et.al* (2013), Jang. *et.al* (2016). Found a significant relationship between Place variables with patient satisfaction. The simultaneous relationship between service quality, price, and place variables on customer or

patient satisfaction can be confirmed by research conducted by Suprihhadi. (2013), Meesala *et.al* (2016), Kol Emine. *et.al* (2017), Kitapcia. *et.al* (2014), Hong. *et.al*.(2017), Jang. *et.al* (2016), ravelle. *et.al*.(2014).

Based on the explanation above about the flow of thought between research variables by referring to the results of previous research and expert opinion, it can be illustrated through the framework of the research model as follows:

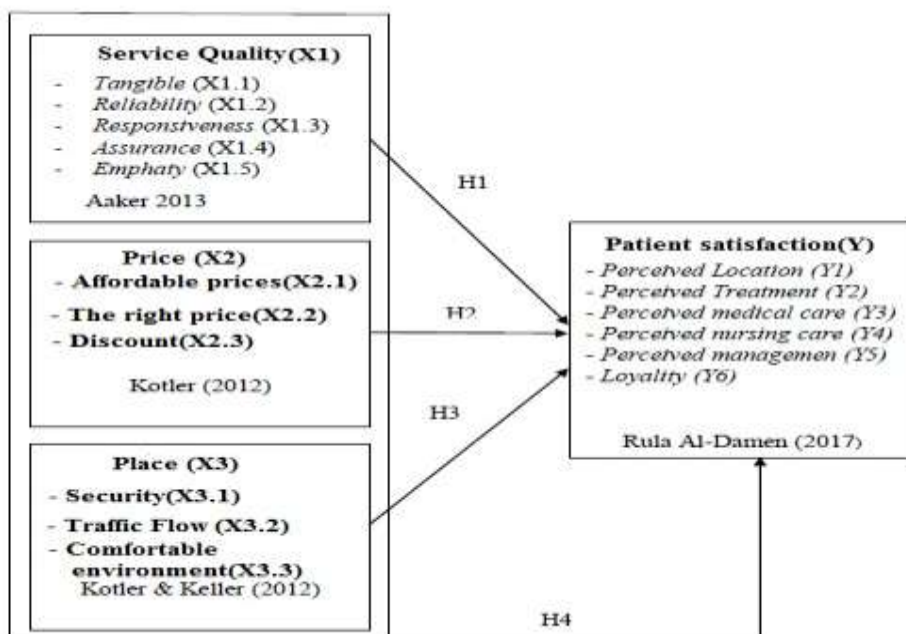


Figure 2. Concetual Framework

Research Hypothesis

Based on the research objectives, the research hypotheses are:

- 1) H1: Quality of service positive and significant effect on patient satisfaction .
- 2) H2: Price positive and significant effect on patient satisfaction .
- 3) H3: Place positive and significant effect on patient satisfaction.
- 4) H4: Quality of service, price and place simultaneously positive and significant effect on patient satisfaction

RESEARCH METHODS

Study was conducted by observing patients seeking treatment at the Lestari Asih Clinic. With the classification of the lower middle class category, patients who have been treated at least once at the Tangerang Lestari Asih Clinic, Pagedangan. Then the number of samples from a population of 32,848 patients with a 5% MOE at a 95% confidence level was: S = 345 samples.

A valid instrument means the measuring instrument used to obtain or measure it is valid. Valid means that the instrument can be used to measure what should be measured (Rangkuti, 2016: 149). In this study the validity and reliability tests were carried out computerized using SPSS 23.0. In conducting research, the researcher needs to test the instrument or measuring instrument in the form of a questionnaire that will be distributed to respondents. In testing this instrument, researchers conducted tests of validity and reliability

by distributing questionnaires to 30 respondents. This is done by researchers to find out whether the measuring instrument in the form of a valid and reliable questionnaire. If the measuring instrument is valid and reliable then the questionnaire can be distributed to 345 respondents. In every statistical test a basis is needed to make a decision as a reference for making conclusions. As explained in the theoretical basis that a question is called valid if it meets the following requirements:

- 1) If the value of r arithmetic is positive and r arithmetic $> r$ table, then the item questionnaire is declared valid
- 2) If the value of r arithmetic is negative or r arithmetic $< r$ table, then the item questionnaire is declared invalid

Reliability is the level of reliability of the questionnaire. Reliable instruments are instruments that can be used several times to measure the same object and produce the same data. (Rangkuti, 2016: 149)). A construct or variable is said to be reliable if it gives a cronbach alpha value (α) > 0.60 and is said to be unreliable if it gives a cronbach alpha value (α) < 0.60 .

In this research, the writer will do some classic assumption tests which include normality test, multicollinearity test, and heteroscedasticity test where the purpose of this test is to find out whether there is a violation of classical assumptions as a basis for testing Multiple Linear Regression before testing the hypothesis.

The normality assumption test aims to determine whether a set of data matches the modeled normal distribution or not? Or to calculate how likely the random variable is normally distributed (Riadi, 2016: 105). Basic decision making can be done as follows:

- 1). If the point or data spreads around the diagonal region and follows the direction of the diagonal line, the regression model meets the normality assumption
- 2). If the point or data spreads far from around the diagonal region and or does not follow a diagonal line, the regression model does not meet the assumption of normality.

While the multicollinearity test aims to determine whether there is a linear relationship between the independent variables (independent) in a multiple linear model. Linear relationships between independent variables (free) can occur in the form of perfect or imperfect relationships. To find out the relationship can be done by testing the *variance inflation factor (VIF)* (Riadi, 2016: 194). As a basis for decision making, if the VIF value of X_1 over X_2 , and $X_3 < 10$, then it can be concluded that multicollinearity does not occur or if the tolerance value > 0.10 then Multicollinearity does not occur.

Then the heteroscedasticity test aims to find out the variance of the error of the regression model is not constant or the variance between errors is different from one another. Furthermore, to determine whether the pattern of error variables containing Heteroscedasticity can be done with *Glejser Test*. This test is done by regressing the residuals as the dependent variable while the independent variables X_1 , X_2 , X_3 and X_4 as predictor variables. As a basis for the decision maker is When the significance value $>$ than 0.05 means it can be concluded that there are no symptoms of heteroscedasticity. (Riadi, 2015: 199).

This study uses analysis with multiple linear regression, the equation is $Y = o + X_1 + 2X_2 + 3X_3 +$, where Y = patient satisfaction (regression observations / predictions / estimates), o = Intercept, 123 = Slope or regression coefficient for variable X (independent / independent variable), X_1 = service quality, X_2 = price, X_3 = place, = error are all things that might affect the dependent variable Y , which was not observed by the researcher. Then the analysis continues with the determination analysis test (*R Square*), partial hypothesis testing (t test) and simultaneous (F test) with antolerance level of *error* 5 percent.

FINDINGS AND DISCUSSION

Description of Respondents' Answers

Judging from the results of respondents' answers, it can be drawn or description related to the variables that focus on the discussion of this study. Where the picture can be described as follows:

- 1) Based on the score and percentage of the total contribution to the variable Quality of service can give an idea that the score of the variable quality of service included in the category is quite high. This interpretation can be taken that according to the assessment of respondents it can be seen that the condition or condition of service quality is quite good.
- 2) Based on the score and percentage of the total contribution to the price variable can give an idea that the variable price score is included in the high enough category. This interpretation can be taken that according to the respondents 'assessment it can be seen that the conditions or price conditions according to the respondents' perceptions are good enough.
- 3) Based on the score and percentage of the total contribution to the place variable can give an idea that the Place variable score is in the high enough category. This interpretation can be taken that according to the respondents 'assessment it can be seen that the condition or condition of the place variables according to the respondents' perception is good enough.

Judging from the results of respondents' perceptions of the variables in this study, said all the categorized variables are quite high. Which means that the performance of each variable needs to be improved to achieve respondents' perceptions that are very good in achieving the goal of building strong patient satisfaction in the eyes of customers.

A good multiple linear regression equation model and can be passed on to the next analysis is that meets the requirements of the classical assumptions, including all data normally distributed, the model must be free from heteroscedasticity and there is no correlation between independent variables. The following will explain the results of the classic assumption test.

Based on the results of tests conducted using SPSS 23.0, as a tool in this study, shows that the data in this study are normally distributed. This can be seen from the standardized residual plot of regression standardized where the PP normal points approach and follow a diagonal line so that the residual values are normally distributed. As the basic provisions of decision making, the normality requirements in regression analysis can be fulfilled.

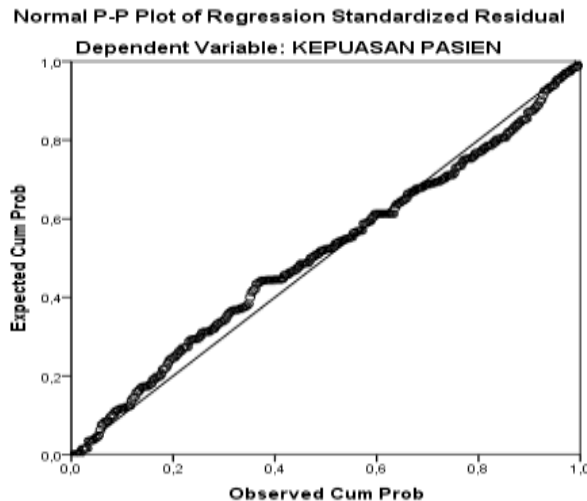


Figure. 3. P-P Normality Test Results

Source: Data processed by researchers 2019

Then from the multicollinearity test results it is known that the value *VIF* of service quality variable is 4,869, the price variable is 3,963, the variable *VIF* value and Place 2,221, this value is smaller than the value determined as the basis for decision making namely 10.00 so it can be said that there is no relationship linear between independent variables (independent) in a multiple linear model or does not occur Multicollinearity.

Table 1. Multicollinearity Test Results

| Coefficients ^a | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---------------------------|-------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| Model | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2.050 | 1.370 | | 1.496 | .136 | | |
| | Ser.Quality | .429 | .035 | .912 | 12.290 | .000 | .205 | 4.869 |
| | Price | .132 | .099 | -.089 | 2.330 | .018 | .252 | 3.963 |
| | Place | .038 | .051 | -.038 | 2.759 | .045 | .450 | 2.221 |

a. Dependent Variable: Patient Satisfaction

Source: Data processed by researchers 2019

Furthermore, from the results of the heteroscedasticity test it is known that the significance value for the service quality variable (X1) is 0.000, for the significance value of the price variable (X2) is .018, and the significance of the place variable (X3) is 0.045. Because the significance value > 0.05 then in this regression model there are no symptoms of heteroscedasticity on the variable service quality (X1), price (X2), and place (X3) so that a good and ideal regression model can be fulfilled.

Table 2. Heteroscedasticity Test Results

| Coefficients ^a | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---------------------------|--|-----------------------------|------------|---------------------------|---|------|
| Model | | B | Std. Error | Beta | | |

| | | | | | | |
|---|-------------|-------|-------|-------|--------|------|
| 1 | (Constant) | 2.050 | 1.370 | | 1.496 | .136 |
| | Ser.Quality | .429 | .035 | .912 | 12.290 | .000 |
| | Price | .132 | .099 | -.089 | 2.330 | .018 |
| | Place | .038 | .051 | -.038 | 2.759 | .045 |
| a. Dependent Variable: Patient Satisfaction | | | | | | |

Source: Data processed by researchers 2019

From the results of testing and analysis of several classical assumptions that have been made it is evident that the equation model proposed in this study has fulfilled the classical assumption requirements so that the equation model in this study is considered good.

Multiple Linear Regression is used to analyze the relationship of a variable to another variable, that is the independent variable in order to make a size estimate or prediction of the average value of the dependent variable with the knowledge of the independent variable. The following researchers present the results of the multiple linear regression test in table 3 below:

Table 3. Results of Multiple Linear Regression Analysis

| Coefficients ^a | | | | | | |
|---|-------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.050 | 1.370 | | 1.496 | .136 |
| | Ser.Quality | .429 | .035 | .912 | 12.290 | .000 |
| | Price | .132 | .099 | -.089 | 2.330 | .018 |
| | Place | .038 | .051 | -.038 | 2.759 | .045 |
| a. Dependent Variable: Patient Satisfaction | | | | | | |

Source: Data processed by researchers 2019

From Table 3 above we get the results of multiple linear regression equations namely $Y = 2,050 + .429X_1 + .132X_2 + .038X_3$. Description Y is customer satisfaction, X_1 = Service quality, X_2 = Price, X_3 = Place. From the results of this equation, it can be interpreted that the variable, price, and place have a positive coefficient direction towards patient satisfaction. While the constant value indicates the influence of variables X_1 , X_2 and X_3 if variable X goes up by one unit it will have a significant effect on one unit on variable Y.

Determination Analysis Results (R²).

To find out how much the contribution of the variable Service quality (X1), Hara (X2), and Place (X3) to the patient satisfaction variable can be seen from the coefficient of determination R^2 values as shown in Table 4 below:

Table 4. Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .809 ^a | .655 | .651 | 2.58604 |

a. Predictors: (Constant), Place, Price, Serv.Quality

Source: Data processed by researchers 2019

The value of R Square contained in table 4 above is 0.809 while the value of all variables that affect the regression model outside the model that is outside of the observation () and entered into the model is 0.191. For the value of the coefficient of determination (KD) is equal to 80.9%. So about 80.9% of variations in the customer satisfaction model (Y) can be explained by product variables (X1), price (X2), and place (X3), and the remaining 19.1% can be explained by other factors not observed by researchers (. So that this model can be interpreted that the influence of service quality (X1), price (X2), and place (X3) variables significantly influences the dependent variable of patient satisfaction by 80.9%, while the remaining 19.1 is influenced by variable factors that the researcher is not observed.

Results of Partial Influence Test (t Test) and Simultaneous Effect (F Test)

Hypothesis testing aims to explain the characteristics of certain relationships or differences between groups or the independence of two or more factors in a situation, (Ali, Hapzi., And Liman., 2013). The partial effect test aims to test whether each independent variable significantly influences the dependent variable partially with $\alpha = 0.05$ and also the acceptance or rejection of the hypothesis. Partial test (t test) to answer hypotheses one and two of this study.

Table 5. t Test Results (Parsial)

| Variable | t count | t table | Sig |
|--------------|---------|---------|------|
| 1 (Constant) | 1.496 | 1,97 | .136 |
| Serv.Quality | 12.290 | | .000 |
| Price | 2.330 | | .018 |
| Place | 2.759 | | .045 |

Source: Data processed by researchers 2019

1) The effect of service quality on patient satisfaction

Based on the regression test results in table 3 above obtained t count on the service quality variable of 12,290 with a t table value of 1.97 and a significance of 0.000. Because the value of t arithmetic ($12,290 > 1,97$) and the significance value of $0.000 < 0.05$, it can be concluded that the variable quality of service significantly and positively influences

the patient satisfaction variable. This implies that there is a linear relationship between variables of service quality (X1) with patient satisfaction variable (Y).

Thus it can be interpreted that there is a significant and positive influence on the service quality variable (X1) on the customer satisfaction variable (Y). So because there is a significant and positive influence on the variable service quality (X1) on customer satisfaction Lestari Asih Clinic (Y), the formulation of the research problem can be confirmed that "service quality (X1) has a positive and significant effect on satisfaction (Y)". And the results of this study were confirmed by the results of research conducted, Kitapcia.*E t.al* (2014), Meesala. *et.al.*(2016), Ricardo *et.al* (2016), Andaleeb Syed Saad (2013), Amin *et.al.*(2016), Aliman. *et.al* (2016), Chen. *et.al* (2014).

2) Effect of Price on patient satisfaction

Based on the regression test results in table 3 above, it is obtained t arithmetic on the price variable of 2,330 is greater than the value of t table of 1.97 (t arithmetic > t table) and the significance of 0.018 is smaller than 0.05 (significance < 0.05), it can be concluded that the variable price significantly and positively influences patient satisfaction variables. This implies that there is a linear relationship between the variable price (X2) with the patient satisfaction variable (Y).

From the analysis of the dimensions of the relationship above, it can be concluded that service quality has a partial effect on patient satisfaction through a positive relationship of the dimensions of affordable prices (X2.1), corresponding prices (X2.2), discounts (X2.3) of the price variable (X2) so that it affects good relations with the dimensions of perceived location (Y1), perceived treatment (Y2), perceived medical care (Y3), perceived nursing care (Y4), perceived management (Y5) and loyalty (Y6) of the dependent variable patient satisfaction (Y). This is supported by research conducted by Hong.*et.al.*(2017), Han Heesup (2014), Haromain Imam (2015), Munawar. *et.al* (2018), Jang. *et.al* (2016), ravelle. *et.al.*(2014), Majid, *et.al* (2016, Marhaeni *et.al* (2015), Nam, *et.al* (2011).

3) Effect of place on patient satisfaction

From the regression test results in table 3 above, it is obtained that t arithmetic on place variables of 2,759 is greater than t table value of 1.97 (t arithmetic > t table) and the significance of 0.045 is smaller than 0.05 (significance < 0.05), it can be concluded that Place variable significantly and positively influences patient satisfaction variables. This implies that there is a linear relationship between the place variable (X3) and the patient satisfaction variable (Y).

From the analysis of the dimensions of the relationship above, it can be concluded that service quality has a partial effect on patient satisfaction through a positive relationship of security dimensions (X3.1), traffic flow (X3.2), comfortable environment (X3.3) of place variables thus influencing good relations with the dimensions of perceived location (Y1), perceived treatment (Y2), perceived medical care (Y3), perceived nursing care (Y4), perceived management (Y5) and loyalty dimension (Y6) of the dependent variable patient satisfaction (Y). This is consistent with the results of research conducted by Rahman.*et.al* (2017). Rincon.*et.al* (2014), Han. *et.al* (2014), Kitapcia. *et.al* (2014), Meesala. *et.al* (2016) and Ricardo *et.al* (2016). Haromain *et.al* (2013), Jang. *et.al* (2016).

5) Effect of Product, Price, and Place on Patient Satisfaction

The simultaneous F test results show that the three variables such as product (X1), price (X2), and place (X3) have an influence on patient satisfaction at the Lestari Asih Clinic. This is in accordance with the opinion of Rula al-Damen (2017) that patient satisfaction is built by six main dimensions namely location perception, service perception, perception of paramedic performance, perception of nurse service, perception of management, and loyalty. These five dimensions are influenced by service quality, price and place. This means that the higher the quality of the three variables will create satisfaction.

Table 6. Simultaneous Test Results (Test F)

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 3867.750 | 3 | 1289.250 | 192.783 | ,000 ^b |
| | Residual | 2039.713 | 305 | 6.688 | | |
| | Total | 5907.463 | 308 | | | |

a. Dependent Variable: Patient Satisfaction

b. Predictors: (Constant), Place, Price, Serv.Quality

Source: Data processed by researchers 2019

Based on the results of the statistical tests in table 4.17 above the calculated F value for the variable service quality (X1), price (X2), place (X3) is 192,783 greater than F table which is 2,401. While the Sig value of 0.000 is smaller than 0.05. Because the calculated F value > F table and Sig < 0.05, it can be concluded that the variable service quality (X1), price (X2), and place (X3) simultaneously have a positive and significant effect on customer satisfaction variables.

Thus it can be interpreted that there is a significant and positive simultaneous effect of service quality (X1), price (X2), and place (X3) variables on customer satisfaction variables (Y) so that the formulation of research problems can be confirmed namely "service quality (X1), price (X2), and place (X3) have positive and significant effect simultaneously on customer satisfaction (Y)". The results of this study confirm the results of research conducted by Suprihadi (2013), Meesala *et.al* (2016), Kol Emine. *et.al* (2017), Kitapcia. *et.al* (2014), Hong. *et.al.* (2017), Jang. *et.al* (2016), ravelle. *et.al.* (2014).

CONCLUSION AND SUGGESTION

Conclusion

From the results of research and analysis of correlations between dimensions and dimension correlation matrix between variables can be concluded:

- 1). Service quality has a positive effect on patient satisfaction (service), the Assurance dimension has a dominant effect on the perception dimension on management
- 2). Price influences patient satisfaction, and the suitability dimension of price influences dominant perceptions of management.
- 3). Places influences patient satisfaction, and traffic dimensions predominantly influences management perceptions.

Suggestion

From the results of this study several suggestions were suggested:

- 1) Health clinics management and for subsequent researchers include:
 - a) Recommendations for the management of the Tangerang Asih Pagedangan Sustainable Clinic that patients trust the expertise and skills of doctors so it is recommended that doctors increase their expertise
 - b) Patients trust the expertise and skills of nurses so that the expertise and skills of nurses to be improved
 - c) Health clinic patients feel safe in the service it is recommended that the quality of service security be improved
 - d) Sustainable Asih Clinic Management is recommended to improve patient friendliness by providing excellent service personality monitoring training
 - e) Price conformity in setting the price of Sustainable Asih Clinic management must be in accordance with the segment market
 - f) We recommend that a signboard for health clinic search be placed in a position that is easily seen and must be large so that people easily recognize it
 - g) For heavy traffic to take immediate action so that it can be deciphered with enact security to regulate it so it doesn't get jammed by improving its security services.
- 2) For Academics
 - (a) The object of research in this study is still very limited, only examining the population of residents whose area is limited. Therefore, the next researcher is expected to be able to add research objects, especially the general population and area in the Bekasi area, so that the conclusions drawn in future studies will be far more perfect.
 - (b). For further research is expected to examine the variables that are not observed by researchers. Where in this study the dependent variable (patient satisfaction) can only be explained by about 65.5.0% of the independent variables (service quality, price and place). While the remaining 34.5% is a variable not observed by the study.

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