

# SERVICE QUALITY AND PRICE ANALYSIS ON CUSTOMER SATISFACTION

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## **SERVICE QUALITY AND PRICE ANALYSIS ON CUSTOMER SATISFACTION**

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### **Abstract**

Hospitals is the institution of public health services in order to improve the level of public health. The success of a hospital in operation is determined by how well the hospital's services are able to satisfy its customers. Basically, customers only want satisfaction from the service they get. Customers will be satisfied if the service they get is able to meet their expectations. In this research, the researchers try to explore about the influence of service quality and price on customer satisfaction on RSIA Puri Garcia, Serang City. The sample was be taken by slovin metode sampling from 692 population are 87 sample of respondent. The result of this research is the service quality and price have an influence on customer satisfaction.

**Keywords : sevice quality, price, customer satisfaction**

### **INTRODUCTION**

Hospitals is an institution engaged in the field of health services in order to improve the level of public health. That is what makes the hospital must always be able to provide quality services according to predetermined standars, so that customers feel safe and satisfied with the services provided. The success of a hospital in operation is determined by how well the hospital's services are able to satisfy its customers. Basically, customers only want satisfaction from the service they get. Customers will be satisfied if the service they get is able to meet their expectations.

Hospital patient satisfaction is not only through the physical hospital environment facilities, but also satisfaction from the services provided by hospital staff during the interaction process and when officers provide services. Consumer satisfaction is a feeling of pleasure or disappointment from consumers that comes from a comparison between the company's performance and expectations. So that consumers can be maintained, the company must provide optimal service for consumers. In order to create customer satisfaction, a company is required to make various changes in terms of the availability of human resources, service quality, and clean and comfortable buildings (Susnitan 2020).

Satisfaction is influenced by various factors, including: service quality and price. Service quality is an effort made by the company to provide the best possible service to meet the needs of its consumers, so that it will lead to satisfaction for consumers who receive it. In addition to service quality, price is also



an important factor in increasing customer satisfaction. Price is an important element in a company, where with the price, the company will get income for the company's sustainability.

Based on the data, the visitor of new patient visits at RSIA Puri Garcia Serang during the 2020-2021 period, the rate of patient arrivals has gradually decreased, except in the third quarter of 2020. The highest decline occurred in the first quarter of 2021. The phenomena that occurred included: friendliness and courtesy of doctors and nurses in providing services to patients is not maximized, care and attention to handling patient problems or complaints is not optimal, the price set is not in accordance with the quality of the product and the quality of the service provided, the price given is not competitive with others, the desire to use services and saying positive things are still not being responded to and are still not a top choice.

Based on the description written in above, the researcher defines the problem on service quality, price and customer satisfaction at the Puri Garcia Mother and Child Hospital (RSIA) Serang. What you want to examine more deeply is about service quality, price, customer/patient satisfaction at the Puri Garcia Women and Children Hospital, Serang. This research was conducted at RSIA Garcia with a population of 692, greater than 100 respondents. Then the sample calculation uses the slovin formula, thus the number of samples based on the population is obtained as many as 87 people.

## **LITERATUR REVIEW**

One of the strategies used by companies to win the competition is good service quality. According to Kotler in Lupiyoadi (2014: 7) "quality of service is any action or activity that can be offered by one party to another, basically does not materialize and does not result in any transfer of ownership. Indicators of Service Quality, namely the completeness of facilities, the ability of employees to understand patient needs, service quality, responsiveness in responding to patient complaints and health insurance, according to Hardiansyah (2011: 46).

According to Suparyanto and Rosad (2015: 141), price is the amount of an item or service that has value, generally in the form of money that must be sacrificed to obtain a product. Price indicators, according to Kotler and Armstrong translated in Sabran's citation (2012: 278), price has five main indicators, which consist of price affordability, price competitiveness, price compatibility with product quality, and price compatibility with benefits.

Donni Juni Priansah (2017: 196), states that patient satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the expected performance/service results to the expected



performance. Indicators of Patient Satisfaction According to Purnomo Edwin Setyo (2017: 2), namely the fulfillment of expectations, the desire to use the product again to recommend to other parties, service quality, patient loyalty, good reputation, and business location.

Based on the study was conducted, the research hypothesis was be taken in the following :

H<sub>1</sub>: There is an Influence of Service Quality on Customer Satisfaction, Patients at RSIA Puri Garcia, Serang City

H<sub>2</sub>: There is an Influence of Price on Customer Satisfaction, Patients at RSIA Puri Garcia, Serang City

H<sub>3</sub>: There is an influence of service quality and price on customer satisfaction, patients at RSIA Puri Garcia, Serang City.

## **RESEARH METHOD**

The analysis technique used in this research is using a descriptive and associative approach. The descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions (Sugiyono, 2015: 29). Associative is a method that aims to determine the effect or relationship between two or more variables and the relationship is causal.

This type of research uses quantitative research. According to Sugiyono (2015: 14) quantitative research is a research method based on the philosophy of positivism, which is used to research populations sampling techniques, in general data collection is carried out randomly using research instruments, data analysis is quantitative/statistical in nature with the aim of testing the hypothesis that has been established.

The variables used in this study are the independent and dependent variables consisting of service quality (X<sub>1</sub>) and price (X<sub>2</sub>) as independent variables, and patient satisfaction (Y) as the dependent variable.

In this study, the population used was patients using hospital services at the Puri Garcia Mother and Child Hospital (RSIA), Serang City. The population data obtained at RSIA Puri Garcia Serang for the first quarter of 2021 were 692 people. While the sample used using the slovin formula, obtained as many as 87 people.

Data collection techniques in this study used two approaches, namely: questionnaires and literature review. The scale used in distributing the questionnaire uses a Likert scale, namely with alternatives, strongly agree, agree, undecided, disagree and strongly disagree with a score of 5-1. The hypothesis test used is partial test and simultaneous test by multiple regression analysis.



## **RESULT AND DISCUSSION**

### **RESULT**

#### **Data Instrument Test**

The results of calculations using SPSS version 20 on the price validity test (X2) show that the r-value correlation value for each question item is above 0.30, so it can be concluded that all question items in the questionnaire are said to be valid. The results of calculations using SPSS version 20 on the satisfaction validity test (Y) show that the r-value correlation value for each question item is more than 0.30, so it can be concluded that all question items in the questionnaire are said to be valid.

Based on the results of the service quality reliability test (X1) the Cronbach's alpha value of the data results processed on the service quality variable is greater than 0.60, so it can be concluded that the statement items on service quality are declared reliable (reliable).

The results of the price reliability test (X2) Cronbach's alpha value of the results of the data processed on the price variable is greater than 0.60, so it can be concluded that the statement items on service quality are declared reliable (reliable).

The results of the satisfaction reliability test (Y) Cronbach's alpha value of the results of the data processed on the price variable are greater than 0.60, so it can be concluded that the statement items on service quality are declared reliable (reliable). The results of the research data normality test are shown from the Asymp.sig value. (2-tailed) of 0.924. If the sig. (2-tailed) of 0.924  $\geq$  alpha (0.05), it can be stated that the data comes from a normally distributed population.

#### **Multiple Linear Regression Analysis**

Multiple regression analysis is used to predict the value of the regression coefficient of the research variables, namely consumer satisfaction (variable Y), service quality (X1), price (variable X2) as the basis for compiling the mathematical equation of the research model.

Based on the constant values and regression coefficients on the data that has been processed, it is known that the multiple linear regression equation is as follows:

$$Y = 5.736 + 0.818 X1 + 0.399 X2 + e$$

The numbers in the multiple linear regression equation can be interpreted as follows:

1. a constant value ( $\alpha$ ) of 5.736 means that even though the service quality and price variables are zero, the satisfaction variable is 5.736.



2. The regression coefficient value of the consumer service quality variable has a positive value of 0.818, meaning that every time there is an increase in the service quality factor of 1%, consumer satisfaction will increase by 0.818 or 81.8% assuming other variables have a fixed value.
3. The value of the regression coefficient of the price variable is positive by 0.399, meaning that every time there is an increase in the price factor by 1%, consumer satisfaction will increase by 0.399 or 39.9% assuming other variables have a fixed value.

#### **Correlation Analysis and Partial Determination**

The results of the correlation analysis and partial determination on the service quality variable related to the relationship or correlation with customer satisfaction can be seen from the Zero-order value of 0.702 which indicates that there is a strong relationship between service quality and customer satisfaction because there is a coefficient interval of 0.600 - 0.799. The contribution of service quality variables to customer satisfaction (Beta x Zero-order) is 0.3693 (0.526 x 0.702) or 36.93%.

The relationship between price and consumer satisfaction was obtained by a Zero-order value of 0.612 which indicates a strong relationship between price and customer satisfaction because it is in the range of 0.600-0.799. The level of product quality variable contribution to consumer satisfaction is 0.1665 (0.272 x 0.612) or 16.65%.

#### **Correlation Analysis and Multiple Coefficients of Determination (R<sup>2</sup>).**

The results of data that have been processed on the correlation coefficient and multiple determination can be seen that the R value is 0.732, meaning that the correlation between service quality and price variables on consumer satisfaction is strong (in the interval 0.600 - 0.799). The test results also show an R Square value of 0.536, meaning that the percentage contribution to the influence of service quality and price variables on consumer satisfaction variables is 53.6%, while the remaining 46.4% can be explained by other factors not examined in this study. This.

#### **Hypothesis testing**

##### **Partial Significance Test (t-test)**

The t test (partial test) was used to determine whether partially the variables of service quality and price had a significant effect or not on the variable of consumer satisfaction at the Puri Garcia Mother and Child Hospital, Serang. The test criteria used is to compare t-value with t-table based on a significance level of 0.05 and 2 sides with degrees of freedom  $df (n-k) = 87-2 = 85$  ( $n$ - is the number of data samples and  $k$ - is the number of independent variables), so ttable obtained from the statistical table is 1.988. If  $t\text{-value} \leq t\text{-table}$  then  $H_0$  is accepted, whereas if  $t\text{-value} > t\text{-table}$  then  $H_0$  is rejected.

The results of the partial test (t-test) can explain the effect of each independent variable on the dependent variable as follows:

1. The variable of service quality ( $X_1$ ) has a  $t_{\text{value}}$  that is greater than the  $t_{\text{table}}$  ( $5.391 > 1.988$ ) and a significance level that is smaller than 0.05 ( $0.000 < 0.05$ ). This shows that the service quality variable has a positive and significant effect on customer satisfaction at the Puri Garcia Mother and Child Hospital Serang, hypothesis (H1) is accepted.
2. The price variable ( $X_2$ ) has a  $t_{\text{value}}$  that is greater than the  $t_{\text{table}}$  ( $2.790 > 1.988$ ), and a significance level that is smaller than 0.05 ( $0.007 < 0.05$ ). This shows that the product quality variable has a partial and significant effect on customer satisfaction at the Puri Garcia Mother and Child Hospital Serang, hypothesis (H2) is accepted.

#### Simultaneous Test (F-test)

This test is carried out with the  $\beta$  parameter (correlation test) using the F-statistic test. To test the effect of the independent variables simultaneously (simultaneously) on the dependent variable, the F-test is used.

Simultaneous testing of  $X_1$  and  $X_2$  on Y-variable:

The results of the processed data, obtained a calculated F-value of 48.430 with a probability value (sig) = 0.000. The calculated F-value ( $48.430 > F_{\text{table}}$  (3.104), and the sig value is smaller than the probability value of 0.05 or the value of  $0.000 < 0.05$ : then  $H_3$  is accepted, meaning that together (simultaneously) service quality and price have a positive effect and significant to consumer satisfaction.

## DISCUSSION

### Quality of service variable ( $X_1$ ).

Based on the descriptive test it is known that the calculation results for the service quality variable have the smallest value of 3.31, the largest value of 3.61 and the average value of each item as a whole obtains a value of 3.52 in the range 3.41 - 4.20 which shows in the good category. This shows that the respondent's perception of service quality is in the good rating category, especially in the largest respondent's response to the statement in the service quality indicator to participants is "The quality of services provided by the hospital is quite good".

### Price Variable ( $X_2$ ).

Based on the descriptive test it is known that the calculation results for the price have the smallest value of 3.20, the largest value of 3.48 and the average value of each item as a whole obtained a value

of 3.29 in the range 2.61 - 3.40 which indicates the category is sufficient Good. This shows that the respondent's perception of price in the assessment category is quite good, especially in the largest respondent's response to the statement in the price indicator that the patient feels the appropriateness of price with perceived value.

#### **Variable Consumer Satisfaction (Y)**

Based on the descriptive test it is known that the calculation results for satisfaction have the smallest value of 3.07, the largest value of 3.86 and the average value of each item as a whole obtained a value of 3.63 in the range 3.41 - 4.20 which indicates the good category. This shows that the respondent's perception of satisfaction is in the good rating category, especially in the largest respondent's response to the statement in the satisfaction indicator that "Patients always expect good results for what the patient has paid for".

#### **Variable Quality of Service on Consumer Satisfaction**

Based on the results that service quality has a positive and significant effect on customer satisfaction at the Puri Garcia Mother and Child Hospital Serang, hypothesis (H1) is accepted. This is indicated by the tcount value that is greater than the ttable value ( $5.391 > 1.988$ ) and a significance level that is smaller than 0.05 ( $0.000 < 0.05$ ), and contributes to an effect of 36.93%.

The results of this study are in line with the results of previous research conducted by Riri Oktarini (2019), Ismoeria das Yati Puspitasari Anabanu. (2019), which shows that service quality has a positive and significant effect on satisfaction.

#### **Price Variable on Consumer Satisfaction.**

Based on the results, price has a positive and significant effect on consumer satisfaction at the Puri Garcia Mother and Child Hospital, Serang. hypothesis (H2) is accepted. This is indicated by the tcount value that is greater than the ttable value ( $2.790 > 1.988$ ), and a significance level that is smaller than 0.05 ( $0.007 < 0.05$ ), and contributes to an effect of 16.65%.

The results of this study are in line with the results of previous research conducted by Rasyid S., et al (2021), which showed that price has a positive and significant effect on satisfaction.

#### **Variable Quality of Service and Price on Consumer Satisfaction**

With the test results obtained, the calculated F value is 48.430 with a probability value (sig) = 0.000. The calculated F value ( $48.430 > F$  table (3.104)), and the sig value is smaller than the probability value of 0.05 or the value of  $0.000 < 0.05$ ; then H3 is accepted, meaning that together (simultaneously) service quality and price have a positive and significant effect on consumer satisfaction. In column R





there is a value of 0.732, meaning that the correlation between service quality and price variables on consumer satisfaction is strong (in the interval 0.600 = 0.799). The test results also show that the R Square value is 0.536, meaning that the percentage contribution to the influence of service quality and price variables on consumer satisfaction variables is 53.6%, while the remaining 46.4% can be explained by other factors not examined in this study. This.

The results of this study according to the results of previous research conducted by Mita Novitasari (2020) and Dahlia (2018) which showed that service quality and price had a positive and significant effect on satisfaction.

### **CONCLUSION**

Based on the previous description relating to service quality and price in increasing patient satisfaction at the Puri Garcia Women and Children Hospital, Serang, it can be concluded that the research data instruments in each item are categorized as very good instruments to use. The results of the analysis show that service quality has a positive effect on patient satisfaction, this means that the service quality variable has a positive and significant effect on customer satisfaction at RSIA Puri Garcia Hospital, Serang City; price has a positive effect on patient satisfaction, this means that the variable quality of the product or service offered has a significant and significant effect on customer satisfaction; and there is an influence between service quality and price on patient satisfaction.



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