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The Influence of Medical Service Quality and Price on Patient Satisfaction and Its Impact on Patient Loyalty (Study on Patients of Pro Medika Laboratory, Bandung City)

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Abstract: The purpose of this study was to obtain an overview of service quality, Value, Patient Satisfaction, and Patient Loyalty at the Pro Medika Laboratory in Bandung City; and to determine the direct and indirect influence of Service Quality and Price on Patient Satisfaction and Patient Loyalty; and to analyze the influence of Patient Satisfaction on Patient Loyalty. The research method used in this study was a descriptive survey and an explanatory survey, the unit of analysis in this study was Patients at the Pro Medika Laboratory in Bandung City with a sample of 30 people. The type of investigation was causality, and the time horizon in this study was cross-sectional. This study concluded that Service Quality, Price, Patient Satisfaction and Patient Loyalty at the Pro Medika Laboratory in Bandung City were in good condition, quite affordable, satisfying and quite loyal. In addition, service quality and price have a positive and significant influence on patient satisfaction and patient loyalty at the Pro Medika Laboratory in Bandung City. Likewise, patient satisfaction has a positive and significant influence on patient loyalty.

Keyword: Service Quality, Price, Patient Satisfaction, Patient Loyalty.

INTRODUCTION

Currently, the public's demand for health services is increasing due to the high level of knowledge and awareness of needs. The professionalism of health workers is highly expected to gain the trust of the public, so that in meeting the demands of the public as service users, the quality of health services is expected to always meet consumer expectations and in accordance with applicable standards.

One of the health services used as a diagnostic enforcer is the laboratory. A Clinical Laboratory is a health laboratory that carries out clinical specimen examination services to obtain information about individual health, especially to support efforts to diagnose diseases and restore health. In West Java, there are 251 laboratories with various services and strive to

provide different and the best services to attract consumers to return to using these facilities. Competition in fulfilling the need for maximum services to achieve public satisfaction,

The public's demand for maximum health services is a driving force for business actors in the health sector to be able to provide optimal services. This encourages business actors to meet the quality of health services. Each business actor tries to design a meaningful difference for their products with the products offered by their competitors, so that each product has its own characteristics. The laboratory as a company engaged in the field of health services strives to provide good and quality health services. Good and quality service will automatically bring patient satisfaction and at the same time will provide benefits for the clinical laboratory.

Laboratories are required to provide quality services in accordance with government standards and can reach all levels of society. The quality of clinical laboratories includes the quality of examination results and service quality. The quality of results is the results of laboratory examinations that can be trusted (meet quality standards), while the quality of service is an activity provided according to customer needs or expectations (overcoming patient/customer complaints that have decreased) has two components, namely compliance with established quality standards and compliance with customer satisfaction. Clinical laboratories must also provide services that focus on customer satisfaction. Improving the quality of health care services can be started by evaluating each element that plays a role in shaping patient satisfaction. The health care system can be improved through clinical channels, services, including patient perspectives such as how good the health services they need are (Utama, 2023).

According to Ruly and Nurul (2020), the quality of health services is health services that can satisfy every user of health services that are in accordance with the average level of satisfaction of the population and its organizers in accordance with professional standards and codes of ethics. Two important elements in efforts to improve health services are the level of patient satisfaction as service users and the fulfillment of medical service standards set by the government. There are several things that can provide customer satisfaction, namely the total customer value consisting of product value, service value, personal value, image value, and total patient costs consisting of monetary costs, time costs, energy costs, and mental costs for outpatients and inpatients. Sari (2008) said that satisfaction is the level of a person's feelings (patients) after comparing the performance or results felt with what they expected. The benefits of this satisfaction are a means to face future competition, the best promotion, the most important business actor assets, ensuring the growth and development of a company, patients are increasingly critical in choosing service products, satisfied patients will definitely return, satisfied patients will easily provide references

Bendall-Lyon (2014) evaluated the structure and components of patient satisfaction with laboratory services. They defined the service structure as the physical environment and facilities where the service is provided. Satisfaction is shown by the patient's attitude after receiving medical services from the Pratama Clinic. If the patient feels that the service provided is in accordance with his expectations, he will usually tell other people he knows about the service system he has received.

The health care industry must be able to change the old paradigm to a new paradigm if it wants to advance because of the increasing level of competition in providing health services. The growing competition between laboratories is increasingly tight and sharp so that each laboratory is required to increase its competitiveness by trying to provide satisfaction to all its patients. Patient satisfaction is an important element in evaluating the quality of service by measuring the extent to which the patient responds after receiving the service. Good service quality in the laboratory will create satisfaction for patients. In theory, satisfaction is defined as a consumer reaction to the service received and reviewed based on the experience experienced. In addition, satisfaction also considers what is felt by consumers. Consumers will provide an assessment of what they get.

Pro Medika Laboratory, Bandung City, as one of the health service providers, is required to always improve the quality of its services. In order to improve the quality of service, it must first be known whether the services that have been provided to patients/customers so far have been in accordance with the expectations of patients/customers or not.

There are two parties involved in the service/service process, namely the service provider (service) and the consumer (being served). The so-called consumer (customer) is the community that benefits from the activities carried out by the organization or officers of the service provider organization (Valentina Anisa Febriani, 2012). Improving the quality of good service does not only come from the Pratama Clinic's perspective, but must also come from the patient's perspective. The Pratama Clinic itself must also know the desires and needs of the patient, therefore the quality of service provided must be considered. By increasing the quality of service, it is hoped that patient satisfaction will also increase and patient loyalty can be created.

Pro Medika Laboratory, Bandung City is a laboratory that is included in the Pratama classification. The services provided are not only services in the building but also services outside the building (home care).

The Bandung City Pro Medika Laboratory has the most resources that contribute to supporting patient satisfaction, one of which is the analyst. The analyst has a major influence in determining the quality of service. Nurses are the spearhead of service to patients and their families in the laboratory, because of the frequency of their meetings with patients most often. In analysts providing patient services, sometimes the influence of the characteristics possessed by the patient, ranging from age, gender, education, income or occupation, and so on may make the service situation provided by the analyst different because patients may have different expectations based on the characteristics they have.

All analyst service actions are carried out continuously in order to improve the quality of service so that patient satisfaction occurs and it is possible to form patient loyalty. A number of empirical studies have concluded that patient satisfaction is positively related to the perception of the quality of service of a service. If the patient's perception is good and positive about the service received, satisfaction will occur, if the opposite happens, dissatisfaction will be created (Wike Diah Anjarini, 2019).

Patient satisfaction is one of the goals of improving the quality of health services. It can be proven that patients or the community who experience satisfaction with the health services provided tend to comply with advice, be loyal, or obey the agreed treatment plan. Patient satisfaction is often the center of the problem. Every day there must be a problem. I often wonder what makes them wake up every day and continue to feel irritated and dissatisfied with whatever you have done?

Here are some reasons why patients feel dissatisfied:

1. Patients do not receive information or do not understand the information received.
2. Patients believe that medical procedures are not in accordance with standards.
3. Patients feel they are not being treated well.
4. Patients are classified as 'chronic complainers'.

In fact, some patients can understand and have the intention to resolve the problem well. However, it is not uncommon for patients to feel less appreciated and then sue health facilities. Especially with the development of technology where it seems that news will sue as if it has become the 'new normal', and also supported by increasing legal awareness in society, changing the paternalistic tradition towards a customer-centered approach.

Some reasons why patients want to sue:

1. Alleged negligence
2. Alleged non-compliance with SOP
3. High cost of treatment
4. Provocation by certain parties

5. Lack of transparency
6. Motivation for compensation
7. Too profit-oriented
8. Encouragement of reform

Patients who come to the laboratory will be offered further examination facilities, one of which is by providing home care services and the results will be given directly via WhatsApp so that patients will find it easier to access the results of the examination. One of them is with several conveniences that can be adjusted for sufferers. One of them is by providing physical facilities, including buildings, large parking areas, maintained cleanliness and neatly arranged administrative service facilities which of course will provide convenience for patients, this is what makes the Pro Medika Laboratory of Bandung City different and has more value compared to other clinics.

In accordance with Law No. 8 of 1999 concerning consumer protection, it is included in the scope of health services by the Laboratory for patients. In addition, in Law No. 23 of 1992 which regulates health, it increasingly provides certainty regarding patient rights protected by law. These two laws have legal consequences regarding the obligations and responsibilities of the Laboratory or doctor to fulfill the rights of patients. As a result, business actors or service providers can be required to provide compensation, damages, or replacement if there are complaints from consumers. Through this understanding, it is hoped that service companies can be able to eliminate consumer demands and optimize consumer satisfaction (Valentina Anisa Febriani, 2012). The professional services of a Laboratory must be marketed because of the rapidly changing legal and ethical climate, the large supply of professionals, increasing dissatisfaction with professionals and technological advances (Kotler, 2013: 452). With the increasingly tight competition in Laboratories, improving the quality of a Laboratory's services is very important to note. The competition that occurs is not only in terms of health equipment technology, but also competition in providing quality services. The quality of Laboratory health services is reflected as health service services in order to meet the needs of patients as users of Laboratory services.

Quality has a close relationship with customer satisfaction. Quality provides an incentive for customers to establish a strong relationship with the company. In the long term, this kind of bond allows the company to thoroughly understand customer expectations and their needs. Thus, the company can increase customer satisfaction where the company maximizes a pleasant customer experience and minimizes a less pleasant customer experience (Tjiptono, 2016). The most important main problem as a health service institution with many competitors is whether the service provided is in accordance with the expectations of patients/consumers or not. Therefore, Pratama Laboratory is required to always maintain the trust and satisfaction of patients/consumers by improving the quality of service so that patient satisfaction increases. Pro Medika Laboratory, Bandung City needs to be smart in determining the needs of patients/consumers as an effort to meet expectations/desires and increase satisfaction with the services provided. Establishing relationships and conducting research on them needs to be done so that the services provided are in accordance with expectations. This is what is called patient/consumer orientation. Patient loyalty is a patient's attitude that describes their loyalty to service services to utilize health services repeatedly in meeting medical service needs. Customer loyalty is one of the core goals pursued in modern marketing. This is because with loyalty, it is expected that the company will gain long-term benefits from the mutualistic relationship that is established over a certain period of time.

Customer/patient loyalty greatly determines whether a customer/patient will return or not and whether they will recommend the Laboratory to others to use it or not (Saputra, 2022). To maintain customer loyalty, switching barriers and good complaint handling strategies (customer voice) need to be implemented. For this reason, it is necessary to identify the right switching barriers and complaint handling strategies according to customers so that satisfied

customers can become loyal customers and even become advocacy customers for the Laboratory (Ismawan Nur Laksono, 2008). Based on the explanation above, the researcher wants to know whether patients who are satisfied with the service will be loyal to use the Pro Medika Laboratory in Bandung City. With such an important meaning of consumer loyalty for an organization or company, it is only right that service companies always place consumers in the most important position to be satisfied in every planning and activity carried out (Saputra, 2023). This means that the standards made by manufacturers in order to provide their products are always based on how to provide the best satisfaction for consumers.

The laboratory is one example of the many services needed by the community and is one of the health service facilities that has a strategic role in efforts to improve the health of the community. This role is increasingly considering the emergence of changes in disease epidemiology, changes in the socio-economic structure of the community and services that are of better quality, friendly and able to meet the needs of patients who demand changes in community health patterns. To determine the level of patient loyalty in the Laboratory, the author tried to conduct a preliminary survey by distributing questionnaires to 20 random patients at the Pro Medika Laboratory. From the results of the preliminary survey, it was found that 11 people (55%) of the number of patients stated that they were satisfied and trusted the services at the Pro Medika Laboratory, and it was also found that 9 people (45%) of the number of patients stated that they were not satisfied and trusted the services at the Pro Medika Laboratory. Based on the results of observations (2023) of patients and average admissions per month from January 2022 to December 2022, there was a decrease in patient visits at the Pro Medika Laboratory in Bandung City.

However, it is basically seen that there has been a decrease in patient visits from January 2022 to December 2022. By 0.6% compared to 2021. The average number of patients per year in 2022 was 8,000 patients, while in 2022 the average number of patient visits per month was 20,000 patients, while in 2023 it fluctuated between 10,000 - 15,000 patients per month. Based on the results of the patient satisfaction survey obtained from the suggestion box, 6 patients complained about the long service and 2 patients stated that the service was sufficient. In the suggestion box, it was also found that 5 patients complained about the price of the examination and 1 person stated that it was sufficient. Based on the results of the preliminary survey and patient visit data, it is known that there are still patients who are not satisfied and believe in the quality of the Pro Medika Laboratory in Bandung City and it is seen that the number of outpatient visits every year always decreases, therefore this condition needs to be a serious concern for the Laboratory management to be able to manage and improve the quality of its hospital services to be able to increase the level of patient satisfaction and trust so that it will also increase patient loyalty to the Laboratory.

METHOD

The method used in this study is in accordance with the expected objectives, namely descriptive and verification methods. Descriptive research is research that aims to obtain a description of the characteristics of perception variables regarding the quality of service on patient satisfaction and patient loyalty. The nature of verification research basically wants to test the truth of a hypothesis that is carried out through data collection in the field, where in this study will test the effect of service quality and price on patient satisfaction and its implications on patient loyalty at the Pro Medika Laboratory, Bandung City.

Considering the nature of this research is descriptive and verification with the assumption that this method is most relevant by analyzing events that occur by measuring indicators of research variables through parameters and statistical measurement techniques, the research methods used are descriptive survey methods and explanatory survey methods.

The type of investigation is causal, because the causal relationship between the independent and dependent variables will be tested. The unit of analysis in this study is the

individual, namely the patient of the Pro Medika Laboratory, Bandung City. This research is included in the cross-sectional category, namely information from respondents is collected directly at the research object, with the aim of being able to estimate the opinions of respondents regarding the research object.

RESULTS AND DISCUSSION

Quality of Service of Pro Medika Laboratory in Bandung City. Good service quality is very important in maintaining public satisfaction, because quality service can attract public attention. Well-managed services will be able to meet public expectations. Service quality is influenced by several factors that are considered important for the public in using service services. According to research by Hermawan et al. (2016: 67) that public dissatisfaction with the clarity of service quality is likely caused by the ability of officers to explain information to the public that is not in accordance with public expectations. Organizations that are able to serve the public according to established procedures will certainly get positive values in the eyes of the public. The definition of service quality focuses on efforts to fulfill customer needs and desires, as well as the accuracy of delivery to balance customer expectations According to Wyckof (Lovelock, 1988), service quality is the level of excellence expected and control over that excellence to fulfill customer desires (Fandy Tjiptono, 2017). Patients at Pro Medika Laboratory in Bandung City Have a Good Perception of Service Quality at Pro Medika Laboratory in Bandung City, in the sense that the current service conditions they feel comfortable and like the Quality of Service provided by Pro Medika Laboratory in Bandung City. This is expected to have an impact on improving quality in the future.

Price according to Patients at the Pro Medika Laboratory in Bandung City. Price is the amount of money needed to exchange various combinations of products and services, thus a price must be associated with various goods and/or services, which will ultimately be the same as something, namely products and services (Laksana, 2018:105). Meanwhile, according to Kotler (2020:439), price is the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of having or using the product or service. According to Amirullah and Hardjanto (2005:145), price is the determination of a product which is the meeting point of the product offered with the demand for the product in question. The pricing method is an important decision in marketing a product (Kotler and Armstrong, 2018:345). William (2016):79 states that price is one of the marketing mix variables that is very important in assessing the product to be implemented. Patients at the Pro Medika Laboratory in Bandung City Have a Quite Good Perception of Prices at the Pro Medika Laboratory in Bandung City, in the sense that the current Price conditions they feel are affordable and appropriate for the Prices given by the Pro Medika Laboratory in Bandung City. This is expected to have an impact on increasing Prices in the future.

Patient Satisfaction of Pro Medika Laboratory, Bandung City. Customer satisfaction is one of the keys to the success of a business, this is because by satisfying consumers, organizations can increase their profit levels and gain a wider market share (Nabillah et al., 2024). According to Dzikra (2020) stated that satisfaction is defined as an evaluation after a purchase of the results of a comparison between expectations before purchase and actual performance and Putri (2020) stated that customer satisfaction is a feeling of pleasure or disappointment of customers that comes from a comparison between their impressions of the performance (results) of a product with expectations, while Armaniah et al (2019) stated that satisfaction is an emotional response felt by customers when they enjoy the experience of using or consuming products/services. Patients at Pro Medika Laboratory, Bandung City Perceived satisfaction with Patient Satisfaction at Pro Medika Laboratory, Bandung City, in the sense that the current service conditions they feel comfortable and like the Patient Satisfaction provided by Pro Medika Laboratory, Bandung City. This is expected to have an impact on improving quality in the future. Patient Loyalty of Pro Medika Laboratory, Bandung City. The importance

of customer loyalty in marketing is undoubted. Marketers are very much hoping to retain their customers in the long term, even if possible forever. This effort will bring great success in the long term. Loyal customers have a lower tendency to switch (change brands), become strong word of mouth (Rowley & Dawes, 2020) and (Hallowell, 1996 Darsono, 2014). The decline comes from a decrease in marketing costs, as well as increased sales (Aydin & Ozer, 2015). Patients at the Pro Medika Laboratory in Bandung City are loyal to Patient Loyalty at the Pro Medika Laboratory in Bandung City, in the sense that the current condition of Patient Loyalty is that they feel comfortable and Loyal to the Services provided by the Pro Medika Laboratory in Bandung City. This is expected to have an impact on improving quality in the future. Path Structure Analysis 1.

The direct effect of service quality (X1) on patient satisfaction (Y) has a positive value of 32.72%, as well as the indirect effect is positive at 12.68% and the total effect is 45.4%, this shows that service quality directly and indirectly has a positive effect on patient satisfaction, where the direct effect has a greater value than the indirect effect. This explains that if an agency implements good service quality, patients will feel satisfied with the service. The direct effect of price (X2) on patient satisfaction (Y) has a positive value of 19.18%, as well as the indirect effect is positive at 12.68% and the total effect is 31.86%, this shows that price directly and indirectly has a positive effect on patient satisfaction, where the direct effect has a greater value than the indirect effect. This explains that the more affordable the price of treatment, the higher the patient's motivation to seek treatment because they feel satisfied. It can also be concluded that the total direct and indirect influence of service quality and price together on patient satisfaction is 77.26%, where this figure explains that service quality and price directly contribute to patient satisfaction by 77.26%. The R Square value is 0.773. The large R Square value indicates that patient satisfaction in the study can be influenced by service quality and price by 77.3%, while the remaining 22.7% is influenced by other factors not included in this one structural model.

The two structural path analysis in the study was used to see the influence of Service Quality (X1) and Price (X2) directly and indirectly on Patient Loyalty (Z). The steps taken were to calculate the correlation between variables, as seen in Table 4.28 above.

Furthermore, based on the results of the correlation matrix calculation, the path coefficient, the overall influence from X1 to X2 and the path coefficients of other variables outside the variables X1 to X2 can be calculated. Based on the calculation results, the following results were obtained.

The direct effect of service quality (X1) on loyalty (Z) has a positive value of 7.89%, as well as for the indirect effect it has a positive value of 7.29% and a total effect of 15.18%, this shows that service quality directly and indirectly has a positive effect on patient loyalty, where the direct effect has a greater value compared to the indirect effect value. This explains that the better the quality of service provided by the clinic to its patients, the better the loyalty given by patients to the clinic.

The direct effect of Price (X2) on loyalty (Z) has a positive value of 26.32%, as well as for the indirect effect it has a positive value of 7.29% and a total effect of 33.61%, this shows that price directly and indirectly has a positive effect on patient loyalty, where the direct effect has a greater value compared to the indirect effect value. This explains that if the price is affordable, the patient will be loyal because it is economically cheap and of good quality.

It can be concluded that the total direct and indirect influence of service quality and price together on patient loyalty (Z) is 48.8%, where this figure explains that service quality and price directly contribute to patient loyalty by 48.8%.

R Square is 0.448. The large value of R Square shows that patient loyalty in the study can be influenced by service quality and price by 48.8%, while the remaining 51.2% is influenced by other factors not included in this two structural models.

Three structural path analysis in the study was used to see the effect of patient satisfaction (Y) on patient loyalty (Z), which was carried out using simple regression analysis. The results of the simple regression equation can be seen in the following table: The direct effect of satisfaction (Y) on loyalty (Z) 44.62%, this shows that satisfaction directly affects patient loyalty. This explains that if the patient feels satisfied in receiving the service, then the patient will contribute in the form of loyalty in maintaining the place for treatment.

Meanwhile, to see how much the satisfaction variable is able to contribute to loyalty, it can be seen from the following R² determination coefficient value, the R Square value of 0.446. The large R Square value indicates that patient loyalty in the study can be influenced by satisfaction by 44.6%, while the remaining 55.4% is influenced by other factors not included in this three structural model. Based on the value obtained in each sub-structure of the path coefficient that has been described and explained both directly and indirectly, as well as the total influence between each independent variable, such as service quality (X1) and price (X2) through the intervening variable satisfaction (Y) on the dependent variable loyalty (Z) then if the IV structure is made into a whole unit of the path coefficient analysis used in this study, it can be seen in the following figure. Service quality on loyalty through satisfaction has an influence of 10.74%, and the influence of quality on loyalty through price and satisfaction is 4.16% and the total influence is 14.9% where this figure explains that quality through satisfaction contributes to patient loyalty.

Price on loyalty through satisfaction has an effect of 15.01%, and the effect of price on loyalty through service quality and satisfaction is 9.92% and the total effect is 24.93% where the figure explains that price through satisfaction contributes to patient loyalty. The direct effect of service quality and price together through satisfaction on patient loyalty is 14.9%, the indirect effect is 24.93% and the total effect is 39.83%. Thus, together the variables of service quality and price through patient satisfaction contribute to patient loyalty.

CONCLUSION

Based on the results of the study that has been conducted to determine the Influence of Service Quality and Price on Patient Satisfaction and its impact on Patient Loyalty, the following conclusions can be drawn:

1. The quality of service at the Pro Medika Laboratory in Bandung City is said to be good and to improve the service, it is necessary to pay attention to other factors that will spur it.
2. The price for paying for treatment costs at the Pro Medika Laboratory in Bandung City is quite affordable, as evidenced by several respondents who answered in agreement, so that even though it is affordable, it is expected to prioritize quality.
3. Patient satisfaction at the Pro Medika Laboratory in Bandung City has been widely satisfied, this is inseparable from the performance of all employees who always provide good service.
4. Patient loyalty has been measured, with many patients coming with recommendations from patients who have been treated, so it can be concluded that their loyalty is good.
5. Service quality and price greatly affect satisfaction, from the results of the study, it is proven that both of these things significantly affect patient satisfaction.
6. Service quality and price also affect patient loyalty, where patients will remain loyal if the clinic pays attention to this, especially with the satisfaction achieved.
7. Patient satisfaction also has an effect on loyalty. Loyalty is proven by patients coming back to the laboratory, indicating that the patient is satisfied with having a repeat examination.

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