

# The Influence of Service Quality and Perception of Service Price on Patient Satisfaction in The Inpatient Room of Hermina Hospital Palembang

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**Keywords:****ABSTRACT**

Service Quality, Price Perception, Patient Satisfaction

This research was conducted with the aim of determining the influence of service quality and perceived service prices on patient satisfaction in the inpatient room at Hermina Hospital, Palembang. The population in this study were inpatients at the Hermina Palembang Hospital for the period March 2022 to March 2023, totaling 10,670 patients. Based on sample calculations, the sample that will be used in this research is 122 respondents who are inpatients at Hermina Palembang Hospital who were treated without payment using National Health Insurance in the period March 2022 to March 2023 who were informed by telephone, WhatsApp or direct visit. by distributing questionnaires via Google Form using purposive sampling techniques. The results of multiple linear analysis show that service quality and perceived service price have a positive and significant effect on patient satisfaction. It is hoped that the results of this research will enable Hermina Palembang Hospital to evaluate the barriers to not being able to provide patient payment services more quickly regarding service quality. Price perception, it is hoped that an evaluation can be carried out based on the price offered. Management needs to do research in determining prices with existing hospital competitors, especially in the Palembang area.

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**INTRODUCTION**

Development in the health sector today, apart from aiming for healing and recovery, also aims to improve health and prevent the emergence of disease in society. In this case, both the government and private parties involved in the health sector should pay special attention, especially to people who have lower economic status, children and elderly people throughout Indonesia, so that health services can be provided fairly and evenly (Hasanah & Rahmi, 2020) .

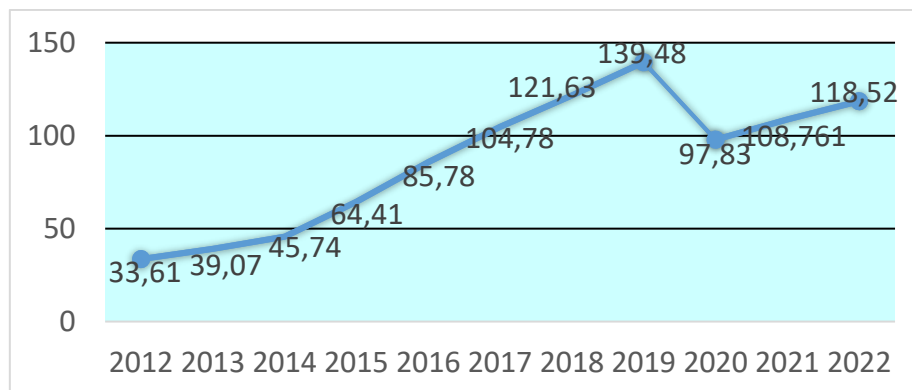
Hospitals, which by their nature are institutions that operate in the field of health services, also periodically experience changes. As we can see, hospitals at the beginning of their development were as institutions that functioned socially, but over time their development with the existence of private hospitals, ultimately made hospitals more

referred to as an industrial body that operates in the field of health services by carrying out management based on on business entity management. Along with that, in the end there is competition between hospitals, both government-owned hospitals and private hospitals, all competing to attract consumers to use their services.

Regarding customer satisfaction, this is also stated in Law of the Republic of Indonesia Number 44 of 2009 concerning Hospitals, which states that a hospital is a health service institution for health with its own characteristics which are influenced by the development of health science, technological progress and the socio-economic life of the community. Must be able to improve services that are of higher quality and affordable for the community in order to achieve the highest level of health. It is even explained explicitly in the Regulation of the Minister of Health of the Republic of Indonesia Number 30 of 2022 which stipulates that the patient satisfaction indicator is one of the 13 National Indicators of Service Quality in Hospitals.

Hermina Palembang Hospital is a type C hospital located on Jalan Basuki Rahmat Palembang No. 689. This hospital was founded in 2011 and currently has 235 beds. As one of the general hospitals in Palembang City, Hermina Palembang Hospital has various services such as emergency services, outpatient services, inpatient services, operating room and delivery room services, intensive care services, thalassemia services, chemotherapy and hemodialysis. The inpatient services themselves consist of general inpatient rooms, maternal inpatient rooms, children's inpatient rooms, and isolation inpatient rooms (Internal Hospital Hermina Palembang, 2023).

Based on data on medical services at Hermina Palembang Hospital, it was found that the number of inpatients at Hermina Palembang Hospital began to decline in 2020. Where the average number of inpatients per day in 2020 only reached 97.83 patients per day, which is a decrease of 29.86% compared to 2019 which was reached 139.48 patients per day. In 2021 the number of inpatients increased compared to 2020, where in 2021 the average number of inpatients per day reached 108,761 patients per day. Until 2022, the number of inpatients at Hermina Palembang Hospital has still not exceeded the achievement in 2019, where the average number of inpatients per day in 2022 was only 118.52 patients per day. This is presented in figure 1.1 below.



**Figure 1. Graph of the average number of inpatients at Hermina Palembang Hospital per day for the period 2012 – 2022**

Source: Internal Data at Hermina Hospital Palembang, 2023

There are several factors that can influence the decline in the number of patients, one of which is the decline in satisfaction of patients treated at Hermina Palembang Hospital. Patients who are dissatisfied tend to no longer choose Hermina Palembang Hospital as their place of treatment and can even convey their dissatisfaction to

colleagues and the general public via social media, which creates a bad image for Hermina Palembang Hospital. This decrease in patient satisfaction can be seen in *the ratings* presented on *the Google Review* of Hermina Palembang Hospital, where there was a decrease in the rating for Hermina Palembang Hospital from 4.6 at the end of 2019 to 4.3 at the beginning of 2023. This decrease in rating indicates an increase in the number of patients who feel dissatisfied with Hermina Palembang Hospital by giving 1 and 2 star reviews.

Apart from that, based on data from the *customer service section* regarding customer complaints from the criticism and suggestions channel and *the website*, it was found that there was an increase in the number of inpatient complaints in 2022 compared to 2021, where in 2022 there were 58 complaints or an increase of 22% compared to 2021 which was 45 complaints regarding patient dissatisfaction in the inpatient room at Hermina Hospital, Palembang

## **LITERATURE REVIEW**

### **A. Consumer Satisfaction**

Consumer satisfaction is the results felt by buyers who experience a company's performance in line with their expectations (Kotler & Keller, 2016) . Customers feel satisfied when their expectations are met, and overjoyed when their expectations are exceeded. According to Coutinho et al (2019) in the world of health services, consumer satisfaction parameters include patient satisfaction with the provision of medical services, patient satisfaction with the administration process and patient satisfaction with the process and results of treatment.

### **B. Service quality**

*Service quality* is a customer's assessment of the superiority or features of a product or service as a whole (Parasuraman et al., 1990) . According to Sumaedi et al (2016), measuring the quality of health services should use a multilevel approach consisting of the results of health services, the environment in health services and interactions that occur when providing health services.

### **C. Price Perception**

Price perception is a response/view towards the amount of money charged for a product or service or the amount of value exchanged by customers to obtain benefits from owning or using a product or service (Kotler & Armstrong, 2015) . Kotler & Armstrong (2015) state that the dimensions of price perception consist of price affordability, price suitability to service quality, price competitiveness and price suitability to benefits.

## **RESEARCH METHODS**

The population in this study were inpatients at the Hermina Palembang Hospital for the period March 2022 to March 2023, totaling 10,670 patients. The research sample is part of the population. To determine the sample size used in this research, the author used Slovin's opinion.

Based on sample calculations, the sample that will be used in this research is 122 respondents who are inpatients at the Hermina Palembang Hospital for the period March 2022 to March 2023. The sampling technique in this research uses a purposive sampling technique. The criteria for respondents taken as samples were inpatients who were treated without payment using National Health Insurance at Hermina Palembang Hospital for the period March 2022 to March 2023 who were informed by telephone, WhatsApp or direct visit by distributing questionnaires via Google *form* .

## RESEARCH RESULT

- A. Service quality (X1), has a beta value of 0.634 with a significant value of 0.000 which is smaller than 0.05. This shows that the service quality variable has a positive and significant influence on patient satisfaction at Hermina Palembang Hospital. This proves that the first hypothesis on the service quality variable has a positive and significant effect and can be accepted.
- B. Price perception (X2), has a beta value of 0.226 with a significant value of 0.004 which is smaller than 0.05. This shows that the price perception variable has a positive and significant influence on patient satisfaction at Hermina Palembang Hospital. This proves that the second hypothesis on the price perception variable has a positive and significant effect and can be accepted.

## Discussion

Service quality has a positive and significant effect on patient satisfaction. These results are in line with research results from (Ifeoma et al., 2023) ; (Ajaleen, 2023) ; (Mrabet & Benachenhou, 2022) ; (Chuenyindee, 2022) ; (Novitasari, 2022) ; (Sholichah, 2022) ; (Rajasulochana & Khizerulla, 2022) ; (Monim et al., 2022) ; (Efendi & Butarbutar, 2022) ; (Apriliani et al., 2022) ; (Kelvianto & Napitupulu, 2022) ; (Fadlilah et al., 2022) ; (Arifianti, 2022) ; (Wiardi et al., 2022) ; (Ali & Gardi, 2021) ; (Zaid & Arqawi, 2021) ; (Dam & Cuong, 2021) ; (Tran & Le, 2020) ; (Fida & Ahmed, 2020) ; (Hasanah & Sulastini, 2020) ; (Alzoubia et al., 2020) ; (Sudaryanto, 2020) ; (Afthanorhan & Mohamad, 2019) shows the results that service quality has a positive and significant effect on customer satisfaction.

The results of this study show that service quality is associated with several dimensions such as health service outcomes (technical quality), health service environment, interactions with health services (functional quality). The waiting time indicator for the inpatient payment process at Hermina Palembang Hospital quickly shows the lowest value. It is suspected that some patients still feel that the process of paying for inpatient services requires quite a long waiting time. Based on interviews with several respondents, respondents who were patients said they felt less efficient in completing the administrative process. Patients have to wait quite a long time regarding the payment process or final administration of inpatient insurance. This makes patients feel uncomfortable because they spend a lot of time waiting for the administration process.

In terms of indicators, the condition of the inpatient room at Hermina Hospital in Palembang is clean and well maintained, showing the highest score. This shows that the service facilities and conditions of the inpatient rooms at Hermina Palembang Hospital are well maintained and clean. Make patients more comfortable with the inpatient room conditions offered. The inpatient room offered by Hermina Palembang Hospital is cool, clean, neat and looks new. Other supporting facilities such as TV, AC, cupboards and comfortable beds according to patient needs, apart from that, the toilets and cutlery provided are guaranteed to be clean and sterile.

Price perception has a positive and significant effect on patient satisfaction. These results are in line with research results from (Mrabet & Benachenhou, 2022) ; (Sholichah, 2022) ; (Apriliani et al., 2022) ; (Kelvianto & Napitupulu, 2022) ; (Fadlilah et al., 2022) ; (Dam & Cuong, 2021) ; (Tran & Le, 2020) ; (Alvino, 2020) ; (Alzoubia et al., 2020) ; (Sudaryanto, 2020) ; (Afthanorhan & Mohamad, 2019) shows the results that price has a positive and significant effect on customer satisfaction.

The research results show that price perceptions are related to several dimensions such as price affordability, price suitability to product/service quality, price competitiveness, price suitability to benefits. There is an indicator that service prices are

cheaper than other hospitals, showing the lowest value. It is suspected that the price of inpatient services at Hermina Palembang Hospital is in the quite expensive category. Several respondents said that the price of inpatient services at Hermina Hospital was much higher compared to other hospitals.

Based on direct interviews with respondents and patient responses via Google reviews, Hermina Palembang Hospital said that they felt the price of inpatient service rooms was more expensive compared to other hospitals when compared with the same type of treatment room. Insurance coverage users also said that with their insurance ceiling they could get a higher type of treatment room in another hospital.

indicator for inpatient rooms at Hermina Palembang Hospital is in accordance with the quality of the room the patient gets shows the highest value. This shows that the price of inpatient treatment at Hermina Palembang Hospital is in accordance with the quality of the room provided. The room facilities provided are in accordance with hospital standards and are provided with air conditioning/AC facilities, TV and toilet facilities which are frequently carried out on a regular basis so that they feel clean, neat and look new.

## CONCLUSION

Service quality (X1) and price perception (X2) at Hermina Palembang Hospital have a positive and significant effect on patient satisfaction. Even though the quality of service is considered good with clean and comfortable room conditions, some patients experience dissatisfaction due to long waiting times for the payment process. On the other hand, the price of inpatient services is considered quite expensive by some patients, even though it is considered commensurate with the quality of the room offered. Therefore, Hermina Palembang Hospital needs to pay attention to efficiency in the administration process and evaluate the prices of its services to increase patient satisfaction which is the key to the success of health services.

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