

The Influence of Service Quality and Price on Customer Loyalty through Customer Satisfaction (Case: Patients In Bintaro Premier Hospital)

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Abstract: Health is a basic need for everyone because every aspect of life is related to health. The number of hospitals will provide an opportunity for the community to choose the best from the available choices, so hospitals must always innovate to be able to provide the best quality of service. This has caused a shift in focus on customer satisfaction and loyalty. Service quality and perceived value become measurement methods to predict customer satisfaction. This study analyzes the effect of service quality and price on satisfaction and its implications for outpatient loyalty at Premiere Bintaro Hospital. Data was collected from 250 patients through a field survey using a purposive sampling technique and this survey was limited to patients who had done outpatient treatment more than once. Data obtained from the survey were tested using Structural Equation Modeling, LISREL 8.80. The results showed that service quality and price have a positive correlation and a significant influence on customer satisfaction. The results of subsequent studies indicate that service quality and price have a positive correlation and a significant influence on customer loyalty. Finally, this study shows that customer satisfaction has a positive correlation and a significant influence on customer loyalty. Service quality and price have the greatest influence on customer satisfaction and customer loyalty. This factor must be seen as a key variable to increase the level of outpatient visits at the Premier Bintaro Hospital.

Keywords: Service Quality, Price, Customer Satisfaction, Customer Loyalty

I. INTRODUCTION

Health is a basic need for every person because every aspect of life is related to health. Hospital is one of the forms of organization of health service providers. The hospital is seen from the perspective of the organization as a place for organized medical professionals and permanent medical facilities to provide medical services, ongoing care, diagnosis and treatment of illnesses suffered by patients (Soejadi, (1996) in E. Rekarti (2010: 63))

An increasing number of hospitals face a very competitive environment related to the policy in the medical services market (Kim et al., 2008). The increasing number of hospitals is a challenge for hospital management because it creates very tight competition. Increasing the number of elderly people who definitely need health services also provides bright prospects for businesses in the field of health services, especially hospitals. Companies or business organizations in this case the hospital industry that is able to provide services that have high competitiveness will be able to dominate the market (Widajat, 2009).

One of the main ways to differentiate health services including outpatient services is to provide quality health services, higher than competitors and consistent. The key is to meet or exceed patient expectations about the quality of service received. After receiving health services, patients will compare the services experienced with the expected services. If the perceived services are not in accordance with the services expected then the patient will not feel satisfied and ultimately will not be loyal to the hospital. However, if the perceived service meets or even exceeds patient expectations, the patient will be satisfied and remain willing to establish the hope of a long-term relationship with the hospital and become a patient loyal to the hospital.

Loyalty itself can be interpreted as a person's loyalty to a certain product or service that is a manifestation and continuation of patient satisfaction in using the facilities and services provided by the hospital

and to remain a customer of the hospital. Loyalty is a proof that consumers are always customers who have the strength and positive attitude towards the hospital. The characteristics of loyalty are based on customer attachment to hospitals that are cross-classified with a repurchase pattern. Whereas the existence of loyal consumers, is not only willing to buy back products or services when they need them, but also their willingness to recommend these products or services to their friends, family members and colleagues.

In 2016 there were 221,130 patients with 207,705 old visits or 93.9% of total visits, in 2017 there were 220,433 total patient visits with 206,878 old visits or 93.9% of total visits, whereas in 2018 there were 215,434 patients with total old patient visits of 202,029 or 93.8% of total patient visits. The decline in the percentage of outpatient visits becomes a problem if left unchecked, it is not impossible the number of outpatients visiting Premier Bintaro Hospital every month will be stagnant or even experience a more significant decline. For that we need to find a way out immediately so that undesirable things do not happen. In addition to hospital services, loyalty is a factor that greatly influences the number of patient visits, especially outpatients. Hospital service factors and loyalty factors to hospitals are very important to be grown in every patient..

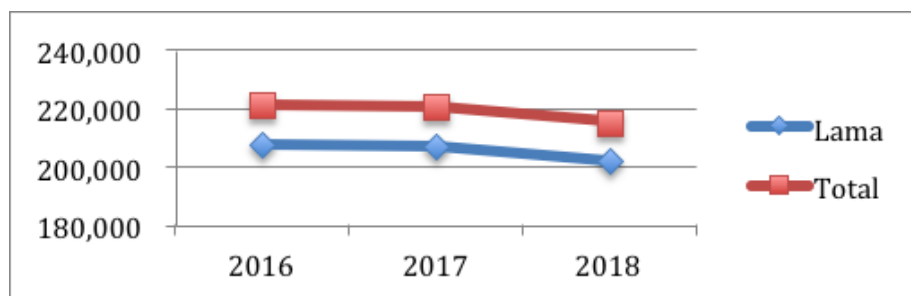


Fig. 1. Outpatient Patient Visit Chart Bintaro Premier Hospital in 2016 - 2018

II. LITERATURE REVIEW

Marketing according to Kotler and Armstrong (2014:27) define The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. The definition means that marketing is the process by which a company creates value for customers and builds strong relationships with customers, with the aim of capturing the value of customers in return. Jhon W. Mullins & Orville C. Walker, Jr. (2013: 5) define marketing is a social process involving the activities necessary to enable individuals and organizations to obtain what they need and want through exchange with others and to develop ongoing exchange relationships.

Kotler and Keller (2016: 214) define services is any act or that one party can offer another that is essentially intangible and does not result in ownership of anything. It's production may or not to be tied to a physical product. Zethaml and Bitner in Lupiyoadi (2013:7) define "Service is all economic activities whose output is not a physical product or construction is generally consumed at that time it is produced, and provides added value in forms (such as convenience, amusement, comfort or health).

According to Kotler and Keller (2012:143), quality is the totality of features and characteristics of a product or service that is judged to depend on its ability to satisfy the needs of consumers, whether expressed or implied. According to Tjiptono ed. (2012:157) in E. Rekarti (2017: 648) define service quality, which is a measure of how well the level of service provided is able to match customer expectations. This means that the quality of service is determined by the ability of certain companies or institutions to meet the needs in accordance with what is expected or desired based on the needs of customers / visitors. The dimensions of service quality according to Parasuraman, Zeithaml, and Berry (1990) in Alabar (2017) research using the Servqual model approach are tangible, reliability, responsiveness, assurance and empathy.

Bendall-Lyon (2014) evaluates the structure and components of patient satisfaction with hospital services. They define the service structure as the physical environment and facilities where the service is provided. Satisfaction is shown by the attitude of the patient after receiving medical services from the hospital.

If the patient feels that the services provided are in accordance with his expectations, they will usually notify the service system obtained to other people he knows.

H₁: Service quality has a positive and significant effect on customer satisfaction

According to Lovelock (2011:338) patient loyalty is the patient's willingness to continue to subscribe to a hospital in the long run, by buying and using goods and services repeatedly and even better exclusively, and voluntarily recommending them to other parties"

H₃: Service quality has a positive and significant effect on customer loyalty.

According to Lupiyoadi (2013:137) revealed that prices also play an important role in communicating the quality of these services. In the absence of tangible clues, consumers associate high prices with high levels of performance for a service product. A positive perception is the result of being satisfied with a purchase, while a negative perception is a form of consumer dissatisfaction with the product or service it purchases. According to Kotler (2009:67) explains that price is one element of the marketing mix that generates revenue, other elements produce costs. According to Kotler and Keller (2009) price is the amount of money charged for a product or service. According to Stanton (1998:308, in Sari, 2016) there are four price dimensions, namely price affordability, price suitability with quality, price competitiveness, and price suitability with benefits.

Hurriyati (2015:152) states that prices have an important role in the decision making process, namely the role of allocation of prices is to help buyers to decide how to obtain the highest benefits or utilities expected based on the strength of their purchasing power. Affordable prices and good quality allows consumer satisfaction and will attract new customers and hopefully will make consumers loyal in the end.

H₂: Price has a positive and significant effect on customer satisfaction

According to Han & Ryu's research, the object of their research was in a restaurant. In a restaurant, customers will not pay too much attention to the quality of service if the price and taste of the food provided by the restaurant is enough to satisfy the customer, and they will make a purchase again for food at the restaurant.

H₄: Price has a positive and significant effect on customer loyalty

According to Kotler & Keller (2013) states that customer satisfaction is a feeling of pleasure or disappointment someone who comes from a comparison between his impression of the performance (or results) of a product and its expectations. If performance fails to meet expectations, consumers will not be satisfied. If performance is in accordance with expectations consumers will be satisfied, if performance exceeds expectations consumers will be very satisfied or happy. According to Hwang and Zhao (2010) in a Chinomona (2013) study, customers are satisfied when performance is in line with expectations, and when performance is not in line with expectations but customers are still comfortable with performance performance. Companies that focus on customers will always try to increase the level of customer satisfaction. The level of customer satisfaction is one of the important parameters for a company. Through customer satisfaction, companies can see and evaluate the level of success of the company in providing services for its customers. Customer satisfaction can provide more benefits to the company. Customer satisfaction is the company's asset to underpin the company's sustainability in the present and the future.

According to Tjiptono's (2011:473) satisfaction can provide several benefits including the relationship between the hospital and the patient being harmonious to be the basis for repeat purchases and creating patient loyalty and word of mouth recommendations that benefit the hospital. A good relationship with patients is an asset for the hospital, because it is a benefit or benefit for health care providers.

H₅: Customer satisfaction has a positive and significant effect on customer loyalty

Consumer loyalty is a customer who not only repurchases an item or service, but also has a commitment and positive attitude towards the service company, for example by recommending others to buy it. Whereas loyal consumers, according to Griffin (2002) in Hurriyatih (2010), have characteristics such as making regular purchases, buying products other than consumable product or service lines, giving recommendations to other parties, showing resistance or resistance to competing products. according to Griffin (2005) customer loyalty is a buying behavior that can be defined as non-random purchases that are revealed from time to time by

several decision-making units. According to Lovelock (2005) the notion of loyalty is an old-fashioned term that has traditionally been used to carry out loyalty and enthusiastic service to the state, ideals or individuals. While customer loyalty is the customer's decision to voluntarily continue to subscribe to certain companies for a long period of time. According to Griffin (2005) loyal customers have characteristics, namely: make regular repeat purchases repetition, purchases across products and service lines / Referrals, referring company products to other people, and demonstrate immunity from the appeal of similar products from competitors.

Hospital is one of the forms of organization of health service providers. The hospital is seen from the perspective of the organization as a place for organized professional medical personnel and permanent medical facilities to provide medical services, continuous care, diagnosis and treatment of illnesses suffered by patients (Soejadi, (1996) in E. Rekarti, (2010) : 63)). The hospital is a complex institution with various types of health services with various groups of diseases and the expertise of their doctors. This condition is even more complex if the size becomes larger or additional roles that need to be carried out such as the Teaching and Research Hospital. This complexity is also reflected in the relationship of each party such as doctors and patients, as well as social relationships between individuals (Soejadi, (1996) in E. Rekarti (2010: 63)).

III. RESEARCH METHODOLOGY

The research design used by the author in this research is conclusive research, and the types are multiple cross – sectional descriptive research and causal research. The data collection method used in this research is the quantitative research method using survey method, by conducting structured interview with respondents by using questionnaire designed to obtain specific information. The statement expressed in the questionnaire is created by using 1-5 scale (Likert scale which is developed) to obtain the data that the nature is interval and will be given a score or value (1 = strongly disagree, 2 = disagree, 3 = Neutral, 4 = agree, 5 = strongly agree).

The variables used in this study are the exogenous variable (service quality and price), intervening variable (customer satisfaction) and the endogenous variable (customer loyalty).

In this study use the purposive sampling method, purposive sampling technique is a sampling technique with certain conditions by determining specific criteria for the sample. The criteria used in this study were outpatient poly customers at Premier Bintaro Hospital who had subscribed more than once. Determination of the minimum representative sample size to achieve 80 percent power at $\alpha = 5\%$ according to Hair (2006) in Jogiyanto (2015:183) is as much as 5, or better if 10 samples per indicator for the estimation model. So the number of samples is equal to the number of indicators used multiplied by five to ten. In accordance with the minimum requirements for the number of samples, the number of samples used in this study is the number of indicators used (41 indicators) multiplied by five, so that the total number of samples used in this study is 205 samples. But in this study 250 samples were collected.

Considering the model in this research is the causality (relationship / cause and effect) model, then the validity and reliability test is maintest and the hypothesis test is to analyze the data in this study using the Structural Equation Modeling (SEM) method and the data processing using the LISREL 8.80 program. According to Sarwono (2015:2) SEM method is a statistical technique used to construct and test statistical models that are usually in the form of causal models. According Jogiyanto (2015:140) a model in the form of a structure of many dependent variables can be analyzed using SEM techniques. According to Sarjono (2015) SEM is a multivariate analysis that can analyze the relationship between variables in a more complex way.

IV. RESULT AND ANALYSIS

To evaluate the model formed in this study, several tests were conducted to answer whether the latent variables studied, namely service quality, price, customer satisfaction, and customer loyalty are consistently and precisely explained by each construct indicator. For this reason, 3 (three) testing phases are carried out, namely the overall model fit test, the measurement fit test and the structural equation fit test.

Hypothesis testing proposed in this study was carried out with a Structural Equation Modeling (SEM) test instrument, using the LISREL 8.80 program.

Discriminant Validity, it can be concluded that each indicator on the research variable has a cross-loading value on the variable that it forms greater than the cross-loading value on other variables. Based on the results obtained it can be stated that the indicators used in this study have good discriminant validity in preparing their respective variables.

Fit test of the measurement model in SEM is carried out using validity and reliability tests. Validity test aims to see whether a variable measures what should be measured. According to Ridgon and Ferguson (1997), and Doll, Xia and Torkzadeh (1994) in Yamin and Kurniawan (2009:36), a variable is said to have good validity for a latent construct if its t-value is greater than 1.96 and the standardized loading factor is its 0.7. According to Igbarian et al. which uses guidelines from Hair et al. (Wijanto, 2008: 65), about the relative importance and significant of the loading factor of each item. Stating that the standardized loading factors ≥ 0.50 is very significant.

In this validity test, it can be seen that all indicators of the variables of service quality, price, customer satisfaction and customer loyalty are processed using LISREL, all indicators have a standardize loading factor value > 0.5 , then all indicators are considered valid. In this study all indicators in the customer loyalty variable used in this study are valid and can be included for testing the fit test of structural models.

Reliability test shows the extent to which a measuring instrument that can provide relatively the same results if carried out measurements again on the same object. Reliability is calculated with the Variance Extract and Construct Reliability formula. The greater value of the calculation results, showing that the constituent indicators for a latent variable are reliable indicators in measuring the latent variable. The recommended construct reliability value is greater than 0.7. While the recommended feasibility size of the variance extract is greater than 0.5.

In the reliability test, it can be seen that all indicators of the variables of service quality, price, customer satisfaction and customer loyalty are processed using LISREL 8.80, then calculated using the formula construct reliability and variance extract all construct reliability values > 0.7 and variance extract values > 0.5 then all indicators are considered reliable. In this study all the indicators in the variables of service quality, price, customer satisfaction and customer loyalty show that the constituent indicators are reliable indicators of measuring these latent variables and can provide relatively the same results if measurements are repeated on the same object.

Overall model fit test is performed to see how well the resulting model describes the actual conditions. Data processing is done by using the maximum likelihood method in the Lisrel 8.80 application. Based on data processing, Goodness of Fit results in structural equations as described in Table 1 of the results of the overall model match test.

Table 1 Overall Model Fit Test

<i>Goofness of Fit</i>	Kriteria	Hasil Pengukuran	Kesimpulan
<i>Goodness of Fit Index (GFI)</i>	$GFI \geq 0,90$	0,90	<i>Good Fit</i>
<i>Root Mean Square Error of App (RMSEA)</i>	$0,08 \leq GFI \leq 0,90$	0,0743	<i>Good Fit</i>
<i>Adjusted GFI (AGFI)</i>	$GFI < 0,08$ $0,08 < AGFI \leq 0,10$		
<i>Normal Fit Index (NFI)</i>	$AGFI \geq 0,90$ $0,08 \leq AGFI \leq 0,90$	0,082	<i>Marginal Fit</i>
<i>Non Normed Fit Index (NNFI)</i>	$NFI \geq 0,90$ $0,08 \leq NFI \leq 0,90$	0,90	<i>Good Fit</i>
<i>Relative Fit Index (RFI)</i>	$NFI \geq 0,90$ $0,08 \leq NFI \leq 0,90$	0,90	<i>Good Fit</i>
<i>Comparative Fit Index (CFI)</i>	$RFI \geq 0,90$ $0,08 \leq RFI \leq 0,90$	0,88	<i>Marginal Fit</i>
<i>Incremental Fit Index (IFI)</i>	$CFI \geq 0,90$ $0,08 \leq CFI \leq 0,90$	0,91	<i>Good Fit</i>
<i>Root Mean Square Residual (RMR)</i>	$IFI \geq 0,90$ $0,08 \leq IFI \leq 0,90$	0,91	<i>Good Fit</i>
	$RMR \leq 0,05$	0,049	<i>Good Fit</i>

Influence OF Brand Knowledge And Brand Relationship On Purchase Decision Through Brand

SEM analysis results illustrate the value of GFI 0.9 (good fit), RMSEA value of 0.0743 < 0.08 (good fit), and the value of RMR 0.049 < 0.05 (good fit), this shows that the structural equation model meets the absolute fit model requirements which means the structural equation model in this study as a whole have a match with the data. AGFI value 0.82 > 0.8 (marginal fit), NFI 0.9 ≥ 0.90 (good fit), CFI value 0.91 ≥ 0.90 (good fit), IFI 0.91 ≥ 0.90 (good fit), RFI 0.88 > 0.80 (marginal fit), indicating that the model Structural equations meet the incremental fit model requirements, which means that the overall structural equation model in this study has a comparative fit with the baseline model (null model). Thus overall the structural equation model in this study is considered good, and is able to provide a good picture of the research data.

Structural model match analysis is intended to examine the relationship between exogenous variables and endogenous variables hypothesized in the study, whether the coefficient of relationship between variables in this study is statistically significant. seen in Figure 2 Loading Factor and T-Value Structural Model Path Diagram as follows:

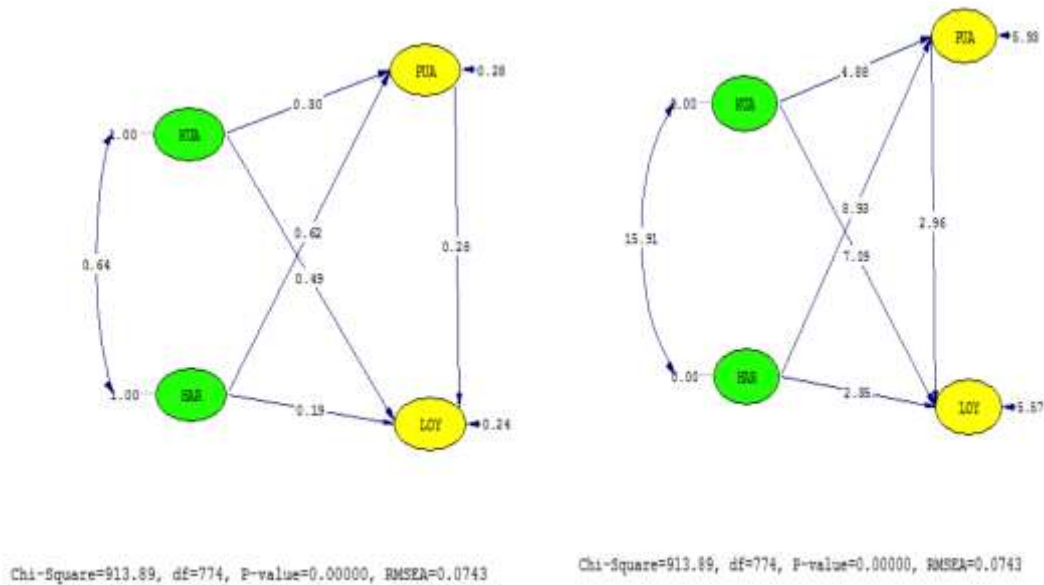


Fig. 2 Loading Factor And T Value Structural Path Model

Table 2 Path Coeffisients Direct Impact

<i>Structural Path</i>	<i>Path coefficient</i>	<i>t value</i>	<i>t-value standard</i>	kesimpulan
KUA → PUA	0.3	4.88	1.96	Positif dan Signifikan
HAR → PUA	0.62	8.93	1.96	Positif dan Signifikan
KUA → LOY	0.49	7.09	1.96	Positif dan Signifikan
HAR → LOY	0.19	2.35	1.96	Positif dan Signifikan
PUA → LOY	0.28	2.96	1.96	Positif dan Signifikan

Table 3 Path Coeffisients Indirect Impact

<i>Structural Path</i>	<i>Path Coeffisients</i>	Hubungan
KUA → PUA → LOY	0.084	<i>Indirect</i>
HAR → PUA → LOY	0.1736	<i>Indirect</i>

Based on Table 2 The path diagram above can be explained that service quality is indicated to have a close relationship directly with customer satisfaction (path coefficient = 0.30) and a significant effect because the t-value 4.88 is greater than 1.96. Price is indicated to have a close relationship directly with customer satisfaction (path coefficient = 0.62) and significant influence because the t-value 8.93 is greater than 1.96. Service quality is indicated to have a close relationship directly with customer loyalty (path coefficient = 0.49)

and a significant effect because the t-value 7.09 is greater than 1.96. Price is indicated to have a close relationship directly with customer loyalty (path coefficient = 0.19) and significant influence because the t-value 2.35 is greater than 1.96. Indicated customer satisfaction has a close relationship directly with Customer Loyalty (path coefficient = 0.28) and the effect is significant because the t-value 2.96 is greater than 1.96. Based on Table 3, illustrates that indirectly the quality of service has an influence on loyalty of 0.084 and the price indirectly has an influence on loyalty of 0.1736.

This study shows that service quality and price variables directly have a positive and significant effect on customer satisfaction, but this effect will be optimal if service quality and price perception together affect customer satisfaction, as shown in the structural equation results of the LISREL 8.80 analysis below :

$$\text{PUA} = 0.30 * \text{KUA} + 0.62 * \text{HAR}, \text{Errorvar.} = 0.28, R^2 = 0.72$$

(0.061)	(0.070)	(0.048)
4.88	8.93	5.93

The equation shows that, service quality and price variables together have a positive and significant effect of 72% on customer satisfaction, while other factors influence 28% on customer satisfaction. By maintaining the quality of service and price perception together, Premier Bintaro Hospital as a health service provider can have the opportunity to get 72% customer satisfaction.

Customer satisfaction, Service quality and price directly have a positive and significant effect on customer loyalty, but this effect will be optimal if service quality, price, and customer satisfaction jointly affect customer loyalty, as shown in the structural equation results of the LISREL 8.80 analysis below ,

$$\text{LOY} = 0.28 * \text{PUA} + 0.49 * \text{KUA} + 0.19 * \text{HAR}, \text{Errorvar} = 0.24, R^2 = 0.76$$

(0.096)	(0.070)	(0.081)	(0.042)
2.96	7.09	2.35	5.57

The equation shows that the variables of service quality, price, and customer satisfaction together have a positive and significant effect of 76% on customer loyalty, while other factors influence 24% on customer loyalty. By maintaining the quality of service, price perception, and customer satisfaction together, the Premiere Bintaro Hospital as a health service provider can get the chance to get 76% of customer loyalty.

V. Conclusion

After the previous discussions in this study, a conclusion can be drawn, is :

1. Service quality has a positive and significant effect on outpatient customer satisfaction at Premier Bintaro Hospital. This shows that the better the quality of services provided, the more in line with the expectations of outpatient customers at Premier Bintaro Hospital so that the higher the customer satisfaction.
2. Price has a positive and significant effect on outpatient customer satisfaction at Premier Bintaro Hospital. This shows that the more competitive the prices given to outpatients at Premier Bintaro Hospital, the higher level of customer satisfaction.
3. Service quality has a positive and significant effect on outpatient customer loyalty at Premier Bintaro Hospital. This shows that the higher the quality of service, the higher the level of customer loyalty.
4. Price has a positive and significant effect on outpatient customer loyalty at Premier Bintaro Hospital. This shows that the better the price given to outpatients at Premier Bintaro Hospital, the higher level of customer loyalty.
5. Customer satisfaction has a positive and significant effect on outpatient customer loyalty at Premier Bintaro Hospital. This shows that the higher the customer satisfaction, the higher the level of customer loyalty.

Suggestion:

1. Based on the results of the frequency descriptive analysis, it is recommended to the management of Premier Bintaro Hospital management to add other physical facilities in the waiting room and doctor's room so that patients feel more comfortable while in the waiting room and doctor's room, increasing empathy of health workers through in house training material service excellent.
2. Based on the results of the descriptive frequency analysis, it is suggested to the management of Premier Bintaro Hospital management to increase cooperation with providers of non-cash payment instruments and be able to report all the details of costs transacted by patients in the bill of payment or receipts.
3. Based on the results of the descriptive frequency analysis, it is suggested to the management of Premier Bintaro Hospital to improve the quality of services and provide discounts so that patients feel satisfied and do not turn to other hospitals.
4. Based on the results of the frequency descriptive analysis, it is suggested to the management of Premier Bintaro Hospital management to create a loyalty program for patients who are loyal to the Premier Bintaro Hospital. Loyalty card holders patients get privileges such as discounted discounts for supporting examinations such as, laboratories, radiology and physiotherapy.

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