

Analysis of the Influence of Outside Patient Satisfaction (Study at RS X in West Jakarta)

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Abstract

The objective of this study is to analyze the effect of location, price, and service quality on patient's satisfaction in X Hospital in West Jakarta. This study uses a quantitative approach using purposive sampling technique. There were 200 respondents included in the study. The data were collected by using questionnaire with a Likert scale and then processed with the Partial Least Square-Structural Equation Modeling (PLS-SEM) analysis technique utilizing the SmartPLS 3.0 program. This study showed that there are positive and significant effect from location, price, and service quality on patient's satisfaction in X Hospital at West Jakarta. This finding indicates that hospitals with qualified services, together with adequate location and affordable price can optimize patient's satisfaction.

Keywords

location; price; service quality; patient satisfaction



I. Introduction

Hospital is a part of healthcare facilities that may be managed by the governmental or private sector. Referring to the Law of the Republic of Indonesia No. 44 Th. 2009, hospital is in charge of carrying out individual health services including rehabilitative, curative, promotive, and preventive services through the provision of emergency, outpatient, and inpatient services (Yuliantine et al., 2018). Based on Article 28H, paragraph (1) amendment to the Constitution of the Republic of Indonesia 1945, it was also emphasized that every individual has the right to receive health services and in article 34 paragraph (3) states that the state has the responsibility to provide adequate health service facilities for its citizen (Alfianti & Karimun, 2017).

Along with the rapid increment in the number of hospitals in Indonesia, hospitals were required to increase their competitiveness in providing healthcare services to be able to provide high-quality services in line with the needs and desires of the patients (Yuliantine et al., 2018). Furthermore, Hurriyati and Rati (in Yuliantine et al., 2018) explained that there are some factors that are considered by patient when they evaluate the quality of a health service. People tend to choose a hospital that is considered satisfactory to them. Because of that, a hospital must increase their competitive advantage compared to the others to gain customer interest. One of the efforts can be done by hospitals in creating customer's interest is through conducting marketing activities that is most suitable to their customer segment. Understanding how individual customers see, think, feel, and act on services, products, pricing, distribution or place, and promotions helps in determining the marketing management activities so that hospitals can survive. and growing.

In the early stages of this study, a pre-survey containing criticism or suggestions from 30 respondents who were outpatients of RS X in West Jakarta was conducted. This pre-

survey aims to understand the various factors that may influence patient satisfaction with RS X, the results of the pre-survey can be seen in Table 1 below:

Table 1. Results of Pre-Survey

Criticism or Suggestion	Frequency	Category
Prices are more expensive and not in accordance with patient expectations	3	Prices
Prices at other hospitals are cheaper than hospital X in West Jakarta	2	
Prices for drugs at Hospital X West Jakarta are much more expensive than buying prices outside Hospital	4	
Traffic around the hospital is congested so it is quite noisy and sometimes it is difficult to enter the area RS	6	The location of
the highway in front of the hospital is not too wide	3	
Access to public transportation is limited	2	
Doctors at RS X in West Jakarta take too long to come to treat patients	4	Quality ofService is
Doctor'snot punctual	3	
Nurses / Hospital staff cannot confirm the doctor's arrival time to the hospital	3	

Source: Processing Results Data (2021)

Based on the results of the pre-survey above, it can be seen that the factors influencing patient satisfaction the most are from the aspect of price, location, and service quality. This is in line with the literature which says that setting the right price can affect customer satisfaction so that it can increase competitive advantage (Asma, 2018). In addition, Amankwah et al., (2019) explained that the physical setting of the location of the hospital where services are provided can affect the patient's assessment of performance, thereby affecting patient satisfaction. Amankwah et al., (2019) also explained that service quality is also important for service providers, especially in the health sector such as hospitals.

Customer satisfaction can be said to be closely related to the expected service as well as the reality of the services that have been provided and can be felt. Hospital patients will compare the services experienced with the services they expect after receiving health services from the hospital, if the services they feel are not in line with what is expected, it means the

patient can feel dissatisfied, but if the services they experience can reach or exceed the patient's expectations, the patient feels satisfactory (Yuliantine et al., 2018). The increase in the value of the company's shares, the higher the company value, the higher it will be (Katharina, 2021). In the current economic development, manufacturing companies are required to be able to compete in the industrial world (Afiezan, 2020). According to Priansa in Nusrirwan (2020) "Implementation of communication activities to customers within the company is carried out formally, however, currently there are also companies that practice their communication activities.

Based on the pre-survey and literature review above, it was found that the factors that mainly affect patient's satisfaction at RS X West Jakarta was related to the influence of price, location, and service quality. This research is expected to provide benefits in the form of scientific contributions to enrich concepts and theories that support the development of knowledge, especially regarding various factors that influence hospital patient satisfaction. In addition, this research is also expected to provide practical benefits, especially for hospital HR practitioners to be able to encourage the development of hospital management, and be used as a consideration for making management level decisions.

II. Review of Literature

Price is a monetary value positioned against a product or service that is offered from a party providing services to consumers and a price that is in accordance with customer expectations or expectations will affect customer satisfaction with service providers (Nareth, 2018). According to research by Yuliantine et al., (2018), which explains that the same quality at the hospital but the hospital has a low cost, the hospital has a higher value by the patient. Prices regarding room rates, affordable facilities, relief in the form of installments from underprivileged patients, reasonable doctor rates will greatly affect consumer satisfaction (Yuliantine et al., 2018). According to Akmavi et al., (2015, in Asma, 2018) explains that price has a positive relationship to customer satisfaction.

H1: Price has a positive effect on patient satisfaction

According to Alfianti & Karimun (2017) explaining that location can have the meaning of being a place of service or service that can be used when providing services to consumers is important because it is given from human services directly to other humans. According to Yuliantine et al., (2018) the location variable is one of the factor that ensure the supply of goods can be in a place and in time that is in line with its customer's need, while in a hospital the location variable can be meaningful, namely a place to provide health services, and a sense of comfort, security. , as well as the friendliness provided to consumers. The results of his research, Yuliantine et al., (2018) found that the location of the hospital had a significant effect on patient satisfaction.

H2: Location has a positive effect on patient satisfaction

According to Cronin and Taynor (1992, in Coutinho et al., 2019), perceived service quality consists of the customer's overall impression of the company's performance or service excellence. Jandavath and Bryam (2016) stated that good quality in hospitals has a direct positive effect on patient satisfaction. The quality of service to patients is very important because patients attach great importance to the technical competence and professional attitude of doctors and nurses, as well as the time dedicated to listening to them and the caring and helpful attitude of these professionals (Sumaedi et al., 2016). Service quality is very important for patient satisfaction so that service quality can be said to have a positive influence on hospital patient satisfaction (Durrah et al., 2015; Coutinho et al., 2019).

H3: Service quality has a positive effect on patient satisfaction

III. Research Methods

The method being used in this research is quantitative method. The target population in this study were outpatients at Hospital X West Jakarta with total sample of 200 respondents that meet the criteria – have ever visited and become outpatients at RS X West Jakarta. This study obtained data through spreading questionnaires to outpatients at X Hospital, West Jakarta. The components of the questionnaire that were measured were price, location, service quality, and patient satisfaction using Likert scale. Furthermore, the data were analyzed using PLS-SEM.

IV. Discussion

The descriptive statistic in the results of this study shows the profile of respondents who participated in filling out the questionnaire which were categorized based on age, gender, marital status, address, income, last education, occupation, frequency of arrival, reason for coming, the possibility that respondents would visit the hospital again, and payment methods. This population profile can be seen in Table 2.

Table 2. Profile of Respondents

Profile		Frequency	Percentage
Age	16-25 Years	4	2.4%
	26-35 Years	33	16.5%
	36-45 Years	88	44.0%
	>46 Years	75	37.5%
Gender	Female	99	49, 5%
	Male	101	50.5%
Marital Status	Married	160	80.0%
	Not Married	21	10.5%
	Divorced	19	9.5%
Address	West Jakarta	138	69.0%
	West Jakarta Outer	62	31.0%
Income	<3.500 .000/month	11	5.5 %
	3,500,000-10,000,000/month	149	74,5 %
	>10,000,000/month	40	20.0 %
Last Education	Elementary School	1	0.5 %
	Junior High School	14	7.0 %

	Senior High School	129	64.5%
	Diploma	13	6.5 %
	Undergraduate	36	18.0%
	Master	7	3.5 %
Employment	Private	97	48.5 %
	Self-employed	40	20.0%
	Government	33	16.5%
	Others	30	15.0%
Frequency Arrival	First Time Visit	31	15.5%
	1-2 Times/Year	103	51.5%
	3-6 Times/Year	38	19.0%
	>6 Times/Year	28	14.0%
Reasons forComing	Doctors	29	14.5%
	Quality Trusted	84	42.0%
	Close to Home	43	21.5%
	Price	16	8.0 %
	Facilities	28	14.0 %
Would You Come Again	Yes	152	76.0%
	No	17	8.5 %
	Maybe	29	14.5%
MethodPayment	Self	139	69.5%
	Insurance	61	30.5%

Source: Data Processing Results (2021)

The test was analyzed by using outer model to see the results of the reliability and validity tests in the study. The results of this test are seen from convergent validity, discriminant validity, and composite reliability (Ghozali & Latan, 2015). Hair et al., (2014) stated that the outer loading score can be measured on a minimum scale of 0.4 to 0.7. If the AVE score has a value or score exceeding 0.5 then it is valid. Discriminant validity was measured using the results of Fornell-Larcker value. It is the value of the square root of AVE that needs to exceed the value of the other interconstruct relationships (Hair et al. 2014).

Table 3. Validity

Variable	Statement Item	Value Loading Factor	Value AVE	Description
Price	X1.1	0.823	0.578	Valid
	X1.2	0.775		Invalid
	X1.4	0.729		Invalid
	x1.5	0.638		Valid
	X1.6	0.783		Valid
	X1.7	0.761		Invalid
	X1.8	0.796		Invalid
Area	X2.1	0.701	0.504	Valid
	X2.2	0.715		Valid
	X2.3	0.714		Valid
	X2.5	0.671		Valid
	X2.6	0.671		Valid
	X2.8	0.737		Valid
	X2.9	0.716		Valid
	X2.10	0.748		Valid
	X2.11	0.715		Valid
Service Quality	X3.6	0.731	0.601	Valid
	X3.8	0.712		Invalid
	X3.11	0.809		Valid
	X3.12	0.788		Invalid
	X3.16	0.778		Invalid
	X3.17	0,702		valid
	X3.18	0,806		valid
	X3.19	0.796		valid
	X3.20	0.840		Invalid
	X3.21	0.752		Valid
	X3.22	0.744		valid

	X3.25	0.748		invalid
	X3.27	0.824		invalid
	X3.28	0.690		valid
	X3.29	0.839		valid
	X3.30	0.825		invalid
patient Satisfaction	Y.1	0.656	0.528	valid
	Y.3	0.750		valid
	Y.4	0.695		valid
	Y.5	0.744		valid
	Y .6	0.800		Valid
	Y.7	0.688		Valid
	Y.8	0.745		Valid

Source: Data Processing Results (2021)

Table 3 shows that the AVE value of all variables is greater than 0.5, so the loading factor value above 0.4 can be said to be valid. So that all indicator statements from each variable can be declared valid. Furthermore, Table 4 shows the relationship between constructs through the results of the Fornell-Lacker test. The results show that all variables, namely price, service quality, location, patient satisfaction have a relationship value that exceeds the values between other variables. It can be concluded that all the variables used are valid.

Table 4. Fornell-Lacker Test Results

	X1	X2	X3	Y
X1	0.760			
X2	0.652	0.710		
X3	0.385	0.321	0.775	
Y	0.756	0.635	0.480	0.727

Source: Data Processing (2021)

Reliability test was carried out by measuring the Cronbach's alpha and composite reliability score. Certain constructs can be said to have good reliability if they have a score exceeding 0.7. (Ghozali & Latan, 2015; Hair et al., 2014). In Table 5 it is known that the results of the study show Cronbach's alpha and composite reliability have values exceeding 0.7, meaning that it can be said that the results of this research are reliable.

Table 5. Test Reliability

Variables	Cronbach's Alpha	Composite Reliability
Price	0.877	0.905
Location	0.877	0.901
Service Quality	0.956	0.960
Patient Satisfaction	0.850	0.886

Source: Data Processing (2021)

Contest results the inner workings of the model measured through observation of test results R-Square as well as the path coefficient. The bigger the score R-square shows that the better the forecast model of the proposed research model. Meanwhile, the value path coefficient is the level of significance in the hypothesis test which is indicated by the T-Statistic value with the provision that the value needs to exceed 1.96, and the p value not more than 0.05 (Abdillah & Hartono, 2015). The results of the test R-Square are known to have a value of 0.641, namely, patient satisfaction can be influenced by quality, price, and service location of 0.641 or 64.1%. The path coefficient results show that all hypotheses are accepted or significant because they have a score T-Statistic exceeding 1.96 and a p value of not more than 0.05.

Table 6. Path Coefficient Value

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
X1 -> Y	0.533	0.529	0.064	8,313	0.000	H1 Accepted
X2 -> Y	0.222	0.226	0.070	3,193	0.001	H2 Accepted
X3 -> Y	0.203	0.208	0.047	4.359	0.000	H3 Accepted

This study shows that the price has a significant and positive effect on the satisfaction of outpatients at RS X in Jakarta which can be seen from the hypothesis test that the price has a T statistic value of $8.313 > 1.96$ and a p value of $0.000 < 0.05$. The results from the following study are in line with the research of Nareth (2018) and Asma (2018) which also found that price had an effect on patient satisfaction. Referring to the test results in the study, it is stated that the price at X Hospital in West Jakarta is affordable and compatible enough because it has reached customer satisfaction as measured by using the price indicator – affordability of price, price are according to ability or price competitiveness, price compatibility with the product quality, price match with benefits.

This study shows that location has a significant and positive effect on outpatient satisfaction at RS X in Jakarta which can be seen from the hypothesis test that the price has a T statistic score of $3.193 > 1.96$ and a p value of $0.001 < 0.05$. The results from the following study are in line with research by Alfianti & Karimun (2017) and Yuliantine et al., (2018) which also revealed that location has an influence on patient satisfaction. Referring to the test results in the study, it is stated that the location at X Hospital in West Jakarta is quite good because it can affect customer satisfaction as measured by using indicators of access, visibility, traffic, parking, and environment.

This study shows that service quality has a significant and positive effect on the satisfaction of outpatients at RS X in Jakarta which can be seen from the hypothesis test that the price has a t-statistic value of $4.359 > 1.96$ and a p value of $0.000 < 0.05$. The result of this study is in line with the research of Coutinho (2019) and Sumaedi et al., (2016) which also found that service quality has an influence on patient satisfaction. Referring to the test results in the research, it is stated that the quality of service at X Hospital in West Jakarta is quite good because it has reached customer satisfaction as measured by using the service quality indicators - tangible, reliability, responsibility, assurance, and empathy.

V. Conclusion

This study shows similar results to the previous literature review, finding that there is a positive and significant effect of price, location, and service quality to outpatient satisfaction at RS X West Jakarta. This shows that hospitals must optimize their human resources in order to improve the quality of service to the patients and increase their satisfaction thus if combined with an adequate location and affordable price for will further increase patient satisfaction to the hospital services. In addition, this study also enriches the theory of management science, especially those related to the effect of hospital patient satisfaction.

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