

The Influence Of Service Quality And Price On Inpatient Treatment Decisions At Mitra Sejati General Hospital With Consumer Satisfaction As An Intervening Variable

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Abstract.

The purpose of this study is to determine the influence of Service Quality and Price to Decision Inpatient Treatment in RSUD Mitra Sejati with Consumer Satisfaction as an Intervening Variable. The sample in this study as many as 100 Respondents hospitalization. This research using SPSS Version 23. The results showed the Quality of Service has a Positive influence on the Decision of Inpatient Treatment in RSUD Mitra Sejati. Price has a positive effect on the Decision of Inpatient Treatment in RSUD Mitra Sejati Decision of the Treatment has a positive influence on Consumer Satisfaction in RSUD Mitra Sejati. Service quality has a Positive influence on Consumer Satisfaction in RSUD Mitra Sejati. Price has a positive influence on Consumer Satisfaction in RSUD Mitra Sejati. Service quality has a positive influence on the Decision of the Inpatient Treatment through customer Satisfaction as an intervening variable. Price has a positive influence on the Decision Beorbat Hospitalization through customer Satisfaction as an intervening variable.

Keywords: Service Quality, Price, The Decision Of The Medical, Consumer Satisfaction

I. INTRODUCTION

Bramantoro, explained that the hospital is a health service facility that carries out health efforts in an efficient and effective manner in integrated healing and recovery efforts with efforts to improve and prevent and carry out referral efforts [1]. According to Rikomah, hospitals have duties and functions based on Law no. 44 of 2009 on hospitals [2].

The task of the hospital is to carry out health service efforts in an efficient and effective manner by prioritizing healing and recovery which is carried out in a harmonious and integrated manner with improvement and prevention as well as the implementation of referral efforts. The task of public hospitals is to carry out health service efforts in an efficient and effective manner by prioritizing healing and recovery which is carried out in a harmonious and integrated manner with improvement and prevention as well as the implementation of referral efforts [3].

According to Oliver, satisfaction is the level of one's feelings after comparing the performance/results he feels with expectations, so the level of satisfaction is a function of the difference between the perceived performance and expectations, if the expectations are then the customer will be disappointed [4]. According to Kotler, consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perception / impression of (performance or results) of a product and his expectations [5]. According to Ratnasari, consumer satisfaction is the level of feeling in which a person states the results of a comparison of the product/service performance received and expected [6]. Meanwhile, according to Tjiptono, consumer satisfaction is a post-purchase evaluation, where the perception of the performance of the selected alternative product/service meets or exceeds expectations before purchase [7]. According to Daryanto and Setyobudi, stated that consumer satisfaction is an emotional assessment of consumers after consumers use a product where the expectations and needs of consumers who use it are met [8]. According to Kotler, there are 4 ways to measure customer satisfaction: Complaint and suggestion system [5]. Customer satisfaction surveys (customer satisfaction survey). Ghost shopping (shadow shoppers).

Mitra Sejati Hospital is one of the well-known hospitals in the city of Medan which is engaged in health services. In this era of globalization, people are increasingly critical in choosing to meet the needs of good, fast, and responsive health services. Good, fast, and responsive health services can be improved through good service management, having the ability to serve nurses, and staff in providing services to patients so that a sense of security, comfort and satisfaction can be realized which has an impact on patient health.

Mitra Sejati Hospital is a company engaged in the health sector that strives to provide good and quality services in restoring patient health, and improving patient health. For this reason, the benefits obtained by the hospital depend on the quality of service, price, treatment decisions, and consumer loyalty to the hospital. Because with good service quality, patients will be interested in treatment and if the price is in accordance with what is expected, it will increase sick patients who will decide to seek treatment and can indirectly increase patient satisfaction.

In the researcher's interviews with employees or staff of Mitra Sejati Hospital, there were several obstacles faced by the management of Mitra Sejati Hospital, one of which was in achieving the target number of patients that had been set by hospital management. The target for inpatients that has been set for 2020-2021 is not achieved, due to the relatively high price carried out by the hospital management, and the service provided to the patient is still not optimal in handling. The non-achievement of the target number of patients can be seen in table 1.1 of the data on the number of hospitalized patients Mitra Sejati Hospital.

Table 1. Mitra Sejati Hospital Inpatient Patient Data Period June 2020 – May 2021

Mounth	Patient Target	Patient total	Percentage
June 2020	800	793	99,12%
July 2020	800	738	92,22%
August 2020	800	786	98,25%
September 2020	800	794	99,25%
October 2020	800	672	84%
November 2020	800	710	88,75%
December 2020	800	756	94,5%
January 2021	800	760	95%
February 2021	800	754	94,25%
March 2021	800	789	98,62%
April 2021	800	792	99%
May 2021	800	788	98,5%
Total	9.600	9.132	95,12%

Source: Secondary Data 2020-2021 Mitra Sejati Hospital

In Table 1.1, we can see that the data for inpatients at Mitra Sejati Hospital every month during 2020-2021 has never reached the target. The largest percentage achievement was in September 2020 the percentage was 99.25% where the target was 800 inpatients and the realization of the inpatients was 794 patients. We can see the lowest percentage achievement in the table, namely in October 2020 the percentage was 84% where the target was 800 inpatients and the realization of the number of inpatients was achieved as many as 672 inpatients. In addition to the data above, there is a phenomenon where inpatient treatment decisions are a problem, the targets set by the hospital every month during the 2020-2021 period are never achieved, and the targets set are still too high.

To improve inpatient treatment decisions with predetermined company targets is not easy, to improve inpatient treatment decisions can be influenced by several variable factors, including Service Quality, Price and Service Loyalty. The decision variable for inpatient treatment can be improved by improving the quality of service, adjusting prices for existing facilities.

In the Theory of Reason Action in this theory links between beliefs, attitudes, intentions and behavior, researchers use this theory because it has a relationship between beliefs, attitudes, wills and behavior, where a person will have confidence in something that makes him believe then can change his attitude to something he believes, and have the will to be able to decide to choose something he believes in and to have the behavior to decide to take something he believes. someone will always consider something before deciding

to use or buy. That way the Company has a way to market its hospital by paying attention to Service Quality, Price, and Satisfaction to Improve Inpatient Treatment Decisions at Mitra Sejati Hospital.

In Irsa's research with the research title analysis of the effect of service quality and price suitability on repurchase decisions with consumer satisfaction as an intervening variable, there is a positive significant effect on existing variables [9]. Furthermore, in Ferdy's research with the title of research on the influence of service quality and atmosphere on purchasing decisions through customer satisfaction as an intervening variable, the results of research indirectly show that service quality does not directly affect customer satisfaction while customer satisfaction has a significant and positive influence on purchasing decisions [10]. Thus, customer satisfaction cannot mediate the effect of service quality on purchasing decisions.

II. METHODS

According to Sanusi, "The research data analysis model used in this study is a multiple linear regression analysis model. This analysis model is used to determine the effect of the dependent variable either jointly or partially". The formula is as follows [11]:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3Z + e$$

$$Z = \alpha + b_1X_1 + b_2X_2 + e$$

Description:

Y = Consumer Satisfaction

Z = Consumer Loyalty

α = Constant

b_1, b_2 = Regression Coefficient

X1 = Service Quality

X2 = Promotion

e = Standard Error.

Kerangka Konseptual

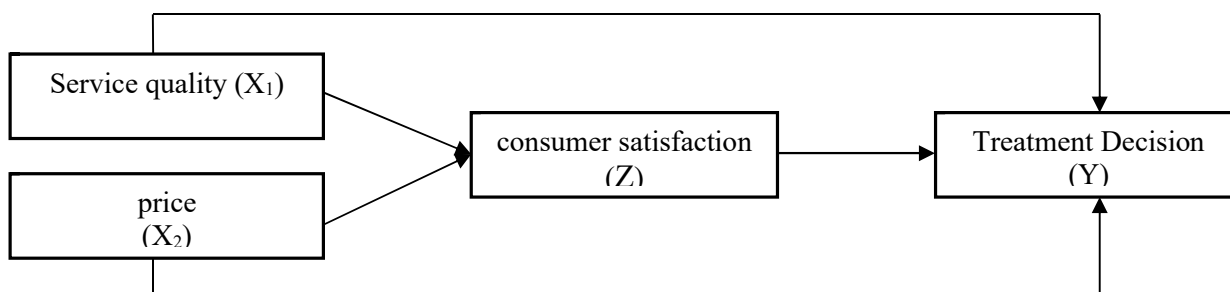


Fig I. Research Conceptual Framework

Hypothesis

- H1 : Service Quality Has a Positive Effect on Decisions for Inpatient Treatment at Mitra Sejati Hospital
- H2 : Price has a positive effect on decisions for inpatient treatment at Mitra Sejati Hospital
- H3 : Consumer Satisfaction has a positive effect on Medical Decisions at Mitra Sejati Hospital.
- H4 : Service Quality Has Positive Effect on Consumer Satisfaction at Mitra Sejati Hospital.
- H5 : Price has a positive effect on consumer satisfaction at Mitra Sejati General Hospital
- H6 : Service Quality has a positive effect on Inpatient Treatment Decisions through Consumer Satisfaction as an intervening variable
- H7 : Price has a positive effect on the decision to take inpatient treatment through satisfaction Consumers as an intervening variable

III. DISCUSSION

Coefficient of Determination Test

Table 2. Y . Determination Coefficient Test Results**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.518 ^a	.268	.253	6.969	1.012

a. Predictors: (Constant), price, service quality

b. Dependent Variable: Treatment Decision

Source: Research Results , 2022 (Processed Data)

The results of the analysis of the influence of Service Quality and Price on treatment decisions which can be seen in the table above shows that R Square = 0.268. This shows that the contribution of the Service Quality and Promotion variable in explaining its effect on the Medical Decision variable is 26.8% while the rest ($100 - 26.8 = 73.2\%$) is influenced by other variables outside this study such as Promotion, Location, Image Brands, and so on.

Table 3. Test Results for the Coefficient of Determination Z**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.790 ^a	.624	.616	3.345	1.304

a. Predictors: (Constant), price, service quality

b. Dependent Variable: consumer satisfaction

Source: Research Results , 2022 (Processed Data)

The results of the analysis of the influence of Service Quality and Price on Consumer Satisfaction which can be seen in the table above shows that R Square = 0.624. This shows that the contribution of the Service Quality and Promotion variable in explaining its effect on the Treatment Decision variable is 62.4% while the rest ($100 - 62.4 = 37.6\%$) is influenced by other variables outside this study such as Promotion, Location, Image Brands, and so on.

Table 4. Path Analysis Path

No	Independent Variable	Dependent variable	Beta (β)	t-table	p-value	Description
1	Service quality	consumer satisfaction	0.556	6.107	0.00	Significant
2	price	consumer satisfaction	0.286	3.139	0.002	Significant
3	Service quality	Treatment Decision	0.296	2.170	0.033	Significant
4	price	Treatment Decision	0.331	2.721	0.008	Significant
5	consumer satisfaction	Treatment Decision	0.581	4.490	0.000	Significant

The Effect of Service Quality (X1) on Consumer Satisfaction (Z)

Based on table 1.4, it can be seen that for testing the Service Quality variable on Consumer Satisfaction, the Beta (β) value is 0.556 with a p-value of 0.00. because the p-value is smaller than ($0.00 < 0.05$) then H_0 is rejected. Thus there is a significant effect of Service Quality on consumer satisfaction.

Effect of Price (X2) on Consumer Satisfaction (Z)

Based on table 1.4, it can be seen that for testing the price variable on consumer satisfaction, the Beta (β) value is 0.286 with a p-value of 0.002. because the p-value is smaller than ($0.002 < 0.05$) then H_0 is rejected. Thus there is a significant effect of price on consumer satisfaction.

Influence of Service Quality (X1) Medication Decision (Y)

Based on table 1.4, it can be seen that for testing the service quality variable on treatment decisions, the Beta (β) value is 0.296 with a p-value of 0.033. because the p-value is smaller than ($0.033 < 0.05$) then H_0 is rejected. Thus there is a significant effect of Service Quality on Treatment Decisions.

The Influence of Price (X2) on Decisions for Treatment (Y)

Based on table 1.4, it can be seen that for testing the price variable on consumer decisions, the Beta (β) value is 0.331 with a p-value of 0.008. because the p-value is smaller than ($0.008 < 0.05$) then H_0 is rejected. Thus there is a significant effect of price on the decision to seek treatment.

The Influence of Consumer Satisfaction (Z) on Decisions for Treatment (Y)

Based on table 1.4, it can be seen that for testing the variable Consumer Satisfaction with regard to Treatment Decisions, the Beta (β) value is 0.581 with a p-value of 0.000. because the p-value is smaller than ($0.000 < 0.05$) then H_0 is rejected. Thus, there is a significant effect of consumer satisfaction on treatment decisions.

IV. CLOSING REMARKS

Based on the results of the analysis and discussion, the authors draw the following conclusions: Service quality has a positive influence on the decision to take inpatient treatment at Mitra Sejati Hospital. Price has a positive effect on Inpatient Treatment Decisions at Mitra Sejati Hospital. The decision to seek treatment has a positive effect on consumer satisfaction at Mitra Sejati Hospital. Service quality has a positive effect on consumer satisfaction at Mitra Sejati Hospital. Price has a positive influence on consumer satisfaction at Mitra Sejati Hospital. Service quality does not have a positive influence on Inpatient Treatment Decisions through Consumer Satisfaction as an intervening variable. Price does not have a positive influence on Inpatient Treatment Decisions through Consumer Satisfaction as an intervening variable.

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