

The Effect of Service Time, Facilities, Location, and Price Affordability on Patient Satisfaction at dr. Ranny Clinic

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Abstract

Patient satisfaction is defined as a patient assessment of the expectation and reality received by the patient at a health care facility. This study was conducted to determine the effects of service time, facility, location, and price affordability on patient satisfaction at dr. Ranny Clinic. This research used quantitative methods and the data collection technique by distributing questionnaires, using non probability sampling method with convenience sampling technique. The samples of this research were 220 respondents. The data were obtained and processed using partial least square- structural equation modeling (PLS-SEM) with the Smart-PLS software. The result of this study shows that the facility and price affordability has a positive effect on patient satisfaction. However, location and service time does not have a positive effect on patient satisfaction.

Keywords

service time; facility; location; price affordability; patient satisfaction



I. Introduction

Every year, the development of healthcare services in Indonesia continues to increase significantly. The number of hospitals, health centers, and clinics also increases every year. The increasing number of health facilities in Indonesia is certainly due to the increasing public need for health (Kemenkes, 2020). With the increased numbers in health facilities every year, there are more choices for the community, especially first-level health facilities.

Based on the statistical results of South Tangerang City in 2021, until 2020 there are 38 hospital facilities, 29 health centers and 45 other health centers such as clinics. From this data, there are 15 hospitals in collaboration with BPJS, 25 health centers, 3 private practices, 3 dental practices, 2 main clinics, 38 primary clinics, and 24 pharmacies (BPJS online, 2021).

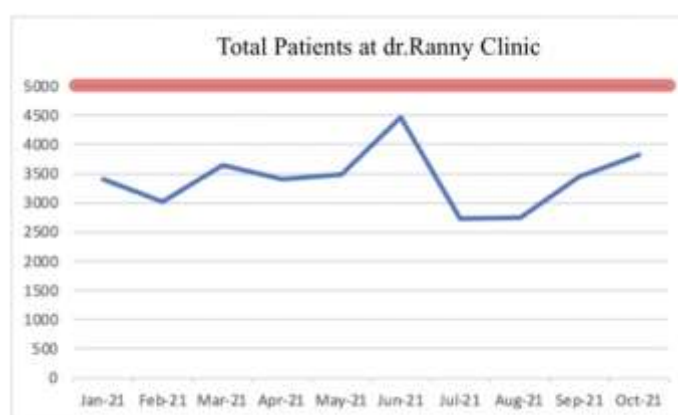
The important thing that needs to be done as a service provider is to provide quality service. Good service quality is a service quality that is in accordance with customer expectations and produces a feeling of satisfaction (Aryska & Kasmirudin, 2017). In addition, the importance of paying attention to patient satisfaction can help improve health status in Indonesia.

The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

Improving the quality of primary clinic services must be maintained, especially during the COVID-19 pandemic. Primary clinics have an important role to help dealing with the pandemic. Each health service itself is competing to provide the best service to increase patient satisfaction by continuously improving the services provided. Patient satisfaction can be achieved from the services provided that can meet patient expectations.

dr. Ranny Clinic is a primary clinic that has been around for 11 years. dr. Ranny Clinic is a clinic that provides services with BPJS and non-BPJS financing models such as general payments and insurance. The number of patients seeking treatment at dr. Ranny Clinic fluctuates every month, especially in the last 2 years (Table 1). dr. Ranny Clinic should be able to improve and maintain patient satisfaction to guarantee patients coming back to the clinic, despite increasing numbers of competitors. The high numbers of competitors causes health services to focus on patient satisfaction (Jannah et al. 2017). This encourages researchers to re-evaluate services given to patients, therefore increasing patient satisfaction and getting an increasing trends.

Table 1. Number of Patients at Dr.Ranny's Clinic in 2021



Source: Documentation of Dr.Ranny's Clinic

Facilities and prices are factors that have positive and significant effect based on the results of research by Kusuma and Suwitho, (2015). Based on research by Sihombing (2020), that location and facilities have a positive effect on patient satisfaction. A strategic location can also increase the income of service providers (Sihombing, 2020). In addition, according to Jannah et al. (2017) service time is related to patient satisfaction.

From the data above, the researcher wants to analyze the service time, facilities, location and affordability of the price on patient satisfaction at the dr. Ranny Clinic. This study was made based on several previous studies and researchers chose these variables. This research was conducted aiming to increase patient satisfaction, leading to increase existing sales.

II. Review of Literature

Patient Satisfaction

Satisfaction refers to the emotions, responses, and reactions of consumers to products or services. It is defined as an evaluation of the customer experience after receiving a product or service. Customer satisfaction can be described as a comparison between expectations and perceptions of product or service performance. Customer satisfaction is achieved when the perceived performance of a product or service meets or exceeds its expectations. Satisfaction is an important success factor in any business because satisfied customers are more likely to return to use the product/service in the future and recommend it to others (Lim et al. 2021). Patient satisfaction positively affects patient trust and improves the image of the hospital, which in turn translates into increased use of services and market share (Wardah et al. 2020).

2.1 Relationship between Service Time and Patient Satisfaction

Based on Kurniawan, (2012) service time is the minimum time to serve patients from the time the patient enters the registration area until the patient goes home (Jannah et al. 2017). Based on the study of Reza et al., service time has an effect on patient satisfaction. Waiting time is a part of service time that has a positive relationship with patient satisfaction also has significant results consistent with studies of Li et al. (2021), Rizany (2021), Sianturi et al. (2020), and Sun et al. (2017). Thus, the first hypothesis proposed is: H₁: Service time has a positive effect on patient satisfaction.

2.2 The Relationship between Facilities and Patient Satisfaction

According to Tjiptono, 2012 (in Harfika & Abdullah, 2017), a facility is defined as a physical resource that is owned by the service provider before he provides services to consumers. The results of a study on facilities have a positive effect on patient satisfaction (Amary & Suprayitno, 2021; Tanniru & Khuntia, 2017; dan Danty, 2019). The study by Clinton-McHarg et al., further investigated control over the physical environment; access to social support; and access to positive distractions that patients find important in health care facilities (Clinton-McHarg *et al.* 2021).

H₂ : Facilities have a positive effect on patient satisfaction.

2.3 The Relationship between Location and Patient Satisfaction

According to Alma, 2003 (in Wirawan et al., 2019) location is a place where companies carry out activities to be able to provide services or produce products that are economically important. Location does not only affect patient satisfaction but also affects the process of selecting health services by patients (Wu et al., 2021). Rostami et al., (2019) showed that patients who live far from health services will not return to the same health services. Location effect on patient satisfaction is described in Savitri et al., (2015); and Flores et al., (2021). Thus, the third hypothesis proposed is:

H₃ : Location has a positive effect on patient satisfaction.

2.4 The relationship between Price Affordability and Patient Satisfaction

Price is defined as the amount of money the seller is willing to accept and is ready to pay by the buyer, according to Lewis, 1977 (in Yanuar et al. 2017). Based on Lu & Al-Hakim, (2020) the main key to price affordability is fairness where the price paid is in accordance with what is obtained. Price affordability has a positive effect on patient satisfaction, which can be seen in the study of Lu & Al-Hakim, (2020); Indiriana et al. (2021); and Novitasari & Suhardi, (2020). Asharani et al. (2016) explained that payment methods also affect patient satisfaction. Thus, the fourth hypothesis proposed is:

H₄ : Price Affordability has a positive effect on patient satisfaction.

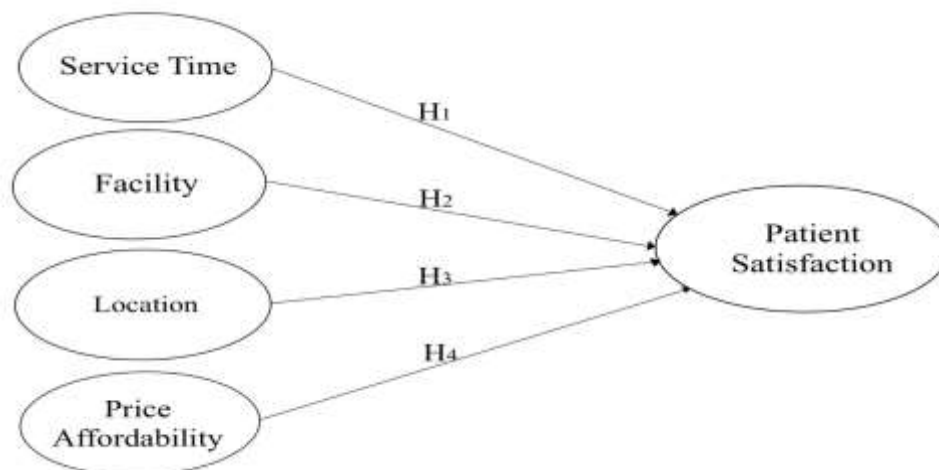


Figure 1. Research Model

III. Research Method

This study aims to determine the relationship between service time, facilities, location, and price affordability at dr. Ranny Clinic. In this study, the independent variables are waiting for time, location, completeness of facilities, and reasonableness of price. In addition, patient satisfaction in this study was selected as the dependent variable or dependent variable. This study used an individual unit of analysis, where the research subjects were outpatients at dr. Ranny Clinic.

This research uses a quantitative research type. The population in this study were general outpatients at dr. Ranny Clinic. Samples were obtained from patients seeking treatment at the dr. Ranny Clinic during the period August - November 2021, as many as 220 patients were obtained using inverse square root method. The sampling method used in this study uses a non-probability sampling technique sampling of type convenience where the sample is determined based on the population encountered by the researcher, coincidentally and is willing to be a sample of respondents (Suliyanto, 2018). This research uses a survey method by distributing questionnaires. Existing statements are equipped with five answer choices in the form of a Likert scale.

The analytical method in this research uses partial least square - structural equation modeling (PLS-SEM). Researchers processed data and tested hypotheses with SmartPLS for Mac software. PLS-SEM analysis is divided into two models, namely, the outer model or also known as the measurement model, and the inner model or known as the structural model. The measurement model is used to test the validity and reliability (Sugiyono, 2020). The results of the validity test can be seen from the value of the loading factor, AVE, and the Fornell-Larcker test. While the structural model aims to test the significance of the influence between variables (Sugiyono, 2020). The reliability test can be seen with the value composite reliability > 0.70. The structural model is assessed by looking at the value of VIF (variance inflation factor) and R-square.

IV. Results and Discussion

4.1 Results

a. Respondent's Profile

Respondent's profile showed that the proportion of patients at dr. Ranny Clinic was mostly at the reproductive age, 38% are 16-25 years old and 33% are 25-35 years old. Patients at dr.Ranny Clinic is mostly women, 60% of the total respondents. Most of the respondent were already married, only 31% of respondent was single. The type of payment used by dr.Ranny Clinic patients are 65% BPJS patients, 29% general patients, and 13% insurance patients. Complete information about the respondent's profile can be seen in Table 2 below.

Table 2. Respondent's profile

	Amount	Persentase (%)
<u>Age</u>		
16-25	84	38
25-35	72	33
36-45	42	19
>45	22	10
<u>Gender</u>		
Female	132	60
Male	88	40
<u>Marital Status</u>		
Not yet	68	31
Married	152	69
<u>Education</u>		
No Attend School	15	7
Elementary School	9	4
Middle School	33	15
High School	108	49
Diploma/Undergraduate	55	25
<u>Payment Type</u>		
Insurance	13	6
General	64	29
BPJS	143	65
<u>Visiting Clinics / Other Health Facilities</u>		
Ever	154	70
Never	66	30
<u>Distance from Respondent's Residence</u>		
<1 km	46	21
>1-5 km	115	52
>5-10 km	35	16
> 10 km	24	11

<u>Status of Patient Visits</u>		
New patients	53	24
Old Patients	167	76
<u>Number of Patient Visits in the Last 1 Year</u>		
<1 Time	6	3
>1-3 Times	124	56
>3-5 Times	57	26
>5 Times	33	15

Source: Results of Data Processing

b. Evaluation of Measurement Models

Validity and reliability tests in research are data validity tests (Sugiyono, 2020). The results of the validity test can be seen in two parts, namely, the convergent validity test and the discriminant validity test. According to Ghozali & Lattan, 2020 the convergent validity of the measurement model can be seen from the correlation between the indicator value and the constructed value. The indicator can be considered reliable if it has a value more than 0.70. If at the beginning of the development the loading scale is 0.50 to 0.60, the indicator is still acceptable. The results of convergent validity on SmartPLS can be seen in the section Outer Loading.

Table 3. Evaluation of the Measurement Model

Construct		Item	Outer Loading
Service Time (AVE= 0.698, CR= 0.874)			
W1	Total waiting time at dr. Ranny is very fast		0.851
W2	Total service time at dr. Ranny was very satisfied		0.814
W3	Total time spent at dr. Ranny is very fast		0.841
Facilities (AVE= 0.516, CR= 0.894)			
F1	Dr.Ranny's Clinic has complete facilities		0.632
F2	Dr.Ranny's Clinic is very clean		0.687
F3	Dr.Ranny's Clinic is very comfortable		0.623
F4	The registration room at dr.Ranny's Clinic is very comfortable		0.732
F5	The waiting room at dr.Ranny's Clinic is very comfortable		0.777
F6	The service room at dr.Ranny's Clinic is very comfortable		0.829
F7	dr. Ranny is able to provide good quality of patient care		0.783
F8	Number of nurses at work Clinic dr. Ranny is adequate		0.655
Location (AVE= 0.524, CR= 0.868)			
L4	Clinic dr. Ranny has adequate parking space		0.745
L5	Clinic dr. Ranny has a convenient parking space		0.765
L6	Clinic dr. Ranny has a secure parking space		0.659
Affordable Price (AVE= 0.669, CR= 0.890)			
H1	dr. Ranny Clinic has an affordable price.		0.767
H2	dr. Ranny Clinic has a price that matches the benefits received.		0.839
H3	dr. Ranny Clinic has a price that matches the quality of service.		0.847
H4	dr. Ranny Clinic has a price competitive with other clinics		0.817
Patient Satisfaction (AVE = 0.506, CR = 0.860)			
KP1	Clinic Facility dr.Ranny support satisfaction		0.750
KP2	Clinical Drugs given dr.Ranny always match the patients		0.650

KP3	price in accordance with the services provided	0.726
KP4	Patient is satisfied with the overall service of dr. Ranny Clinic	0.723
KP5	Patient intends to return to dr.Ranny's Clinic	0.712
KP6	Patient is willing to recommend dr.Ranny Clinic to others	0.703
Description: AVE=average variance of extracted; CR=composite reliability		

The discriminant validity test in this study looked at the Fornell-Lacker value. A good Fornell-Lacker value is that the square root value of the AVE for each construct is greater than the correlation value between other latent constructs.

Table 4. Results of the Fornell-Larcker Kriteria Discriminant Validity Tes

	Facilities	Patient Satisfaction	Affordability Price	Location	Time of Service
Facilities	0.718				
Patient Satisfaction	0.504	0.711			
Affordability Price	0.502	0.532	0.818		
Location	0.567	0.450	0.505	0.724	
Time of Service	0.325	0.279	0.233	0.359	0.835

A reliability test is a test to prove consistency, accuracy, and exactness of the instrument in measuring the construct.

Table 5. Validity and Reliability Test Results

Construction	AVE	Composite Reliability
Time of Service	0,698	0,874
Facilities	0,516	0,894
Location	0,524	0,868
Affordability Price	0,669	0,890
Patient Satisfaction	0,506	0,860

Thus, from the table above, it can be seen that the results of the evaluation test of the measurement model have met the predetermined criteria.

c. Evaluation of Structural Model

Evaluation of structural model is used to evaluate the relationship between constructs. The analytical tool used consists of collinearity and coefficient determination.

Table 6. Evaluation of collinearity

Construction	Patient Satisfaction
Time of Service	1,178
Facilities	1,658
Location	1,704
Price Affordability	1,478

Based on the results above, the variables of service time, facilities, location and affordability do not have multicollinearity problems because their values meet the requirements $VIF < 5$.

Table 7. Evaluation of R square

Construction	R-square (R^2)	Interpretation
Patient Satisfaction	0.375	Moderate

The processing results for the fit model are indicated by R square value of 0.375, which means that the ability of the independent variables, namely service time, facilities, location and affordability, were able to explain the variation of the dependent variable, namely patient satisfaction by 37.5% while the rest 62.5% is another independent variable that affects patient satisfaction but is not included in the model. These findings indicate that the patient satisfaction model has an intermediate fit model.

Table 8. Test Results Hypothesis

hypothesis	Standardized Coefficient	p-Value	Decision
H1: Time Service positive effect on patient satisfaction	0.081	0.070	Unsupported
H2: Facility positive effect on patient satisfaction	0.246	0.000	Supported
H3: Locations positive effect on patient satisfaction	0.114	0.054	Unsupported
H4: Price affordability has a positive effect on patient satisfaction	0.332	0.000	Supported

Hypothesis testing was conducted to test the effect of the independent variables, namely service time, facilities, location and affordability of prices on patient satisfaction. This study has four hypotheses, after processing the data it was found that there were two supported hypotheses and two other hypotheses that were not supported.

4.2 Discussion

According to the testing, the first hypothesis that stated service time has a positive effect on patient satisfaction are **not supported**. This is contrary to the results of a study conducted by Simarmata et al., (2021), Sianturi et al., (2020) and Rizany, (2021) who explained that the faster the patient's waiting time, the higher the level of patient satisfaction.

The second hypothesis is the facility has a positive effect on patient satisfaction, which means that the higher the perception of the facility, the higher the level of patient satisfaction. Based on the analytic results, the results are **supported**. Hussain et al. (2019) described good facilities such as complete medical equipment, and the physical facilities provided have a positive and significant effect on patient satisfaction. Study by Hussain et al. 2019; Danty, 2019; and Amary & Suprayitno, 2021 support this hypothesis, namely that facilities have a positive and significant effect on patient satisfaction. The study conducted by Tanniru & Khuntia, 2017 also supports this hypothesis by explaining that positive feedback about facilities have a positive effect on patient satisfaction, which means that the more positive feedbacks about the facilities, the higher the patient satisfaction.

The third hypothesis of this study found that location did not have a positive effect on patient satisfaction. The results obtained in this study explains that good or bad location cannot determine patient satisfaction. In the research of Rostami et al., 2019 it has been explained that most patients do not return to distant health facilities. This was also not in accordance with the study of Bashir & Nasir, (2020); Naidu, (2009); Savitri et al., (2015); and Flores et al. (2021) who explained that the closer the location to the health facility, the more satisfied the patient is. However, according to Tjiptono, 2014 (in Handayani & Taufiq, 2017) the location is determined by several indicators such as access to the location, location visibility, parking area, and surrounding traffic.

The fourth hypothesis aims to test that price affordability has a positive effect on patient satisfaction. The results are **supported**. Price affordability has a positive effect on patient satisfaction. Lu & Al-Hakim's study, 2020 explained that although the community did not agree with the high price, patients felt that the treatment provided was better than other facilities.

V. Conclusion

Based on the results of data analysis that has been carried out in this study, the results of hypothesis testing indicate that service time and location does not have a positive effect on patient satisfaction. However, facilities and affordability have a positive effect on patient satisfaction.

Limitations and Suggestions for Further Research

This research was conducted only at one clinic in Tangerang, it is recommended that further research can be carried out in several different clinics such as the primary clinic which has an in-patient unit, as well as the main inpatient clinic and the main out-patient clinic. In addition, this study only examines the factors of service time, facilities, location and affordability of prices on patient satisfaction. In addition, there are other variables that can affect patient satisfaction such as service quality. Therefore, suggestions for future research should include service quality variables as independent variables that can affect patient satisfaction.

The limitation of this study was due to the pandemic, the questionnaires are not distributed directly to the correspondents but carried out by the clinical nurse intermediaries. This led to the limitations of researchers in distributing questionnaires that had to be in accordance with health protocols. Suggestions for further research is hopefully this research can be carried out again in the future after the pandemic, so the distribution of questionnaires can be carried out directly and given explanations to respondents to get maximum results.

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