

CONSUMER SATISFACTION AND TRUST AS DETERMINANTS OF INTENTION TO REVISIT HEALTHCARE CLINICS

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ARTICLE INFO

Keywords:
Medical Qualities
Service Quality
Satisfaction
Trust
Revisit Intention.

ABSTRACT

The service industry understands the needs and desires of consumers is an important point, especially in health clinics. In an increasingly competitive environment, the primary concern for practitioners is attracting new consumers through marketing and motivating them to make repeat purchases through service efforts/strategies. The characteristics of service quality at health clinics are different from other products/services, so they require specific measurements by distinguishing the perception of medical quality from the perception of service quality. This study aims to identify the relationship between the perception of medical quality, perception of service quality, fairness of price, satisfaction, trust, and intention to revisit health clinics by proposing and testing theoretical models. This research was conducted at several health clinics in several cities in East Java. Data collection is carried out by providing questions through questionnaires given to respondents. A total of 220 valid data were collected and analyzed using Structural Equation Model analysis with Amos 24 software. The findings show that the perception of medical quality, perception of service quality, and perception of price fairness have a significant influence on consumer satisfaction, and satisfaction and trust act as significant mediators of the revisit intention of the health clinic.

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1. INTRODUCTION

The service industry is a global business that is the basis of the current economic system [1], [2]. Companies in maintaining excellence and being ahead of the competition need to pay attention to global trends, technology, and economic circumstances while focusing on consumer needs and demands by meeting consumer expectations in the context of service quality [3], [4]. The concept of good service quality refers to a high level of consumer satisfaction with the facilities of a particular service and how those services are performed. However, today's consumers tend to choose the most effective and suitable service among various options [5].

Service industries are available in a variety of sectors, including finance, management, education, insurance, retail, transportation, and healthcare [6]. In this field of study, the healthcare industry can be described as one of the branches of the service industry whose growth is the most consistent compared to other fields [7], [8]. This is because of its important role in human life where this service must be provided at a certain level of quality [1].

The health industry is divided into various sectors, one of which is health clinics, where this sector has grown rapidly and has become popular, especially among women. Health clinics and related businesses have been considered one of the most profitable sectors for many countries, especially developing ones [9], [10]. This is because beauty is a need that is owned so that someone can look as attractive as possible both men and women.

In an increasingly competitive environment, the primary concern for practitioners is attracting new consumers through marketing and motivating them to make repeat purchases through service efforts/strategies [9]. According to previous studies, retaining consumers is five times more profitable than attracting new consumers [11]–[13]. This is because retaining consumers tends to increase the profitability of any business [14] Including the health clinic sector. Therefore, to gain a larger market share in the increasingly competitive health clinic sector, many health clinics have upgraded their facilities and services in such a way that they resemble flagship hotels [15], [16]. The sector generally offers not only quality medical care but also a high level of service to consumers. Thus, in the beauty health industry, recognizing

important factors in the consumer purchase decision-making process and understanding their specific role becomes an important issue [12].

In explaining consumer post-purchase behavior, the main concepts that determine include quality, satisfaction, and trust in a product or service [12]. Previous studies agree that these variables contribute to creating goodwill toward a company and affect consumer retention [9], [17], [18]. In addition to these variables, price perception also plays an important role in the consumer decision-making process [12], [14], [19]. Researchers argue that in understanding consumer purchasing behavior, the level of price fairness needs to be considered because price fairness is an important product/service cue that influences consumer decision-making [12], [20]. Consumers tend to use price information/price fairness as a reference when consuming a product or service [19], [21]. Realizing the importance of these variables, every company in the health clinic sector needs to pay attention to effectively managing service quality, price, satisfaction, and trust [12]. Therefore, marketers need to pay attention to how consumers get a good experience from consuming a product or service which then has a high level of satisfaction and trust in the performance of the product/service.

Although product/service quality, satisfaction, and trust have been widely used in related studies to examine consumer repurchase intent, few studies in the health clinic sector have examined the relationship between medical quality, service quality, price fairness, consumer satisfaction, and trust in medical clinics, and also the impact of the relationship on behavioral intent to make repeat purchases. Previous studies have examined the quality of services in the health sector [22]–[24]. However, in contrast to previous studies that used *servqual* dimensions in general to measure the quality of services in the healthcare industry, this study defines medical quality and service quality with different contexts based on core products and product services, where medical quality refers to the core medical products, facilities, and medical skills offered/provided, while service quality refers to services provided by staff and officers Medical [12]. In addition, this study also examines the influence of perceived price fairness in raising the intention to visit a health clinic again because it is an important factor that can influence purchasing decisions [14], [19]. Specifically, the purpose of this study was to investigate the relationship between medical quality perception, service quality perception, price fairness perception, satisfaction, trust, and intention to repurchase by proposing and testing theoretical models.

2. LITERATURE REVIEW

Medical Quality Perception and Service Quality

Consumer ratings on healthcare quality vary from individual to individual and overall depend on the gap between expectations and perceptions of actual performance [25]. Zeithaml [26] defines service quality perception as a consumer's assessment of the overall excellence of a product or service. In this study the concept of medical quality perception and service quality perception through two aspects, namely core products and product services [27]. Core product quality refers to product performance based on its benefits [28] while product service quality evaluates performance derived from interactions with service personnel [29]. Researchers adopt the concept of perception of medical quality and perception of service quality from Heesup Han & Sean's [12] which states that perception of medical quality refers to an individual's evaluation of the performance of core medical products (e.g., excellence in medical care, medical skills, availability of medical/healthcare products, fluency in providing care, modern medical facilities), while perception of service quality indicates Consumer assessment of the service performance of medical professionals and staff (e.g., service delivery skills and competencies, efficient/convenient communication, kindness) [12].

Price Fairness Perception

Harga from the consumer's point of view is a sacrifice, which is a requirement to get a product or service during a purchase transaction. Price can easily influence consumer purchasing decisions [30], [31]. Therefore, consumers will typically evaluate the price range which they consider reasonable or unreasonable when making a purchase [32]. The perception of price fairness can be viewed as a process comparison, between the actual price of the product and the reference price [33]. The reference price is derived from previous purchases by consumers, which in Han et al. [34] expressed as a number stored in the consumer's memory and serves as a point of comparison for future purchases. The reference price can be seen in several forms, such as the price of the most recent transaction, the most regularly paid price, the public offering price, the market price, and also the posting price of the company [35]. Therefore, price fairness is defined as the result of comparing one's reference price with the actual price [33]. If the consumer meets a price lower than his reference price, it is likely that he will consider it reasonable, while if it is the other way around, it is likely that he will consider it a disadvantage.

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Customer Satisfaction

One of the largest categories of marketing research [36], [37] is the overall attitude of consumers based on the experience of buying a product or using a service [38], [39]. Contentment is a comparative feeling, resulting from the difference between expectations and experience [40]. Hu et al. [41] It has defined satisfaction as a cognitive or affective reaction that arises in response to a series of single, prolonged service meetings. Anderson et al. [42] on the other hand, define consumer satisfaction as a post-consumption experience in which perceived and expected qualities are compared. Cronin, J, Joseph & Taylor [43] define and measure consumer satisfaction as a single item that measures overall consumer feelings towards a product or service. Repeated satisfaction creates long-term satisfaction in a product or service [44]. In addition, diverse conceptualizations of satisfaction have evolved over the past few years, the common opinion among researchers regarding satisfaction is an assessment of the overall consumption experience [36], [45]. If consumers evaluate their overall consumption experience well, their level of satisfaction and willingness to repurchase will likely increase [46], [47]

Consumer Trust

Consumer confidence is indispensable in the increasingly fierce competition in various industrial sectors. Trust is built gradually through continuous interaction; This interaction ultimately affects consumer confidence in the company [48]. In establishing interactions with consumers, it is not uncommon for difficulties to arise in understanding and predicting their desires, leading to an incredible level of complexity. One way to reduce this complexity is to build consumer trust. Sirdeshmukh et al. [49] describe trust as "the expectation held by consumers that a service provider can be counted on to deliver on its promises. Luhmann [50] defines trust as a set of beliefs that others will keep the commitments they expect. Meanwhile, Gefen [51] explained that trust is the expectation that an individual or company will behave ethically, reliably, and keep the expected commitments. Hence, trust refers to a person's belief in positive expectations about what others will do based on previous interactions.

Revisit intention

The positive or negative emotions that consumers acquire as a result of the services they get affect their attitude toward business. Giving positive reviews regarding the business [52], [53], suggesting the business to others [52], [53] becoming a loyal customer by making return visits, buying more services, and agreeing to pay more [53]–[55] are likely the result of positive behavioral intentions of consumers. Giving negative reviews about a business, complaining, rarely going to that business, or not visiting that business again are likely the result of negative consumer behavioral intentions [56]. Revisiting behavior is a concept of behavioral intent that embodies some of the behaviors that consumers exhibit as a result of post-sales evaluation and their effects are quite important for business [57].

Research Framework

Based on the description above, it can be built research framework as follows:

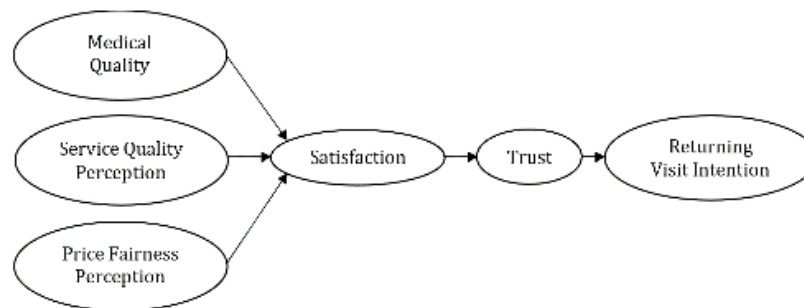


Figure 1. Conceptual Framework

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis put forward by the researcher is as follows:

1. The perception of medical quality has a significant effect on consumer satisfaction.
2. The perception of service quality has a significant effect on customer satisfaction.
3. The perception of price fairness has a significant effect on consumer satisfaction.
4. Satisfaction has a significant effect on consumer confidence.

5. Trust has a significant effect on the intention to revisit.

3. METHOD

The survey questionnaire has three main parts (a description of the study, questions relating to the research variables, and questions to gather demographic information). A total of 220 survey questionnaires have been distributed to health clinic consumers in several major cities in East Java (Surabaya, Malang, Sidoarjo, Banyuwangi, and Jember) who have visited health clinics (Natasha, Erha, Larissa, Navagreen). Measurement items for the variables of perception of medical quality and service quality adopted in the previous study [58] with a total of 3 items. Satisfaction was measured using three items [59], [60]. The last 3 items measure intent to repurchase [61]. The data analysis method used to measure the research construct uses SEM analysis using Amos 24 software/application for Windows.

Table 1. Characteristics of Respondents

Demographic Profile	N	%
Gender		
Man	54	24.5
Woman	166	75.5
Age		
21 – 30 tahun	152	69
31 – 40 tahun	48	21.8
41 – 50 tahun	12	5.4
>50 tahun	8	3.6
Domicile		
Surabaya	67	30.4
Malang	59	26.8
Sidoarjo	24	10.9
Jember	40	18.1
Banyuwangi	30	13.6
Income		
1.500.000 – 1.999.999	34	15.4
2.000.000 – 2.499.999	79	35.9
2.500.000 – 2.999.999	52	23.6
>3.000.000	55	25
Work		
Housewives	44	20
Civil Servants	42	19.1
Private Employees	94	42.7
Self-employed	10	4.5
Other	30	13.6
Health Clinic		
Natasha	98	44.5
Erha	71	32.2
Larissa	17	7.7
Navagreen	35	15.9

Table 1 presents the sample demographic profile of this study. Female respondents represented 75.5% of the entire sample, while male respondents represented 24.5%. The majority of respondents were aged 21–30 years (69%), 21.8% were aged between 31–40 years, and 5.4% were aged between 41–50 years, 3.6% were over 50 years old. Most respondents were domiciled in Surabaya with a percentage of 30.4% of the total sample, 26.8% came from Malang, 10.9% came from Sidoarjo, 18.1% came from Jember and 13.6% came from Banyuwangi. In terms of income, 15.4% of respondents earned between 1,500,000–1,999,999, 35.9% of respondents had incomes between 2,000,000–2,499,999, 23.6% earned between 2,500,000–2,999,999, and 25% earned more than 3,000,000. In terms of employment, 20% were housewives, 19.1% were civil servants, 42.7% were private employees, 4.5% were self-employed, and 13.6% of respondents did not list the type of work. Natasha represented 44.5% of the overall sample, 32.2% chose Erha clinic, about 7.7% of respondents chose Larissa clinic, and about 15.9% chose Navagreen.

4. RESULT AND DISCUSSION

Before data analysis, validity and reliability tests were performed by confirmatory factor analysis using the Amos 24 application. Measurement models are initially carried out before estimating structural models. The results of the validity test of the indicators of the research variables showed that all indicators of the latent variables were valid indicated by a loading factor value of > 0.6 [62]. Thus, the results of the construct validity test are declared valid. Based on the results of the analysis from Amos 24, the overall model fit research index is acceptable [63]: root mean square error approximation (RMSEA) = 0.076 (< 0.08); goodness of fit index (GFI) = 0.967 (> 0.9); root mean square residual (RMR) = 0.096 (< 0.05); adjusted goodness of fit index (AGFI) = 0.922 (> 0.9); normed fit index (NFI) = 0.905 (> 0.9); incremental fit index (IFI) = 0.920 (> 0.9); comparative fit index (CFI) = 0.959 (> 0.9); parsimony goodness-of-fit index (PGFI) = 0.627 (> 0.5); and parsimony-adjusted normed fit index (PNFI) = 0.684 (> 0.5).

Table 2. Hasil Analisis Faktor Konfirmatori

Variable	Item	Loading Factor
Medical Quality Perception (X1)	X11	,645
	X12	,688
	X13	,777
Medical Sevice Perception (X2)	X21	,722
	X22	,848
	X23	,785
Price Fairness Perception (X3)	X31	,610
	X32	,818
	X33	,681
Customer Satisfaction (Z1)	Z11	,835
	Z12	,678
	Z13	,634
Consumer Trust (Z2)	Z21	,650
	Z22	,815
	Z23	,902
Revisit intention (Y)	Y11	,710
	Y12	,632
	Y13	,731

Table 3. SEM Test Results

	Estimate	S.E	C.R	Hasil
Z1 ← X1	,653	,158	4,107	Significant
Z1 ← X2	,405	,270	5,359	Significant
Z1 ← X3	,495	,236	5,835	Significant
Z2 ← Z1	,606	,169	3,584	Significant
Y ← Z2	,561	,142	3,937	Significant

The results of the first hypothesis analysis provide significant results, this can be known by the *p-value* of 0.000 (< 0.05) with a *Critical Ratio* value of 4.107. This study indicates that the perception of medical quality has a significant influence on consumer satisfaction, thus the first hypothesis is accepted. The perception of medical quality in this study refers to the individual evaluation of the performance of the medical core product. The results of the study related to the first hypothesis support previous research that examined the perception of medical quality in the context of medical tourism [12].

This finding indicates that the better the medical quality in the health clinic, the more consumer satisfaction will increase. Therefore, to increase satisfaction from consumers, health clinics need to improve the medical care that will be provided to consumers, the skills of medical personnel, the availability of products to be offered, and the smoothness of providing care. In contrast to the perception of medical quality, the perception of service quality also needs to be considered as a basis for consumer satisfaction. The perception of service quality in this study refers to consumers' assessment of service performance by medical professionals and staff (e.g., service delivery skills and competencies, efficient/convenient communication, and friendliness).

The findings in this study indicate that there is a significant influence on consumer satisfaction from the perception of service quality. This can be seen by the *p-value* of 0.000 (< 0.05) and the *Critical Ratio*

value of 5.359. Thus, it can be said that the quality of service derived from medical personnel and staff working in health clinics can affect consumer satisfaction, in another sense if staff or medical personnel are not good at serving consumers (service is not fast, not friendly in serving, and so on) it will affect consumer satisfaction. These findings are in line with previous studies in a variety of contexts [12], [22]–[24], [64].

The perception of price fairness has been studied to affect consumer satisfaction [[31], [59], because price is the most important factor for consumers as a whole [65]. The results of this study suggest that the perception of price fairness has a significant effect on consumer satisfaction. This can be seen by the *p-value* of 0.000 (< 0.05) and the *Critical Ratio* value of 5.835. The results of this study are in line with previous studies [[31], [59] and accept the third hypothesis. Thus, the price set at the health clinic, where the price is still said to be reasonable by consumers, will cause satisfaction to consumers. But on the contrary, if the price set is not reasonable then consumers will complain so that satisfaction will decrease. Health clinics need to consider various factors before setting prices for their consumers, for example looking at reference prices such as prices from recent transactions, prices most regularly paid, public offering prices, market prices, and also price posts from companies [35].

Consumer satisfaction with services from health clinics will further affect consumer confidence. The results of the analysis show a significant influence between satisfaction and consumer confidence. This can be proven by the *p-value* of 0.000 (< 0.05) and the *Critical Ratio* of 3.584. So this study shows that consumer satisfaction has a significant effect on consumer confidence and supports previous studies [12], [66], [67] Long-term satisfaction in consumers will generate trust. Thus, the satisfaction received by consumers after using the services at the health clinic will make consumers trust and will be loyal to the health clinic. Therefore, with consumer satisfaction with medical quality, service, and reasonable prices at health clinics, consumer confidence will arise by itself.

Consumers who have trust in health clinics will cause revisiting behavior. Thus, as with previous studies, this study also found that consumer confidence had a significant effect on repeat purchase intent [[12], [68]. This can be proven by obtaining a *p-value* of 0.000 (< 0.05) and a *Critical Ratio* of 3.937, where the fifth hypothesis in this study is accepted. The results of this study as a whole show that at the level of medical quality, quality of service, and perception of fairness of high prices consumers are more likely to be satisfied, once these consumers reach a certain level of satisfaction; They will likely have a stronger level of trust in medical personnel or employees at the clinic and they will be more likely to make repeat purchases.

5. CONCLUSION

The main objective of this study is to develop a theoretical model that explains the formation of consumer intentions in using the services of health clinics by considering the impact of medical quality perception, service quality perception, price fairness perception, satisfaction, and trust in staff and health clinics. Specifically, this study examined the relationship between these variables in shaping intentions to repurchase services at specific health clinics and examined the mediating role of satisfaction and trust. The findings show that perceptions of medical quality, perceptions of service quality, and perceptions of price fairness have a significant impact on consumer satisfaction. Consumer satisfaction was also found to have a significant effect on trust, and trust significantly influenced the intention to revisit.

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