

The Influence of Price, Service Quality and Relationship Marketing on Patient Satisfaction in the Outpatient Installation of the Haji Hospital, South Sulawesi Province

Praprimadani Mursyid¹, Alimin Maidin¹, Syamsuddin²

¹Hospital Administration Department, Faculty of Public Health, Hasanuddin University, Indonesia

²Accounting Department, Faculty of Economics and Business, Hasanuddin University, Indonesia

Received: May 5, 2022

Revised: June 12, 2022

Accepted: June 23, 2022

Abstract

Patient satisfaction is the state a person feels when an activity or outcome matches his expectations. The purpose of this research is to investigate the impact of Price, Service Quality, and Relationship Marketing on Patient Satisfaction in the Outpatient Installation of Haji Hospital, South Sulawesi Province. This sort of research is quantitative and employs an observational, cross-sectional study design. 170 patients from the outpatient department of the Haji Hospital in South Sulawesi Province constituted the sample for this research. Price, service quality, and relationship marketing all had an influence on patient satisfaction at the Outpatient Installation of the Haji Hospital, South Sulawesi Province. The characteristic that has the greatest impact on patient satisfaction in the Outpatient Installation at Haji Hospital, South Sulawesi Province, is Relationship Marketing. It is advised that the hospital's administration create uncomplicated service processes, train personnel to be vigilant and receptive to patients' needs, ensure that physicians are always nice, friendly, and cordial, and strengthen commitment to adhere to visit schedules. If there is a schedule change, the doctor must at least cooperate with the nurse so that the patient is not kept waiting for too long.

Keywords: Price, Service Quality, Relationship Marketing, Satisfaction, Patient, Hospital

Introduction

The rapid development of science and technology in the business world causes increasingly fierce competition and forces business people to be able to follow the competition in order to survive and grow in running a particular business. Tight competition that occurs not only in businesses engaged in trade and industry, but this also occurs in companies engaged in health services. If a business is engaged in a service, then a company must pay attention to each consumer (service user), because the characteristics offered will determine the consumer to become a potential customer.

The hospital is a place for service providers and the services provided must be able to satisfy the wants and needs of customers because what is offered is basically intangible and does not result in any ownership, but only the taste and impression that customers can have for the services provided. The community's need for good quality hospital services is increasing in line with the improving economy and the health status of the Indonesian people.

However, what hospitals should strive for is patient satisfaction. Patient satisfaction is a condition that is felt by a person after he experiences an action or result of an action that meets his expectations. To conclude, expectations and perceptions of acts or the consequences of activities are both necessary components of contentment. According to Koné & Wodchis (2013), one of the most essential aspects of organizational effectiveness in a healthcare setting is the degree to which patients are happy with the services they get. The term "patient

satisfaction" refers to the degree to which patients' hopes, ambitions, and preferences for their medical treatment are accommodated by the medical professionals who treat them (Huei, Mee & Chiek, 2015).

In the context of commercial rivalry, companies and organizations who are unable to provide services to a certified standard will be left in the dust and overtaken. Therefore, the Regional General Hospital (RSUD) must always try to improve the quality of service that is oriented to customer satisfaction in order for it to be able to compete with other health clinics in a healthy manner. In order to do this, the RSUD must always try to provide products that are of higher quality, have more affordable prices, and better product delivery. service that is both quicker and of a higher quality than its rivals. It is possible for consumers to become dissatisfied with a product if it has bad quality, excessive costs, late product delivery, and poor service delivery methods. This may result in the product not being used again in the future (Suprpto, 2001 in Martianawati, 2009). This demonstrates that pricing is one of the factors that contributes to dissatisfied customers. Customers are more likely to be happy when the price of a product or service is reasonable in relation to what they are purchasing. If the client is not happy with the service that the business provides, then the customer will switch to a competitor, which will result in a drop in sales, which would further diminish the firm's profits, and could even lead to a loss.

According to Zeithaml (2000), pricing is what we end up with in exchange for anything that was given up in order to acquire a product or service. According to Kotler & Armstrong (2001), price is defined as the amount of money that is demanded in exchange for a product or service. Customers may be unsatisfied if the products they purchase are of inferior quality, have expensive costs, or have delayed delivery times (Suprpto, 2001 in Martianawati, 2009). This demonstrates that pricing is one of the factors that contributes to dissatisfied customers. Therefore, it is necessary to first inquire with the patient about the flow of care that is delivered, such as whether or not there is clear communication with the service provider and the frequency with which this takes place. For instance, two persons who get the exact same treatment but have distinct expectations about how the therapy should be received might offer very different levels of satisfaction since their expectations are also quite varied. This is because their expectations are different (Edgman & Levitan, 2013).

Because there is currently a phenomenon of intense competition in the industry of health services, hospitals are required to demonstrate their superiority not only in terms of the level of service quality they provide, but also in terms of the cost that patients are required to pay in order to receive the service. When patients get service of a high quality at a price that they believe is reasonable, it is likely that they will be pleased. On the other hand, if the patient is under the impression that the treatment provided does not live up to the amount that was charged, then the patient will be unsatisfied (Assauri, 2003).

Maintaining positive relationships with patients is essential to achieving the highest possible level of patient satisfaction. This may be accomplished by providing patients with high-quality care that meets or exceeds their expectations. Service quality is determined by how well attempts are made to satisfy the requirements and wants of customers, as well as how accurately those needs and wants are delivered. When a service is received or thought to be as anticipated, the quality of the service that is perceived to be obtained is considered to be acceptable and satisfied. When a customer's expectations are met or exceeded by the service they get, the quality of the service is regarded as being of an ideal standard. On the other hand, if the level of service that is delivered is below what was anticipated, then the quality is seen to be poor. Therefore, the capacity of service providers to consistently satisfy the expectations of customers is a critical factor in determining whether or not the quality of service is provided.

Relationship marketing is one of the marketing strategies that can be carried out in hospitals with the purpose of keeping patients and recruiting new customers. This marketing strategy is one of the marketing strategies that can be carried out. The practice of cultivating long-term connections with customers as part of a business's marketing strategy in the hopes of fostering a positive rapport between the firm and its clientele is known as relationship marketing. There is an expectation that the presence of a good connection will foster consumer loyalty (Tjiptono and Chandra 2012). Hospitals have the ability to make patients feel more happy with their care and give them the impression that they are the most important component of the hospital via the use of relationship marketing.

One of the public hospitals in South Sulawesi Province is known by its acronym, RSUD Haji South Sulawesi Province. To the extent that the hospital has carried out a patient satisfaction survey at the Outpatient Installation in 2017, 2018, and 2019, in accordance with the mandate issued by the Minister of Health Number 129 of 2008 concerning Minimum Service Standards (SPM). The results of the study indicate that the level of satisfaction does not satisfy the requirements of Kepmenkes number 129 of 2008 about Minimum Service Standards (SPM). These requirements stipulate that the minimum standard of patient satisfaction in outpatient installations is ninety percent. The province of South Sulawesi has an average of 82.28 percent of people who do the Hajj. This demonstrates the degree of patient satisfaction that is below the standard, which according to Kepmenkes No.129 of 2008 concerning Hospital Minimum Service Standards is set at 90 percent. As a result of these issues, a research project was carried out to investigate the impact that factors such as pricing, service quality, and relationship marketing have on the level of patient satisfaction at the Outpatient Installation of Haji Hospital in the province of South Sulawesi.

Methods

Research Location and Design

This research was conducted at Haji Hospital, South Sulawesi Province. The type of research conducted is quantitative research using an observational study with a Cross Sectional Study approach.

Population and Sample

The population of this study were all patients who received services at the Outpatient Installation of the Haji Hospital, South Sulawesi Province, namely 27,989 people. The sample in this study was taken using proportional sampling as many as 170 respondents.

Method of Collecting Data

The instrument used in data collection is a questionnaire. The contents of the questionnaire include independent variables, namely price, service quality and relationship marketing, while the dependent variable is patient satisfaction.

Data Analysis

The purpose of the univariate analysis that was carried out was to get a general understanding of the research topic by elaborating on the nature of the respondents and describing each variable that was used in the study. The descriptive analysis of the respondents' characteristics, the descriptive analysis of the research variables, and the crosstabulation analysis of the relationships between the respondents' characteristics and the research variables were all components of the univariate analysis. A statistical test known as the Chi Square test was used in the process of doing a bivariate analysis in order to determine the nature of the connection that exists between two variables, namely the independent variable and the dependent variable. Analysis of many variables via the logistic regression method.

Results and Discussion

Table 1. Characteristics of Respondents

Characteristic	Research Samples	
	n	%
Age		
17-25 years	11	6.5
25-35 years	91	53.5
36-45 years old	45	26.5
46-55 years	23	13.5
Sum	170	100.0
Gender		
Male	44	25.9
Woman	126	74.1
Sum	170	100.0
Work		
Student	11	6.5
Civil servants	22	12.9
Self employed	22	12.9
No Employment	48	28.2
Other	67	39.4
Sum	170	100.0
Recent Education		
JUNIOR	12	7.1
SMA	57	33.5
D3	11	6.5
S1	68	40.0
S2	22	12.9
Sum	170	100.0
Clinic		
Interna Polyclinic	11	6.5
Children's Polyclinic	34	20.0
Other	125	73.5
Sum	170	100.0
Distance		
<5 Km	113	66.5
>5 Km	57	33.5
Sum	170	100.0
Number of Visits		
1x	101	59.4
Infinity	69	40.6
Sum	170	100.0

Source: Primary Data

The frequency distribution based on the characteristics of the sample at the study site is shown in Table 1. The majority of the respondents are at the age level of 23-35 years, with as many as 91 respondents falling into this age bracket (53.5 percent). In terms of gender, the majority of

the respondents were female; 126 of the total respondents were female (74.1 percent). According to the nature of their jobs, the vast majority of them, namely 67 of the respondents, are employed in different professions (39.4 percent). According to their most recent level of education, the majority of the respondents had completed at least one year of college (68 of the total respondents) (40.0 percent). According to the polyclinic, the majority of the respondents (as many as 125) obtained services at other polyclinics in addition to the internal and children's polyclinics (73.5 percent). As many as 101 out of the total respondents have only made one trip to the hospital over their lifetimes. This accounts for the vast majority of hospital visits (59.4).

Table 2. Research Variables

Variable	Research Samples	
	n	%
Price		
Good	59	34.7
Not Good Enough	111	65.3
Sum	170	100.0
Service Quality		
Good	67	39.4
Not Good Enough	103	60.6
Sum	170	100.0
Relationship Marketing		
Good	62	36.5
Not Good Enough	108	63.5
Sum	170	100.0
Patient Satisfaction		
Satisfied	69	40.6
Not Satisfied	101	59.4
Sum	170	100.0

Source: Primary Data

Table 2 describes the percentage of respondents' assessment of the research variables. The results showed that most of the respondents stated that the price was in the unfavorable category at 65.3%, service quality was in the high category, which was 60.6%, the patient's relationship marketing was classified as poor at 63.5% and some respondents stated that they were not satisfied, which was 59.4%.

Table 3. Influence of Independent Variables on Dependent Variables

<i>Price</i>	Patient Satisfaction				Sum		<i>p</i>
	Satisfied		Not Satisfied				
	n	%	n	%	n	%	
Good	52	88.1	7	11.9	59	100.0	0.000
Not Good Enough	17	15.3	94	84.7	111	100.0	
Total	69	40.6	101	59.4	170	100.0	
<i>Service quality</i>	Patient Satisfaction				Sum		<i>p</i>
	Satisfied		Not Satisfied				
	n	%	n	%	n	%	
Good	60	89.6	7	10.4	67	100.0	0.000
Not Good Enough	9	8.7	94	91.3	103	100.0	

<i>Price</i>	Patient Satisfaction				Sum		<i>p</i>
	Satisfied		Not Satisfied				
	n	%	n	%	n	%	
Total	69	40.6	101	59.4	170	100.0	
<i>Relationship marketing</i>	Patient Satisfaction				Sum		<i>p</i>
	Satisfied		Not Satisfied				
	n	%	n	%	n	%	
Good	57	91.9	5	8.1	62	100.0	0.000
Not Good Enough	12	11.1	96	88.9	108	100.0	
Total	69	40.6	101	59.4	170	100.0	

Source: Primary Data

The link between the independent variable and the dependent variable is shown in Table 3. A value of = 0.000 0.05 indicates that there is a statistically significant association between the pricing variable and patient satisfaction at the Haji Hospital. This conclusion may be drawn from the findings of the study, which show that there is a correlation between the two variables. At Haji Hospital, there is a statistically significant relationship between the relationship marketing variable and patient satisfaction with a value of = 0.000 0,05. Additionally, there is a statistically significant relationship between the service quality variable and patient satisfaction at Haji Hospital with a value of = 0.000 0,05.

Table 4. Results of Independent Variable Logistic Regression Analysis on Patient Satisfaction of Outpatient Installation RSUD Haji, South Sulawesi Province in 2021

Variable	B	S.E.	Wald	Sig.	Exp(B)
Step 1					
Price	1.430	.725	3.894	.048	4.180
Service Quality	2.039	.766	7.078	.008	7.681
Relationship Marketing	2.499	.712	12.307	.000	12.176
Constant	-9.239	1.354	46.593	.000	.000

Source: Primary Data

Table 4 shows that the three research variables, namely price, service quality and relationship marketing were included in the multivariate analysis, these three variables had an influence on patient satisfaction because they had a sig value <0.05. The results of the analysis also show that the relationship marketing variable is the variable that has the most dominant influence on patient satisfaction at the Haji Hospital, South Sulawesi Province with an Exp (B)/odd ratio of 12,176.

The first research hypothesis (H1) proposes that there is an association between the price of a service and the level of patient satisfaction. At the Haji Hospital in South Sulawesi Province, a statistical study was carried out, and the results showed that price is a factor in the degree to which patients are satisfied with their care. A significance value of 0.000 also demonstrates that an impact is substantial; hence, research hypothesis 1 (H1) may be validated under these circumstances.

The pricing factor is only one of the many elements that contribute to overall consumer happiness. Price is an essential factor, but the quality of the service provided is the single most critical factor in determining whether or not a patient will be satisfied. Nevertheless, this factor has an effect on the patient in terms of the expenditures that are spent. In general, the patient has higher expectations the more costly the treatment price is.

According to Saladin (2003), price is the quantity of money that is used as a medium of exchange in order to receive goods and services. This means that when someone wants to purchase an item or service, that person must spend a particular amount of money in order to obtain the goods or services. According to the findings of Arwani & Nina's (2012) research, there is an effect of price or tariff on patient satisfaction. In this scenario, the hospital will have a strong reputation for the rates that it applies, which will then give a lot of confidence to patients that they will get a high value. while I was purchasing it at the time.

According to the findings of the study that Yanus (2018) ran, it is possible to demonstrate that the variable of pricing has a considerable impact on the level of contentment experienced by the clientele. Nevertheless, this factor has an effect on the patient in terms of the expenditures that are spent. In general, the patient has higher expectations the more costly the treatment price is. According to Hurriyati (2015), pricing also plays a significant part in the process of making decisions. Specifically, the job of price allocation is to assist purchasers in determining how to acquire the maximum predicted benefit or utility depending on the amount of money they have available to spend.

The second research hypothesis (H2) proposes that there is an influence of service quality on the degree to which patients are satisfied. At the Haji Hospital in South Sulawesi Province, it has been shown via statistical research that the level of service provided has an effect on the degree to which patients are satisfied with their care. A significance value of 0.000 also demonstrates the presence of a substantial impact, which means that research hypothesis 2 (H2) may be validated in this scenario.

Health services in hospitals are largely determined by the quality of service. The higher the quality of service at the hospital, the better the health services provided to consumers. Quality services will provide satisfaction to patients. However, to maintain the quality of this service requires no small cost. In today's competitive conditions, where the services offered tend to be homogeneous, one of the competitive strategies that health service providers should pay attention to is service quality. According to Irawan (2003), service quality that is managed as well as possible can be an advantage that is difficult for competitors to imitate. For this reason, companies, whether products or services, must continue to be committed to improving the quality of their services continuously (Suhartanto, 2001).

The quality of service provided by the hospital will have a major influence on patient satisfaction. To provide satisfaction for its patients, the hospital must be able to ensure that the overall quality of health services provided. Because patient satisfaction is determined by the various types of services the patient gets as long as he uses several stages of the service. Patients may be satisfied with the doctor's diagnosis but poor quality of supporting services, such as long waiting for drugs, long payment processes at the cashier or uncomfortable waiting rooms will make patients have a bad impression (Li et al., 2010). If there is a bad impression at one stage of service, it will make the patient feel dissatisfied overall.

Atmawati (2004) has also undertaken research relating to the impact that quality has on the degree to which customers are satisfied. The findings of this research point to the conclusion that there is a positive and significant relationship between service quality and customer satisfaction, and that the empathy dimension of the service quality variable contributes the most to the overall value of the variable when compared to the contributions of the other dimensions. Khan & Fasih (2014) carried out a second research, in which they found that the aspects of service quality including tangibles, dependability, responsiveness, assurance, and empathy had a substantial positive association to customer satisfaction. To achieve a higher level of customer satisfaction, the marketing department needs to understand and identify the components that comprise premium service quality. This can be accomplished through the administration of a

number of surveys focusing on topics such as customer perceptions, expectations, and suggestions for the enhancement of service quality.

According to the third research hypothesis (H3), relationship marketing does have an influence on the level of satisfaction experienced by patients. According to the findings of a statistical study that was carried out, it is known that relationship marketing has an effect on the level of patient satisfaction at the Haji Hospital in the Province of South Sulawesi. A significance value of 0.000 also demonstrates the presence of a substantial impact, which means that research hypothesis 3 (H3) may be validated in this scenario.

According to Schiffman (2000), relationship marketing was developed with the intention of cultivating consumer loyalty and dedication to the goods and services offered by the firm. According to Ndubisi (2007), relationship marketing is a strategy for retaining customers that makes use of good relationships by utilizing good relationships through commitment, communication, and conflict handling in such a way that information from customers is used as a focus in building good relationships. Relationship marketing is a strategy to retain customers by utilizing good relationships through commitment, communication, and conflict handling.

Kurnia's (2017) research demonstrates that based on the findings of testing with the t test, it is known that customer relationship marketing has an effect on patient satisfaction because it has a probability value or significance value smaller than 0.05, which is 0.000. This means that it is known that customer relationship marketing has an effect on patient satisfaction. It is clear from this that the hypothesis that "Customer connection marketing has an influence on outpatient satisfaction at Dr. Hospital. Soetomo Surabaya" was correct and should be accepted. According to the findings of this research, the level of patient contentment is positively correlated with the quality of the connection that exists between RSUD Dr. Soetomo Surabaya and his patients. The findings of this research provide credence to the findings of studies carried out by Sutrisno (2015) and Liawatimena et al. (2002), which demonstrate that customer relationship marketing may have an impact on the level of satisfaction experienced by patients.

With an Exp (B)/odd ratio of 12,176, the results of the regression test indicate that the relationship marketing variable is the variable that has the most significant impact on satisfaction at the Haji Hospital, which is located in the South Sulawesi Province.

From one year to the next, there has been a rising trend toward the creation of new hospital services. This is apparent in the fierce rivalry that exists amongst healthcare facilities to acquire new patients. Therefore, the most important thing that companies that provide services to hospitals and other healthcare facilities need to prioritize is making sure their clients are happy with the work they've done for them, so that in the end, patients and other clients will have full faith in the abilities of the medical facility. The hospital strives to provide superior service to its patients in order to differentiate itself from its rivals and gain the business of pleased and devoted patients. The component that ultimately decides whether a customer is satisfied or dissatisfied with a given business might be a mix of the relationship marketing strategies that the business use. A company and marketing approach known as relationship marketing is one that plays to the customers' existing strengths while also catering to their wants and needs. Trust, commitment, open communication, and effective resolution of customer concerns are essential components of relationship marketing. In other words, a long-term engagement with the client that is maintained consistently in order to increase the likelihood of the consumer becoming a repeat customer.

Previous research conducted by Ellena (2011); Samuel (2012); Hadinata (2013) shows that relationship marketing has an effect on customer satisfaction and loyalty that is statistically significant. On the other hand, research conducted by Prabowo (2013); Rofiq (2012) shows that relationship marketing does have an effect, but that effect is not statistically significant. to

contentment and continued devotion. According to Kotler (2007), the sense of pleasure or disappointment that emerges in a person as a result of contrasting the actual performance (outcome) of a product with the anticipated performance is what is meant by the term "satisfaction" (or outcome). When performance falls short of what was anticipated, customers will report feeling unhappy with the product, and when performance exceeds expectations, customers will report feeling delighted with the product. A corporate concept known as customer satisfaction emphasizes the creation of value for customers, the anticipation and management of the expectations of customers, and the demonstration of the capacity and duty to meet the demands of consumers (Gumussoy & Koseoglu, 2016). It is not sufficient to have pleased consumers; rather, these customers must be very satisfied, since increasing the level of customer satisfaction will drastically boost customer loyalty (Bowen & Chen, 2001).

Conclusion

The findings indicated that there was a connection between patient satisfaction and factors such as pricing, service quality, and relationship marketing at the Outpatient Installation of the Haji Hospital in the Province of South Sulawesi. The variable pertaining to relationship marketing has the most significant impact on the level of contentment experienced by patients. It is recommended that the management of the hospital create a flow of service procedures that are not convoluted, make employees aware to be quick and responsive to help patients, make sure that doctors are always polite, friendly, and friendly, and increase commitment to carry out visit schedules on time, or at least no, the doctor coordinates with the nurse when there is a schedule change so that the patient is not left waiting for such a long time.

References

- Agency for Healthcare Research and Quality. (2012). Hospital Consumer Assessment of Healthcare Providers and Systems Overview. United States. Retrieved from www.hcahpsonline.org
- Arwani, M & Nina E. (2012). Pengaruh Kualitas Pelayanan Fasilitas dan Harga Terhadap Kepuasan Pasien. *Jurnal Q-MAN*. 2(2): 1-16
- Assauri, S. (2003). *Manajemen Pemasaran Modern*. Bandung: Sumur
- Edgman, & Levitan. (2013). Patient Experience of Care in The Safety Need: Current Efforts and A Challenges. *Ambul Care Manage*, 35(2), 138–148.
- Ellena, F. (2011). Analisis Pengaruh Kepercayaan, Komitmen, Komunikasi, dan Penanganan Keluhan Terhadap Loyalitas Nasabah. *Jurnal Manajemen*. h, 22.
- Hadinata, M. (2013). Studi Pengaruh Trust, Commitment, Communication, Conflict Handling terhadap Customer Loyalty di Bank Mandiri Surabaya. *Calyptra*, 2(1), 1-16.
- Hurriyati, R. (2015). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta.
- Khan, I., Garg, R. J., & Rahman, Z. (2015). Customer service experience in hotel operations: An empirical analysis. *Procedia-Social and Behavioral Sciences*, 189, 266-274.
- Koné Péfoyo, A. J., & Wodchis, W. P. (2013). Organizational performance impacting patient satisfaction in Ontario hospitals: a multilevel analysis. *BMC Research Notes*, 6(1), 1-12.
- Kotler, P. & Armstrong, G. (2012). *Principles of Marketing*. New Jersey: Prentice Hall.
- Kotler, P., & Keller, K. (2011). *Marketing Management 14th Edition*. Prentice Hall.
- Prabowo, B. (2008). Pengaruh relationship marketing terhadap loyalitas pelanggan melalui kepuasan pelanggan pada PT. Astra Surabaya. *Jurnal ilmu-ilmu sosial*, 8(2), 92-97.

- Rofiq, A. (2012). Pengaruh Relationship Marketing Terhadap Loyalitas Nasabah: Studi Pada Nasabah Pt Bank Pembangunan Daerah Jawa Timur Tbk Cabang Bawean. *Jurnal Ilmiah Mahasiswa FEB*, 1(2).
- Samuel, H. (2012). Customer Relationship Marketing Pengaruhnya Terhadap Kepercayaan dan Loyalitas Perbankan Nasional. *Jurnal Manajemen Pemasaran*, 7(1).
- Zeithaml, (2013). *Service Marketing, Sixth Edition* Sixth Edit. Amerika: Mc Graw Hill.