http://ejournal.seaninstitute.or.id/index.php/Ekonomi
**Jurnal Ekonomi, Volume 11, No 03, 2022**
ISSN: 2301-6280 (print) ISSN: 2721-9879 (online)

# THE EFFECT OF SERVICE QUALITY AND PRICE ON OUTPATIENT SATISFACTION AT THE 3R PRATAMA CLINIC IN SUKABUMI CITY

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**ARTICLEINFO**

*Keywords*:
service quality
price
patient satisfaction.

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**ABSTRACT**

This study aims to analyze the effect of service quality and price on patient satisfaction. The research method used in this study is a quantitative method. The data collection instrument used was a questionnaire using a sample of 68 respondents. The respondents in this study were patients who visited for treatment or health consultations to the 3R Primary Clinic. The data analysis method uses validity and reliability tests, classical assumptions, multiple linear regression, coefficient of determination and hypothesis testing. Based on the results of statistical testing, the following results were obtained: Service quality has a positive and significant influence on patient satisfaction. Price has a positive and significant effect on patient satisfaction. Quality of service and price Simultaneously using the F test is known to have a positive and significant effect on outpatient satisfaction at the 3R Pratama Clinic in Sukabumi City,



## 1. INTRODUCTION

Overcoming health problems is still a serious challenge in Indonesia because a healthy society is the main goal in health development in Indonesia, especially in the city of Sukabumi. To overcome this problem, Sukabumi City itself has disseminated the level of health facilities in each region with a total of 30 registered health facilities to overcome and assist in healing various diseases in Indonesia.

The clinic is the first facility where a person will get health services in accordance with the goals of each clinic. With the clinic providing good and satisfying health services, it will have a positive influence on the clinic itself in the eyes of the community. However, the health facilities themselves are not only intended for patients who only have BPJS Health, now many health facilities are visited by using insurance or cash, depending on the needs of each community itself and there is no difference in service.

The problem that often arises with the quality of service is that many people are not quite satisfied with the services of these health facilities, such as queues that make them wait a long time because of the large number of patients visiting and also not a few people who do not understand the procedures for clinical services so that they feel disappointed when they do not get the results he wants. So all health facilities, especially outpatient clinics themselves, must provide satisfactory services and in accordance with the applicable operational standards of each clinic in each region.

In addition to the quality of service, the price factor is also very influential because often the price determined must be very precise or appropriate, because if the price is not appropriate or too expensive, it will actually make the patient move to another health facility.

Therefore, clinics must frequently update prices such as drug prices, action prices and prices that are not covered by BPJS in order to provide maximum service to patients and increase satisfaction for every patient seeking treatment using BPJS, Cash, or Insurance.

Based on the phenomena that have been described,
this study intends to determine whether there is a partial and simultaneous effect of service quality and price on outpatient satisfaction at the 3R Primary Clinic in Sukabumi City.

## 2. METHOD

This research uses quantitative research methods. The type of research directed by the author is associative and descriptive research. And the data source comes from primary data and secondary data. Research data were collected by conducting interviews and distributing questionnaires. This type of research aims to find a relationship between two variables. And in this study, the research sample used was simple random sampling, whose data sources were primary data and secondary data. The data analysis technique used is statistical descriptive analysis, validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, hypothesis t test, hypothesis F test, analysis of the coefficient of determination.

## 3. RELUST AND DISCUSSION

### a. Statistical Analysis Descriptive

Descriptive analysis is intended to obtain an overview of service quality, price, and satisfaction of outpatients at the 3R Pratama Clinic in Sukabumi City. The criteria for determining the average value of the respondents' answers are included in the following interval classes:

Table 1 Interval Values and Respondents' Answer Categories

| % Score | Criteria |
|---|---|
| 20.00%-36.00% | Very Bad |
| 36.01%-52.00% | Bad |
| 52.01%-68.00% | Enough Well |
| 68.01%-84.00% | Well |
| 84.01%-100% | Very Well |

Source: Umi Narimawati (2007)

**Overview of Service Quality at 3R Primary Clinics in Sukabumi City**

Overall, of the total respondents' answers regarding service quality, there are results that are on average 87.7% with very good answer criteria. The highest score with an average of 90.8% with a very good answer criteria, namely the dimension of reliability (*reliability*). For the lowest value with an average of 78.5% on the criteria for a good answer on the Responsiveness *dimension*.

**Price Overview at 3R Pratama Clinic in Sukabumi City**

Overall, of the total respondents' answers regarding service quality, there are results that are on average 86.9% with very good answer criteria. The implementation of the price application provided by the company is in accordance with the market price and is directly proportional to the quality provided. The highest value with an average of 95.5% with a very good answer criteria, namely the dimension of affordability of prices.

**Overview of Patient Satisfaction at the 3R Primary Clinic in Sukabumi City**

Overall it can be seen that for the total respondents' answers regarding customer satisfaction both in terms of products, promotion, location and atmosphere score an average of 86.3% with very good answer criteria. This illustrates that the level of patient satisfaction at the 3R Pratama Clinic in Sukabumi City has met consumer expectations. For the highest score with an average of 90% with very good answer criteria, namely the dimensions of the technical competence of the officers. For the lowest value with an average of 76.6% on the criteria for a good answer on the cost dimension.

**Validity Test and Reliability Test**

**a. Validity test**

Table 2 Service Quality Validity Test

| Variable | r count | r table | Information |
|---|---|---|---|
| X1.1 | 0.777 | 0.198 | valid |
| X1.2 | 0.727 | 0.198 | valid |
| X1.3 | 0.665 | 0.198 | valid |
| X1.4 | 0.752 | 0.198 | valid |
| X1.5 | 0.549 | 0.198 | valid |
| X1.6 | 0.660 | 0.198 | valid |
| X1.7 | 0.735 | 0.198 | valid |
| X1.8 | 0.754 | 0.198 | valid |
| X1.9 | 0.687 | 0.198 | valid |
| X1.10 | 0.562 | 0.198 | valid |
| X1.11 | 0.513 | 0.198 | valid |
| X1.12 | 0.495 | 0.198 | valid |
| X1.13 | 0.531 | 0.198 | valid |
| X1.14 | 0.576 | 0.198 | valid |
| X1.15 | 0.387 | 0.198 | valid |
| X1.16 | 0.473 | 0.198 | valid |
| X1.17 | 0.501 | 0.198 | valid |
| X1.18 | 0.358 | 0.198 | valid |
| X1.19 | 0.657 | 0.198 | valid |
| X1.20 | 0.724 | 0.198 | valid |
| X1.21 | 0.706 | 0.198 | valid |

Table 3 Price Validity Test

| Variable | r count | r table | Information |
|---|---|---|---|
| X2.1 | 0.558 | 0.198 | valid |
| X2.2 | 0.690 | 0.198 | valid |
| X2.3 | 0.718 | 0.198 | valid |
| X2.4 | 0.610 | 0.198 | valid |
| X2.5 | 0.389 | 0.198 | valid |
| X2.6 | 0.540 | 0.198 | valid |
| X2.7 | 0.544 | 0.198 | valid |
| X2.8 | 0.644 | 0.198 | valid |
| X2.9 | 0.440 | 0.198 | valid |
| X2.10 | 0.434 | 0.198 | valid |
| X2.11 | 0.728 | 0.198 | valid |
| X2.12 | 0.593 | 0.198 | valid |
| X2.13 | 0.655 | 0.198 | valid |

| Variable | r count | r table | Information |
|---|---|---|---|
| X2.14 | 0.562 | 0.198 | valid |
| X2.15 | 0.625 | 0.198 | valid |

Table 4 Service Quality Validity Test

| Variable | r count | r table | Information |
|---|---|---|---|
| Y.1 | 0.597 | 0.198 | valid |
| Y.2 | 0.589 | 0.198 | valid |
| Y.3 | 0.572 | 0.198 | valid |
| Y.4 | 0.518 | 0.198 | valid |
| Y.5 | 0.737 | 0.198 | valid |
| Y.6 | 0.678 | 0.198 | valid |
| Y.7 | 0.642 | 0.198 | valid |
| Y.8 | 0.790 | 0.198 | valid |
| Y.9 | 0.560 | 0.198 | valid |
| Y.10 | 0.681 | 0.198 | valid |
| Y.11 | 0.826 | 0.198 | valid |
| Y.12 | 0.712 | 0.198 | valid |
| Y.13 | 0.777 | 0.198 | valid |
| Y.14 | 0.692 | 0.198 | valid |

**b. Reliability test**

Table 5 Reliability Test

| Variable | Alpha Value | Recommended Chronbach's Alpha | Information |
|---|---|---|---|
| Service quality | 0.911 | 0.006 | Reliable |
| Price | 0.855 | 0.006 | Reliable |
| Satisfaction | 0.901 | 0.006 | Reliable |

Based on the table above, it can be concluded that each variable has a good reliability value because the alpha value of each variable is higher than the recommended Chronbach's Alpha value.

**Classic assumption test**

**a. Normality test**

Table 6 Normality Test Results

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 68 |
| Normal Parameters [a,b] | mean | .0000000 |
| | Std. Deviation | 6.38052309 |
| Most Extreme Differences | Absolute | .080 |
| | Positive | .069 |
| | negative | -.080 |
| Test Statistics | | .080 |
| asymp. Sig. (2-tailed) | | .200 [c,d] |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

The table above shows that the significance value is 0.200, which means that the value is greater than 0.05, so it can be concluded that the data used is normally distributed.

**b. Multicollinearity Test**

Table 7 Multicollinearity Test Results

**Coefficients [a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 23,363 | 7.907 | | 2,955 | .004 | | |
| | Service quality | .497 | .097 | .585 | 5.123 | .000 | .840 | 1.191 |
| | Price | .126 | .064 | .226 | 2,540 | .000 | .840 | 1.191 |

a. Dependent Variable: Patient Satisfaction

Based on the results of the multicollinearity test, it is known that the VIF output value is 1.191 < 10 and the tolerance output value is 0.840 > 0.1, so it can be concluded that there is no multicollinearity

**c. Heteroscedasticity Test**

Table 8 Heteroscedasticity Test Results

**Coefficients [a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 9.531 | 3.174 | | 3,003 | .003 |
| | x1 | .017 | .051 | .017 | .143 | .556 |
| | x2 | .056 | .065 | .113 | .117 | .411 |

a. Dependent Variable: abs_res

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**Jurnal Ekonomi, Volume 11, No 03, 2022**
ISSN: 2301-6280 (print) ISSN: 2721-9879 (online)

Based on the results of the heteroscedasticity test, it is known that the service quality value is 0.556> 0.05 and the significance value is 0.411> 0.05, so it can be concluded that there is no heteroscedasticity.

**Hypothesis testing**

**a. multiple linear regression analysis**

Table 9 multiple linear regression analysis

**Coefficients** [a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 23,363 | 7.907 | | 2,955 | .004 | | |
| | Service quality | .497 | .097 | .585 | 5.123 | .000 | .840 | 1.191 |
| | Price | .126 | .064 | .226 | 2,540 | .000 | .840 | 1.191 |

a. Dependent Variable: Patient Satisfaction

The results of the analysis using the *SPSS 25 for Windows program* above, the results of the multiple regression equation are as follows:

**Y = 23,363 – 0.497X1 - 0.126X2** The regression equation has the following meaning:

**1) Constant = 23,363**
If the service quality and price variables are equal to 0 (zero), then the fixed value or the value of the satisfaction variable is 23,363.

**2) Service Quality Coefficient = 0.497**
Service quality variable increases by one unit, while the price is considered constant, it will cause an increase in satisfaction of 0.497.

**3) Price Coefficient = 0.126**
Price variable has decreased by one unit, while Service Quality is considered constant, it will cause a decrease in Satisfaction by 0.126

**b. Results of the t test hypothesis**

Table 10 t test results

**Coefficients** [a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 23,363 | 7.907 | | 2,955 | .004 |
| | Service quality | .497 | .097 | .585 | 5.123 | .000 |
| | Price | .126 | .064 | .226 | 2,540 | .000 |

1) Service Quality Variable (X1)
In this variable, the value of $t_{\text{count is obtained}}$ of 5.123, then the value of $t_{\text{table}}$ with n = 100. So df (degrees of freedom) = nk or 68–3 = 65 (n is the number of samples and k is the number of variables) with a significant value of 0.05/2 = 0.025 (two test side). Then the value of t tab $t_{\text{table}}$ is 1.669. So it can be seen that the value of $t_{\text{count}}$ greater than $t_{\text{table}}$ (5.123 > 1.669). It can be concluded that $H_1$ is accepted, which means that service quality affects patient satisfaction.

2) Price Variable (X2)
In this variable, the value of $t_{\text{count is obtained}}$ of 2,540, then the value of $t_{\text{table}}$ with n = 100. So df (degrees of freedom) = nk or 68 – 3 = 65 (n is the number of samples and k is the number of variables) with a

significant value of 0.05/2 = 0.025 (two test side). Then the value of t table is 1.669. So it can be seen that the value of t count greater than t table (2,540 < 1,669). It can be concluded that H 2 accepted, which means that the price has a significant effect on patient satisfaction.

**c. F Test Results**

Table 11 F test results

**ANOVA** [a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1101.417 | 2 | 550,708 | 13.123 | .000 [b] |
| | Residual | 2727,642 | 65 | 41,964 | | |
| | Total | 3829,059 | 67 | | | |

a. Dependent Variable: Patient Satisfaction

b. Predictors: (Constant), Price, Service Quality

Based on the results of the F test, it is known that the significant value for the effect of X 1 and X 2 simultaneously on Y is 0.000 < 0.05 and the calculated F value is 13.123 > F table 3.138 , so it can be concluded that X1 and X2 have a simultaneous effect on Y.

**d. Analysis of the coefficient of determination**

Table 12 Coefficient of Determination Test Results

**Model Summary** [b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .536 [a] | .288 | .266 | 6.47794 |

a. Predictors: (Constant), Price, Service Quality

b. Dependent Variable: Patient Satisfaction

Based on the table above, it can be seen that the coefficient of determination or r square is 0.288 or equal to 28.8%. This means that 28.8% of the Service Quality and Price variables simultaneously affect the Satisfaction variable. While the remaining 72.2% is influenced by other factors outside the research variables used.

## 4. CONLUSION

The results of the analysis that have been carried out by the researchers state that to answer the questions from the problem formulation that has been stated in chapter I, the answers to the problem formulations and conclusions from this study have been obtained, including:

1. The results of the research in the descriptive analysis showed that the respondents gave the overall value regarding the Quality of Service set by the management of the 3R Pratama Clinic was "high". This is reinforced by the results of the partial t-test of the Service Quality variable which shows that there is a "significant influence on Service Quality on Outpatient Satisfaction" at the 3R Pratama Clinic in Sukabumi City "
2. The results of the research in the description analysis show that the respondents gave the overall value regarding the price applied by the management of the 3R Pratama Clinic is "high". This is evidenced by the results of the partial test of the Price variable with the t test which shows that "there is a significant effect on Price on Outpatient Satisfaction" at the 3R Pratama Clinic in Sukabumi City.
3. The results of research conducted by researchers with descriptive analysis show the results that respondents give the overall value to Customer Satisfaction is "high". This is supported by the results of the F test between ANOVA which shows that "there is a significant effect between Service Quality and Price simultaneously on Outpatient Satisfaction" at the 3R Pratama Clinic in Sukabumi City.

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