Effect of Price and Service Quality on Customer Satisfaction and Its Implications on Customer Loyalty PT. XYZ

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ABSTRACT

This study aims to analyze the Effect of Price and Service Quality on Customer Satisfaction and Its Implications on the Customer Loyalty of PT. XYZ This type of research used in this study is Causal Research Type. The population in this study were all patients who had visited and had received health services at PT. XYZ in 2018 as many as 43,476 people. Determination of the number of samples using the formula Slovin so as to get 100 respondents. The analysis method used is the regression analysis test through SPSS version 25. The results of this study indicate that (1) Price has a positive and significant effect on patient satisfaction, (2) Service Quality has a positive and significant effect on Patient Satisfaction, (3) Price influences positive and significant impact on Patient Loyalty, (4) Service Quality has positive and significant impact on Patient Loyalty, (5) Patient Satisfaction has positive and significant impact on Patient Loyalty, and (6) There is a positive indirect effect between Price and Quality of Service on loyalty through patient satisfaction, meaning through patient satisfaction can increase patient loyalty.

Keyword: Customer Loyalty, Customer Satisfaction, Price, Service Quality

INTRODUCTION

Hospital as medical service institution has changed. Long time ago hospital built by government, they built state Regional Hospital. Today, many private sectors to race each other are in building a hospital as their core business. As we can see now, there are Siloam, Mitra Keluarga, Hermina, Eka Hospital, Omni, Mayapada and PT XYZ Hospital at Cimanggis Depok West Java is surrounding us.

Hospitals have a strategic role in accelerating public health degree. A new point of view about public health service at the hospital; whereas hospital expected to serve a qualified public health service as a public needs and patients demand. Moreover, this service is should be as medical practitioners' ethics code.

Service quality is always being main service for any institutions. Then according by this high service competition, hospitals are also tries to give its best services. As a hospital' customer, patient satisfaction becomes an important part in analyzing their loyalties' to its hospital. According Sabarguna in Putri (2016), Patient satisfaction is a subjective value to service quality given.

Loyalty is customer faithfulness to a product or service as result of his or her satisfactions using its facility or service. Where the customer or patient will be back to that hospital whenever he or she have a health problem.

Before doing a research writer did a pre study in 30 respondents, 13 are regular patients' respondents and 12 respondents are patient with a private insurance and the left

are 5 respondents with a BPJS insurance. From the pre study, herewith the result:

1. There are 6 respondents declared that the PT. XYZ Hospital cost are quite high.
2. There are 5 respondents declared that service quality of PT. XYZ Hospital are quite far from their expectations.
3. There 9 respondents who are felt unsatisfied with PT. XYZ Hospital service.
4. There 9 respondents showed their unloyalties to PT. XYZ Hospital.

LITERATURE REVIEW

Price perception according to Tjiptono (2014) is amount of money or other measurement as an exchange medium in order to get a belonging of a service or product. As same as Kotler and Keller (2012),

that price perception is mix of the most flexible marketing, price perception can shifted quickly not like a product, promotion and other distribution channel or place. Price perception also became one of customer's comparation in buying decision.

Service Quality Tjiptono (2012) declare about service quality in a simple way, that is the degree of how good service quality is given as same as customer expectation. Its mean service quality define by company capability to fill Customer's need as

expected. Lovelock in Ridwan (2018) declared service quality from customer point of view as a something that fill or more than customer expectation consistently. According to his, service quality is very important as a foundation for a true loyalty that comes up from customer satisfaction whereas service quality becomes main input.

Customer satisfaction is main factor especially for Service Company. Tjiptono (2014) give a definition customer satisfaction as a feeling that comes up from its evaluation in using a product or service experience. Lovelock and Wirtz (2011) give explanation that satisfaction is a decided attitude base on experience was has had. Satisfaction is a product or service characteristics, which serve degree of customer's contentment, entangled with customer consumptions need fulfillers. Customer satisfaction made from service quality and company values.

Customer loyalty. Sitio (2019) explain that customer loyalty is a something that roots from customer view who has satisfaction relationship with product or service server. Kotler and Keller (2012) give a definition loyalty as a hard commitment to buy again or behave as lasting customer for a definite product or service, though situational effect and marketing techniques make customer having a chance to alternate their choices.

Figure : 1 Research Structure
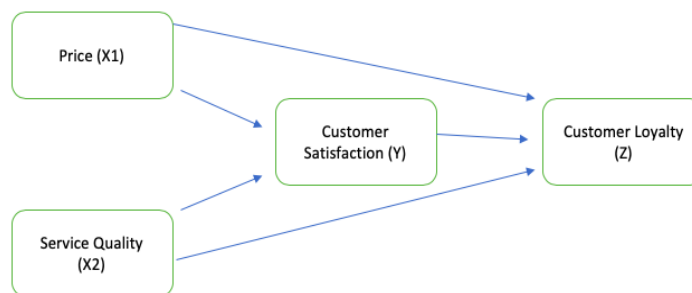
Kind of method used in this research is Cause and effect method research to prove a relationship cause and effect between variables. Cause research usually use an experiment method that by hold the independent variables which effecting dependent variables. (Sugiono 2014). This

research also projected to use descriptive method with quantitative limits..

Population and sample, according to Sugiono (2014) is general area containing subject and object with a definite characteristics and quality; which pointed by researcher to study and then make a

conclusion. Population in this research is all the visiting patients and got a health service from PT XYZ in 2018; that are 43.476 patients. Amount of sample decided by Slovin Formula, so that the researcher gets 100 patients as respondent.

Data analyses method. Regression analyses test use to figure out purpose of variables relationship and making a prediction. This analysis is especially to detect new relationship pattern between variables perfectly.

Regression which contain one free variable (predictor) and one bound variable (Response or Criterion) known as Simple Linear Regression (bivariate regression). And a regression which its free variable are more than one known as a Multiple Regression or Multivariate regression which has two predictors (double regression) or more. This research doing regression analyses by SPSS 23 software.

RESULT AND EXPLANATION

This research aim to analyses the effect from price and service quality to customer satisfaction and its effect into customer loyalty of PT. XYZ Hospital. The data collecting process is by research questionnaire instrument with 100 respondents. .

Table 1. Validity Test of a price Perception Variable

No	Questions	r Count	r Table	Remarks
1	Health treatment pricing is quite low.	0.872		Valid
2	Health treatment pricing is reachable by me	0.872		Valid
3	Price becomes a comparing agent when respondent have to have health treatment at the PT XYZ	0.898		Valid
4	Health treatment price of PT. XYZ Hospital is competitive to others hospital	0.898	0,361	Valid
5	Price and benefit are fits each other.	0.878		Valid
6	• Offered price is fits in the PT XYZ hospital facilities.	0.878		Valid

Source: SPSS 23, Data Processed

Base on validation test knowing that all the sentences in price variables are valid. It's because the value of r. calculate > r table (Gozali, 2013,33) value of r table is by calculating total of respondent subtracted by 2 (n-2) to determine the degree of freedom (df) significant 0,05. This result shows that the entire dimension can be used to measure price variable.

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Table 2 Validity test of a Service Quality Variable

	Questions	r Count	r Table	Remarks
1	The building design is clean and neat	0,892		Valid
2	There is a comfortable lounge	0,892		Valid
3	Hospital surrounding is clean.	0,892		Valid
4	Officer has a neat appearance	0,892		Valid
5	Officer wears employee ID card, a nametag	0,892	0,361	Valid
6	Registration process are quick	0,935		Valid
7	Treatment and or consultation by the doctor are on time	0,935		Valid
8	K Pharmacy service is quick enough ecepatan dalam menunggu obat di instalasi farmasi	0,935		Valid

9	Fast payment process	0,935	Valid
10	Hospital officer is accountable in giving service information.	0,935	Valid
11	Officer gives an ease in administration process	0,935	Valid
12	Officers are friendly	0,921	Valid
13	Give a safety medical treatment	0,921	Valid
14	Officers are skillful in service procedure	0,921	Valid
15	Hospital officer give a quick response service	0,857	Valid
16	Officer willing to give a hand to patient.	0,857	Valid
17	Officer give a quick solution to a customer complain	0,857	Valid
18	Officer care about customer needs	0,923	Valid
19	Officer behave patiently in giving service	0,923	Valid
20	Officer willing to hear about customer needs	0,923	Valid

Source: SPSS 23, Data Processed

Base on validity test knowing all the sentences in Service Quality Table are valid. It's because the value of r. calculate > r Table (Gozali 2013,33) Value of r Table is calculating by total of respondents subtracted by 2 (n-2) to determine degree of freedom (df) significant 0,05. This result shows that the entire dimension can used to measure Service Quality variable.

Table 3. Validity Test of a Customer Satisfaction Variable

	Questions	r Count	r Table	Remarks
1	I fell content by the ease procedure when I need hospital services	0,811		Valid
2	The service given by hospital is as I expected	0,811		Valid
3	My disease will be cure soon after I have a treatment from PT XYZ hospital	0,917		Valid
4	I am satisfy with the positive effect while I have medical treatment in PT XYZ hospital	0,917	0,361	Valid
5	I fell content with the PT XYZ hospital service	0,885		Valid
6	PT XYZ hospital service is better than the other	0,885		Valid

Source: SPSS 23, Data Processed

Base on validation test knowing that all the sentences in Customer Satisfaction variables are valid. It's because the value of r. calculate > r table (Gozali, 2013,33) value of r table is by calculating total of respondent subtracted by 2 (n-2) to determine the degree of freedom (df) significant 0,05. This result shows that the entire dimension can used to measure Customer Satisfaction variable.

Table 4. Validity Test of a Customer Loyalty Variable

	Questions	r Count	r Table	Remarks
1	I will always go to PT XYZ hospital whenever I need medical treatment	0,933		Valid
2	I will keep go to PT XYZ hospital in the future	0,933	0,361	Valid

3	I do not mind to trying other medical treatment that already offered by PT XYZ hospital	0,896	Valid
4	I trust to PT XYZ hospital services	0,896	Valid
5	I will recommend PT XYZ hospital service to my relatives and colleagues	0,962	Valid
6	PT XYZ hospital is my main choice whenever I need medical treatment	0,962	Valid
7	I am going to tell other about PT XYZ hospital positively.	0,962	Valid
8	I still choose PT XYZ hospital though given others hospital offering.	0,950	Valid
9	I am that easy influenced by others hospital captivates	0,950	Valid

Source: SPSS 23, Data Processed

Base on validation test knowing that all the sentences in Customer Loyalty variables are valid. It's because the value of r. calculate > r table (Gozali, 2013,33) value of r table is by calculating total of respondent subtracted by 2 (n-2) to determine the degree of freedom (df) significant 0,05. This result shows that the entire dimension can used to measure Customer Loyalty variable.

Table 5. Test result of Reliability Research Variable

Variable	Cronbanch's Alpha	Remarks
Price Perception	0,776	Reliable
Service quality	0,765	Reliable
Customer Satisfaction	0,770	Reliable
Customer Loyalty	0,747	Reliable

Source: SPSS 23, Data Processed

Base on table 5 knowing that the entire tested variables (price, service quality, customer satisfaction and loyalty) are reliable. It's caused by Cronbanch's Alpha > 0,06 (Gozali 2013,34).

Table 6. Test result of Normality Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.65906720
Most Extreme Differences	Absolute	.093
	Positive	.065
	Negative	-.093
Test Statistic		.093
Asymp. Sig. (2-tailed)		.033[c]

Source: SPSS 23, Data Processed

Base on table above, value of VIF seen as price variable, service quality and customer satisfaction are smaller than 10. While value of tolerance is bigger than 0,10 (Gozali 2013, 35).

Table 7. Test of Multicolinearity Data

Variable	Tolerance	VIF	Remarks
Price	0,139	7,191	There is no multicolinearity
Service Quality	0,177	5,655	There is no multicolinearity
Customer Satisfaction	0,257	3,888	There is no multicolinearity

Source: SPSS 23, Data Processed

Base on table above, value of VIF seen as price variable, service quality and customer satisfaction are smaller than 10. While value of tolerance is bigger than 0,10 (Gozali 2013, 35). Its shows that independent variable are free in this research because there is no correlation between free variables among others so this there is no multicolinearity in this model.

Figure 2. Test result of a Heteroskedastisity

Scatterplot
Dependent Variable: Loyalitas_Pelanggan
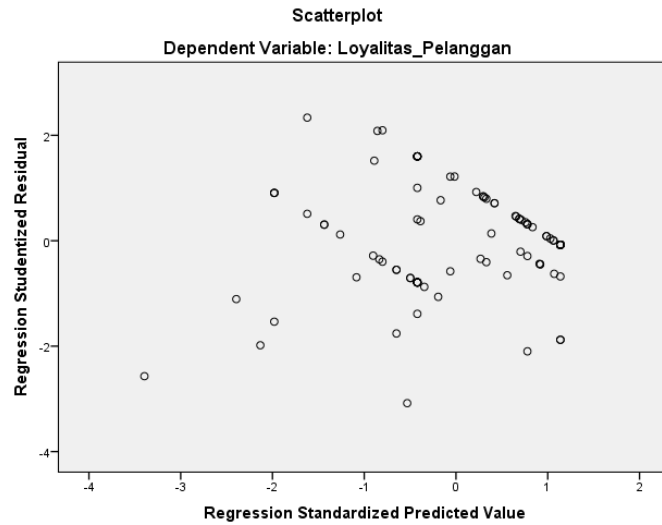
Source: SPSS 23, Data Processed

From the Figure 2 above scatter plots seen that dots scattering disorderly and scattered above and below "0" at Y-axis (Gozali, 2013). It can conclude that there is no heteroskedastisity in a regression model. So this model can used to predict Customer Loyalty base on free variable (independent) input of price, service quality and customer loyalty.

From that test can conclude whether data distributed normally, there is no autocorrelation, multicolinearity and heteroskedastisity. Then it suits with the path analysis requirements. Before doing path analysis test, below is test result hypothesis' in this research.

Table 8. price perception influence in Customer Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.712	1.300		3.625	.000
	Persepsi_Harga	.825	.050	.857	16.463	.000

Source: SPSS 23, Data Processed

Base on Table 8 knowing that sig value is 0,000 < 0,005. Its shows that Price perception have significant effect Customer satisfaction, in other words hypothesis 1 (H-1) are accepted.

Table 9. Service Quality influence to Customer Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.461	1.324		6.393	.000
	Kualitas_Pelayanan	.210	.016	.803	13.352	.000

Source: SPSS 23, Data Processed

Base on table 9 knowing that sig value is 0,000 > 0,05. Its shows, that regression becomes an exact predictor to influencing Customer Satisfaction.

Table 10. Price Perception Influence to Customer Loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.984	2.649		6.412	.000
	Persepsi_Harga	.925	.102	.675	9.058	.000

Source: SPSS 23, Data Processed

Base on Table 10, knowing that sig value is 0,000 > 0,05. Its shows that Price Perception have significant effect to Customer Loyalty. In other words, Hypothesis 3 (H-3) is accepted.

Table 11. Service Quality influence to Customer Loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.119	2.355		8.543	.000
	Kualitas_Pelayanan	.248	.028	.667	8.871	.000

Source: SPSS 23, Data Processed

Base on table 11 knowing that sig value is 0,000 > 0,05. It shows that, Service quality has a significant effect to Customer loyalty. In other words, hypothesis 4 (H-4) is accepted.

Table 12. Customer Satisfaction influence to Customer Loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.208	2.610		5.444	.000
	Kepuasan_Pelanggan	1.024	.100	.720	10.259	.000

Source: SPSS 23, Data Processed

Base on table 12 knowing that sig value is 0,000 > 0,05. It shows that, Customer Satisfactions has significant effect to Customer Loyalty. In other words, hypothesis 5 (H-5) is accepted.

Table 13. The Influence Between Variables Recapitulation

Variables	Influence		Total
	Direct	Indirect	
X_1-Y	0,580	-	0,580
X_2-Y	0,380	-	0,380
Y-Z	0,720	-	0,720
X_1-Z	0,439	-	0,439
X_2-Z	0,345	-	0,345
X_1-Y	-	(x_1-Y)(Y-Z)	0,997

		0,580 x 0,720 = 0,417	
X_1-Z		$(x_1$-Y)(Y-Z)$	0,653
	-	0,380 x 0,720 = 0,273	

Source: SPSS 23, Data Processed

1. Indirect influence of a Price Perception Variable to Customer Loyalty by Customer Satisfaction as intervening variable is a multiplication beta value of X1 to Y with beta value Y to Z is 0,580 x 0,720 = 0, 417. The total variable effect on price perception to customer loyalty with customer loyalty as an intervening variable is (0,580 + 0,417) = 0,997.
2. Indirect influence of a Service Quality variable to Customer loyalty with customer satisfaction as an intervening variable is multiplication between beta value X2 to Y with beta value of Y to Z is 0,380 x 0,720 = 0,273. Then, total influence of service quality variable to Customer loyalty as an intervening variable is (0,380 + 0,273) = 0,653.

Research Discussion

Base on research, knowing that Price has positive and significant effect to customer Satisfaction. Its caused by t value. Calculate as 16,463 > t Table 1,984 with sig value as 0,000 > 0,05 (Gozali 2013,40). Then concludes that price has a significant and positive value to Customer Satisfaction.

Price is sum of entire given values to customer in order to get profit from belonging or using a product or service (Kolter and Keller, 2016). Price Perception is one of determine factor in choosing brand which relate in buying decision of a customer. When alternate brands, customer will evaluate price but not in absolute manner, in fact they will compare some price standards as a reference to make buying transaction. If a product or service due to customer to spend much more than benefit taken, so the product or service will have negative value (Lupiyoadi, 2014). Customer may consider the value is not good enough and will caused unsatisfaction. If the product or service serves bigger benefit than the cost, it will have positive value.

this research result is as same as former research by Yuwardana (2018) and Razak et al (2016) that price perception has positive and significant effect to Customer Satisfaction.

Research result shows Service quality has positive and significant effect to Customer Satisfaction. It caused by t value calculate as 13,352 > t Table 1,984 with sig value as 0,001 < 0,05 (Gozali, 2013,40). Then can be conclude that service quality has positive and significant effect to customer satisfaction.

Service quality is a main factor and important roots in giving satisfaction to its customer, which related with behavior like complaints, recommendation and exchange or movement (Thamrin and Francis, 2016). While Jusuf and Effendi (2015), explain that customer satisfaction is a part of marketing and plays main role in market. Marketing strategy, which oriented to customer makes company should understand customer behavior in order to fulfill their needs in a satisfied way.Service quality is an effort to existing comfort for customer so they can feel got benefit value more than expected. Customer expectation is an important factor; service quality closer to customers' satisfaction will effect for a better hope or an opposite (Tjitono, 2015).

this research result is as same as Claudia (2016) and Yuwardana (2018) that service quality has positive and significant effect on customer satisfaction.

Research result, shows that Price perception has appositive and significant effect on customer loyalty because t value calculate as 9,058>t Table 1,984 with sig value as 0,000 > 0,05 (Gozali, 2013, 40). Then conclude that price has positive and significant effect to customer satisfaction.

Value of the service cannot be determined by price but benefit for the customer while they consume it relate to spending cost to get that service (Hurriyati, 2015). Kind of benefit that belong into a

service product should be comparing with any cost that comes up from using that service (Mullin and Walker, 2016). Through proper price policy, customer will always consume that kind of service from its company (Salomon, 2015). A customer or patient will create a defendant to others hospitals.

This research result is as same as former research by Mujianto (2017) that price perception has a positive and significant effect to customer satisfaction. Research result shows that service quality has a positive and significant effect to customer loyalty.

Its caused by t value calculate as 8,871 > t Table 1,984 with sig value as 0,000 < 0,05 (Gozali, 2013:40). Then conclude that service quality has a positive and significant effect to customer loyalty.

Service quality is a excellent degree to fulfill customer wants (Tjitono, 2015). A good service quality starts from customer perception not company. A service company is company that sells or offers service product to its customer (Alma, 2015). The product which produced from this company not in state of stuff but a service which can enjoyed by its customer so customer cannot store its products. Therefore, the product is abstract so a good service quality will give preference to customer or patient use it again or recommend it to others (Salomon, 2015).

This study result is as same as former study by Nurjuliani (2018) and Mujianto (2017) that service quality has a positive and significant effect to customer loyalty.

Study result shows that customer satisfaction has a positive and significant effect to customer loyalty. Its caused by t value calculate 10,259 > t Table 1,984 with sig value as 0,000 < 0,05 (gozali, 2013,40). Then conclude that customer satisfaction has a positive and significant effect to customer loyalty.

Service is every acts or attitude or behavior that offered by other, which actually has an intangible characteristic and cannot become a belonging (Thamrin and Francis, 2016). A satisfaction felt by customer has behavioral consequences such as complaint or customer loyalty. Therefore,

if there is an organization or company could a take an attention to anything that could form customer satisfaction. A customer satisfaction will formed until give a good effect to company because customer loyalty to its service given and decided to make a purchasing repeat constantly (Mujianto, 2017). Customer loyalty means a condition were customers have a positive attitude and commitment to a brand so they will continue their purchasing in the future (Alma, 2015).

This study result is as same as former study by Faroqi (2016) and Dysans (2015) that customer satisfaction has a positive and significant effect to Customer Loyalty.

There is an indirect effect between price and patient loyalty with positive patient satisfaction as 0,417. Price and customer loyalty with positive patient satisfaction as 0,997. Patient quality to patient loyalty with positive customer satisfaction as 0,273, then total influence variable of service quality to patient loyalty with positive patient satisfaction as 0,653.

CONCLUSION AND SUGGESTION

Conclusion

1. Base on research knowing that price has a positive and significant effect to customer loyalty. If there is a product or service makes customer spend more money but fits by taken benefit, that product and service has a positive value.

2. Study result shows that service quality has a positive and significant effect to patient satisfaction. Service quality as an effort to existing comfort for patient so that patient felt get more benefit than expected. Customer satisfaction becomes important factor. Closer customer satisfaction will give a customer a better hope or on the contrary.

3. Study result shows that price has a positive and significant effect to patient loyalty. Through proper price policy, customer will continue consuming company services. A customer or patient will create a defendant to others hospital captivities.

4. Study result, shows that service quality has a positive and significant effect to patient loyalty. A good service quality will give a preference to customer or

patient to use that company's' service again and will recommend it to others.

5. Study result, shows that customer satisfaction has a positive and significant effect to patient loyalty. If service quality services in a good manner that will make customer feel content and made a repeat purchasing.

6. From study result known that there is a positive indirect effect between price and service quality to loyalty through patients satisfaction, which could improving patient loyalty.

Suggestion

1. in this study known that tangible dimension (KP1) has lowest determinant coefficient compare to entire dimension to patient loyalty. therefore, suggested that PT. XYZ hospital improve its service quality such as by adding registration service officer and pharmacy installation officer in order to cut of queue also hold a service excellent training routinely.

2. in a matched dimension (H3) has a lowest determinant coefficient compared other dimension at patient loyalty. Therefore, suggested to improve services so patient will get better benefit and proper price policy that suits by taken benefit.

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