

The Influence of Service Quality, Price Fairness, Physical Environment on Patient Loyalty with Patient Experience as an Intervening Variable at Nuraida Hospital

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ABSTRACT

This research aims to analyze the influence of service quality, price fairness, physical environment on patient loyalty with patient experience as an intervening variable at Nuraida Hospital. This research uses a quantitative analysis method with a cross sectional research design, the analysis tool used is SEM AMOS. The sample calculation using purposive sampling was 178. The variables in this research were service quality, price fairness, physical environment, patient loyalty and patient experience. The research uses a questionnaire as a research instrument with a 4-level Likert scale measurement. The research results show that there is a simultaneous, direct or indirect (mediated) influence of service quality, price fairness, physical environment on patient experience and patient loyalty of the Ob-Gyn Polytechnic at Nuraida Hospital.

INTRODUCTION

Hospitals are one of the many service centers that are always needed. As a vital service center for human survival, hospitals must be adaptive and collaborative with all changes in the global digital era. One effort to improve service quality and user satisfaction, in this case patients, is that aspects of hospital management must be improved. Hospital management or management must really be carried out in accordance with the principles of good knowledge management so that hospital service objectives can be achieved

One of the hospital institutions that currently exists to provide services to the community is Nuraida Hospital. As the name suggests, Nuraida Hospital is in a Type C City. Nuraida Hospital metamorphosed from the Permata Bunda Nuraida Maternity Home (RB) which was founded in 2004. In the process, RB Permata Bunda Nuraida grew and developed into Nuraida Hospital. Nuraida Hospital is present as an integrated health service center with superior Fertility Services which is present to serve the community in Bogor City and its surroundings. Commitment to provide superior health services in the field of fertility, making Nuraida Hospital a future, modern, Reproductive Health and Fertility (KRR) Hospital, the best choice for mothers who want programs for having children, pregnant women, safe childbirth, and child growth and development, which can be accessed from all over Indonesia by implementing services based on Islamic principles.

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Likewise with OB-GYN patients at the hospital. Nuraida, Obstetrics Gynecology (Obgyn) is a branch of medicine that focuses on women's health care, especially in terms of reproductive health and pregnancy. Obgyn

Polyclinic is a polyclinic that provides medical and health services for women from adolescence to adulthood during the period May 2019 to October 2023 totaling 4481 patients, there was a significant increase in 2020 compared to the previous year, perhaps due to factors such as increased public awareness or changes in

community health dynamics of 6105 patients. Although it is still higher compared to 2019, there has been a decrease compared to 2020 to 5699 patients. This decline could be caused by various factors such as the influence of the Covid-19 pandemic, policy changes, or changes in patient behavior.

Apart from good service quality and physical environment, setting appropriate prices also influences patient satisfaction, this means that if the patient feels fair about the price paid, the patient will feel satisfied and will revisit (Pantouvakis & Bouranta, 2014). Price fairness is a perception of the results of a comparison between the price perceived by the buyer and the seller's actual price. When patients feel that the prices charged by the hospital are reasonable and fair, they tend to be more loyal and have the desire to return to use the services at the hospital. Conversely, dissatisfaction with high or unfair prices can influence patients' intentions to seek alternative health services elsewhere. Research conducted by Swain and Singh (2021) shows that the aspects contained in price fairness, namely the affordability and appropriateness of the cost of the health care services offered, have a positive and significant effect on patient satisfaction.

Several studies also produced different research, and saw the need for hospital management to conduct research related to patient satisfaction and loyalty, so researchers were interested in further exploring the influence of service quality, price fairness and physical evidence on patient experience and patient loyalty. The results of initial research conducted at Nuraida Hospital by observing and interviewing several patients as described, further strengthen the assumption or conjecture that patient satisfaction is influenced by service quality, the price of the services offered, and a hospital environment that provides comfort. Therefore, researchers believe it is important to conduct research on the quality of service management at Nuraida Hospital in relation to customer satisfaction.

This research is outlined in the title "The Influence of Service Quality, Price Fairness, Physical Environment on Patient Loyalty with Patient Experience as an Intervening Variable at Nuraida Hospital".

Research Hypothesis

- H1: There is a simultaneous influence of service quality, price fairness, physical environment and patient experience on patient loyalty
- H2: There are service quality, price fairness, and physical environment on patient loyalty through patient experience
- H3: There is an influence of service quality on patient experience
- H4: There is an influence of price fairness on patient experience
- H5: There is an influence of the physical environment on patient experience
- H6: There is an influence of service quality on patient loyalty
- H7: There is price fairness regarding patient loyalty

H8: There is an influence of the physical environment on patient loyalty

H9: There is an influence of patient experience on patient loyalty

THEORETICAL FRAMEWORK

Outpatient care is one of the service products provided by the management of Nuraida Hospital in order to bridge a harmonious relationship between the hospital and patients. Outpatient service products are also carried out to maintain public trust in hospitals in efforts to prevent, treat, care and protect patients. Outpatient facilities are also provided in order to educate patients regarding fertility.

Likewise with OB-GYN patients at the hospital. Nuraida, Obstetrics Gynecology (Obgyn) is a branch of medicine that focuses on women's health care, especially in terms of reproductive health and pregnancy. Obgyn Polyclinic is a polyclinic that provides medical and health services for women from adolescence to adulthood during the period May 2019 to October 2023 totaling 4481 patients, there was a significant increase in 2020 compared to the previous year, perhaps due to factors such as increased public awareness or changes in

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METHODOLOGY

Research Design

This research is a quantitative research with a cross sectional research design. Based on the type of research, this research is associative research.

Samples and Sampling Techniques

The population is the entire research object (Sugiyono, 2017), because the objects in this research are all patients in the outpatient unit of Nuraida Hospital, the total population is all Obgyen polyclinic patients.

According to Hair et al. (2010) suggest that sample size depends on the number of indicators used in all variables. The number of samples is equal to the number of indicators multiplied by 5 to 10. In this study, the number of variables studied was five variables, so the total number of indicators was 18 indicators.

So the minimum sample size in this study was 178 respondents. The sample size is based on Gay and Roscoe's opinion that for comparative research a sample size of more than 30 and less than 500 respondents is the place for most research (Kuncoro, 2013).

Data collection technique

Data collection was carried out by distributing questionnaires. The collected data is processed using descriptive and quantitative analysis tools. The data analysis technique that will be used to analyze the data is the path analysis technique whose statistical processing will be assisted by the SEMPLS program. The results of the analysis are then interpreted and the final step is concluded and suggestions are given.

Research Instrument

The instrument used in this research is a questionnaire using the interview method which aims to obtain information from respondents.

Data analysis technique

The data obtained is then processed using analysis software using the SEM (Structural Equation Modeling) model with the AMOS 22.0 program. It is used to make data processing easier, so that the results are faster and more precise. Where editing and coding is done. Editing is the first stage in processing data obtained by researchers from the field by checking possible errors in respondents' answers and uncertainty in respondents' answers. Coding is giving certain signs or codes to alternative answers of the same type or classification so that it can make it easier for researchers to tabulate.

RESULTS AND DISCUSSION

Data Description

The data in this study came from primary data in the form of a questionnaire addressed to patients at the Obgyn Polyclinic at Nuraida Hospital. Data collection was carried out from November 26 2023 to December 2 2023. The research permission letter was addressed to the leadership of

Nuraida Hospital. Nuraida Hospital gave research permission and was willing to fill out the questionnaire.

Data collection was carried out by visiting respondents directly to submit and collect the questionnaires again. There were 178 samples in this study, of the 178 copies of the questionnaire distributed, 178 copies of the questionnaire were returned. Thus, the number of questionnaires that could be processed was only 178 copies of the questionnaire.

Based on the distribution of data on the characteristics of respondents, it was found that the total distribution of data on the characteristics of male respondents was 0 OB-GYN Poly patients (0%) and 178 female respondents were OB-GYN Poly patients (100%). In other words, the ob-gyn polyclinic patients who provide the most services at Nuraida Hospital are female ob-gyn polyclinic patients.

Based on the distribution of data on the characteristics of respondents totaling 178 respondents, it was found that the total distribution of data on the characteristics of respondents aged 21-30 years was 109 respondents (91.9%), those aged 31-40 years were 45 respondents (25%), and those aged > 40 years old amounted to 26 respondents (14.4%). In other words, most of the OB-GYN patients at Nuraida Hospital are OB-GYN patients aged 21-30 years.

Based on the distribution of data on the characteristics of respondents totaling 178 respondents, a picture was obtained of the most dominant level of education of the respondents who were most dominant in providing services at Nuraida Hospital, namely respondents with the latest educational level of Poly Ob-Gyn High School, totaling 84 Poly Ob-Gyn patients (46.7%), then continued with the respondent's last education level being Diploma.

Hypothesis test

Simultaneous testing (F test) is intended to test the influence of all independent variables simultaneously on the dependent variable. The F test results are presented in the following figure:

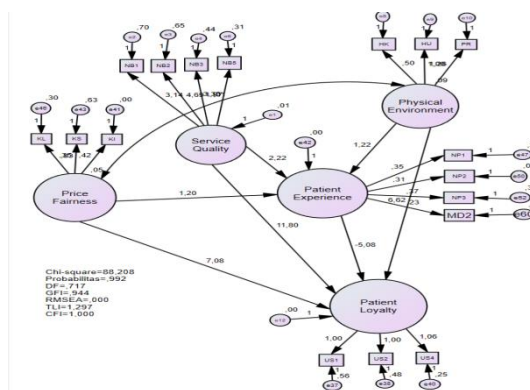


Figure 1. AMOS SEM Graphical Output

1. The influence of service quality, price fairness, physical environment and patient experience simultaneously on patient loyalty

Lovelock (2011) argues that loyalty can be achieved from repeated purchasing behavior and recommending company products or services to

friends or partners. Lovelock and Wright (2012), is a measure of how well the level of service provided meets customer expectations.

Price is a view or perception regarding price, how consumers view a particular price (high, low, reasonable) has a strong influence on purchase intention and purchase satisfaction (Schiffman et al., 2010). Kotler and Keller (2016) Physical Environment is evidence held by service providers aimed at consumers as a proposed added value for consumers. Watkins (2007) defines customer experience as the incarnation of a brand which covers all interactions between an organization and customers.

Based on hypothesis analysis with the F test, it shows that the influence of service quality, price fairness, physical environment and patient experience on patient loyalty is positive and significant. Therefore, it can be concluded that H1 is accepted, so there is a positive and significant influence of service quality, price fairness, physical environment and patient experience simultaneously on patient loyalty at Nuraida Hospital.

This is supported by research by Budi, D. N. D. S., & Kusumapradja, R. (2022) showing the fanaticism of Imanuel Way Halim Hospital customers, seen from the hospital's good financial performance, and respondents assessing the hospital's service quality as good, so they are satisfied and loyal to the hospital.

Likewise, Nusantari, V., Wekadigunawan, & Kusumapradja, R. (2021) show that patient preferences are proven to mediate the relationship between relationship marketing and patient loyalty at X Hospital. Wati, S. kurnia, Dewi, S., & Kusumapradja, R (2020) said: Simultaneously or partially, the results of data analysis and hypothesis testing prove that there is a positive and significant influence between the marketing mix, hospital image and patient loyalty on patient intentions to return to receive outpatient care at Pasar Minggu Hospital during the Covid pandemic. -19.

2. Pengaruh service quality, price fairness, Physical Environment terhadap patient loyalty melalui patient experience

Griffin (2002) states that loyalty is purchasing behavior that is carried out regularly and is carried out over a long period of time. According to The Beryl Institute in the Patient Experience Journal (2014) that the patient experience is the totality of all interactions, shaped by organizational culture which influences patient perceptions along the nursing continuum.

Based on hypothesis analysis with the Sobel test, it shows that service quality, price fairness, physical environment on patient loyalty through patient experience are positive and significant. Therefore, it can be concluded that H2 is accepted, so there is a positive and significant influence of service quality, price fairness, physical environment on patient loyalty through patient experience at Nuraida Hospital.

This is supported by research by Nusantari, V., Wekadigunawan, & Kusumapradja, R. (2021) showing that patient preferences are proven to mediate the relationship between relationship marketing and patient loyalty at Hospital

Sukamuljo, L., Ruswanti, E., & Aida, M. (2021) shows that simultaneously hospital image and service quality have a positive and significant influence on

patient loyalty with patient satisfaction as an intermediary. Partially, service quality has a positive and significant influence on patient satisfaction, hospital image has no influence on patient satisfaction, patient satisfaction and hospital image have a positive and significant influence on patient loyalty, service quality has no influence on patient loyalty, home image research findings illness does not affect patient satisfaction, and service quality does not affect patient loyalty.

3. The influence of service quality on patient experience

Parasuraman et al., (1988) consider service quality to be greatly influenced by how attention is paid to service dimensions and the reflection of what customers feel about the service provided at a certain time. Zeithaml et al. (2013) Service Quality is a component of satisfaction. A person's level of satisfaction is something that is difficult to measure, so how good the service quality received by consumers can be the standard for determining whether or not someone is satisfied with the product or service they receive.

Based on hypothesis analysis, it shows that the influence of service quality on patient experience is positive and significant. Therefore, it can be concluded that H3 is accepted, so there is a positive and significant influence of service quality on patient experience at Nuraida Hospital.

Consumer experience covers every aspect of a company's offerings, one of which is service quality (Meyer & Schwager, 2007). In research conducted by Mindari (2022) it is stated that service quality has a positive and significant effect on customer experience, meaning that good service quality will influence a positive customer experience. Apart from that, in a journal written by Verhoef et al., (2009) with the title "Customer experience Creation: Determinants, Dynamics and Management Strategies" states that service people can influence customer experience. In this way, the influence between service quality and customer experience is obtained.

4. The effect of price fairness on patient experience

Bolton et al., (2003) define fairness as a consideration of whether a result and/or the process to achieve that result is reasonable, acceptable and appropriate. It can be said that fairness is an effort so that what is done is reasonable and can be accepted as true. Kotler and Keller (2020), "Price is the one element of the marketing mix that produces revenue; the other elements produce costs. Price also communicates the company's intended value positioning of its product or brand".

Based on hypothesis analysis, it shows that the effect of price fairness on patient experience is positive and significant. Therefore, it can be concluded that H4 is accepted, so there is a positive and significant influence of price fairness on patient experience at Nuraida Hospital.

Price Fairness is related to consumers' assessment (associated with emotional elements) of the seller's prices, whether there is a difference (or lack of difference) between the seller's price and the prices of other competitors that is still reasonable, acceptable and justifiable (Xia et al., 2004). Patient satisfaction is not enough just to provide good service quality People, Process

and Physical Evidence, setting appropriate prices also influences patient satisfaction (Pantouvakis & Bouranta, 2014), this means that if the patient feels fair about the price paid then the patient will feel satisfied and will revisit again.

5. *The influence of physical environment on patient experience*

According to Kotler & Keller (2016) Physical Environment is evidence held by service providers aimed at consumers as a proposed added value for consumers. Physical environment is an attribute that is directly visible, including the physical environment or building, equipment, supplies, logos, colors and other items, which influence consumer behavior in using the products or services offered (Kotler & Armstrong, 2012).

Based on hypothesis analysis, it shows that the influence of the Physical Environment on patient experience is positive and significant. Therefore, it can be concluded that H5 is accepted, so there is a positive and significant influence of the Physical Environment on patient experience at Nuraida Hospital

This physical environment can take various forms, such as health examination service packages, neat and clean staff and politeness, and comfortable waiting rooms (Radfan et al., 2015). The physical environment will be able to contribute to convincing patients of the quality of services provided. If this physical evidence can provide suitability. The use of hospital facilities can greatly improve services to visiting patients. Good service standards and comfortable physical conditions will lead to patient satisfaction so that the number of patient visits increases (Pardede & Saragih. 2020).

6. *The influence of service quality on patient loyalty*

Service Quality is an assessment given on the perfection of a product or service from the value of the benefits felt by consumers on the basis of a comparison between what consumers expect and what consumers receive. According to Zeithaml et al. (2013) Service Quality is a component of satisfaction. A person's level of satisfaction is something that is difficult to measure, so how good the service quality received by consumers can be a standard for determining whether or not someone is satisfied with the product or service they receive. Satisfied patients will tend to continue using the same health service for visits. next. Mowen and Minor (2002), loyalty is seen as the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand, and intends to continue buying it in the future.

Based on hypothesis analysis, it shows that the influence of service quality on patient loyalty is positive and significant. Therefore, it can be concluded that H6 is accepted, so there is a positive and significant influence of service quality on patient loyalty at Nuraida Hospital

This is supported by research (Lismawati & Arrozi, 2020). The results of the research show that customer satisfaction, trust have significant value, switching barriers have significant value, customer loyalty has significant value. So customer satisfaction, trust and switching barriers have a significant influence on customer loyalty.

Likewise with Devis Pranata Indra, Yanuar Ramadhan, Endang Ruswanti (2022) Service quality has a significant effect on satisfaction and relationship marketing, but has no effect on patient loyalty; Patient satisfaction and relationship marketing have a significant effect on patient loyalty. (AlOmari & A. Hamid, 2022) Service Quality has a significant and positive effect on patient loyalty, the significant dimensions are Assurance and Reliability.

7. *The effect of price fairness on patient loyalty*

Fairness is expected to ensure that all company assets are managed well and prudently, so that shareholder interests can be protected fairly (honestly and justly). Price is a view or perception regarding price, how consumers view a particular price (high, low, reasonable) has a strong influence on purchase intention and purchase satisfaction (Schiffman et al., 2010).

Based on hypothesis analysis, it shows that the effect of price fairness on patient loyalty is negative and significant. Therefore, it can be concluded that H7 is accepted, so there is a negative and significant influence of price fairness on patient loyalty at Nuraida Hospital.

This is supported by research by Fathillah (2023), the results of the study show that service quality and price have a significant positive effect on patient satisfaction and patient loyalty in the health care industry in Indonesia. Patient satisfaction is not enough just to provide good service quality People, Process and Physical Evidence, setting appropriate prices also influences patient satisfaction (Pantouvakis & Bouranta, 2014), this means that if the patient feels fair about the price paid then the patient will feel satisfied and will revisit again.

Suhendar, U., & Ruswanti, E. (2019) results show that product quality has an influence on customer satisfaction, price perception influences customer satisfaction, and satisfaction influences customer loyalty.

8. *The influence of physical environment on patient loyalty*

According to Zeithaml, Bitner, & Gremler (2013), servicescape (including physical evidence) is all aspects of an organization's physical facilities which are a form of real communication. According to Kotler and Keller (2016) Physical Environment is evidence owned by service providers that addressed to consumers as a suggestion for consumer added value. According to Kotler & Keller (2016) Physical Environment is evidence held by service providers aimed at consumers as a suggestion for consumer added value. Physical Environment is a visible physical environment where companies and their consumers interact (Tjiptono, 2014).

Based on hypothesis analysis, it shows that the influence of the Physical Environment on patient loyalty is positive and significant. Therefore, it can be concluded that H8 is accepted, so there is a positive and significant influence of the Physical Environment on patient loyalty at Nuraida Hospital.

This is supported by research conducted by Lacap and Alfonso (2022), research conducted on 110 outpatients in the Philippines. The results of the research show that patient satisfaction with the physical environment in hospitals significantly contributes to patient loyalty.

9. *The influence of patient experience on patient loyalty.*

Smith & Wheeler (2002) developed a model and explained that employees (people), the products or services offered, and processes must be improved in shaping the customer experience in accordance with customer expectations, so that it will give rise to consumer behavior that produces profit or growth for the company. According to Smith & Wheeler (2002), customer satisfaction is part of the customer experience. Furthermore, Zeithaml (1988) regarding quality in 1988, defined experience quality as a perceived assessment of the excellence or superiority of the customer experience. Watkins (2007) defines customer experience as the incarnation of a brand which covers all interactions between an organization and customers.

Based on hypothesis analysis, it shows that the influence of patient experience on patient loyalty is positive and significant. Therefore, it can be concluded that H9 is accepted, so there is a positive and significant influence of patient experience on patient loyalty at Nuraida Hospital.

This is supported by research conducted by Sari et al., (2021) where the relationship between patient experience and patient loyalty was found to be significant. The results of research (Ayu et al., 2022) show that there is an influence of patient experience on patient satisfaction and loyalty, which means that patient experience influences patient loyalty through patient satisfaction.

Likewise, Nusantari, V., Wekadigunawan, & Kusumapradja, R. (2021) show that patient preferences are proven to mediate the relationship between relationship marketing and patient loyalty at Hospital X. (Asmaryadi et al., 2020) Patient experience influences patient satisfaction, image hospitals influence patient satisfaction, patient experience does not directly influence patient loyalty, hospital image directly influences patient loyalty, and patient experience and hospital image indirectly influence patient loyalty through patient satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

1. There is a positive and significant influence of service quality, price fairness, physical environment, and patient experience simultaneously on patient loyalty at Nuraida Hospital. This means that these factors together contribute to patient loyalty at the hospital.
2. Improving service quality, price fairness and physical environment at Nuraida Hospital has an impact on patient loyalty through a satisfactory patient experience.
3. Service quality has a significant influence on patient experience, showing how important service quality is to patient experience.
4. Price fairness has a significant influence on patient experience, showing that clarity in pricing can improve patient experience.
5. The physical environment has a significant influence on patient experience, indicating that clarity in the hospital's physical environment can improve patient experience.
6. Service quality has a significant influence on patient loyalty, indicating that high service quality can increase patient loyalty.
7. Price fairness has a significant influence on patient loyalty, showing that

- price clarity can encourage patients to become loyal.
8. The physical environment has a significant influence on patient loyalty, indicating that clarity in the hospital's physical environment can influence patient loyalty.
 9. Patient experience has a significant influence on patient loyalty, indicating that patient experience contributes to the patient's decision to remain loyal to visit/treat at the hospital.

Managerial Implications

1. Service Quality can influence patient loyalty. The Empathy dimension is the highest dimension of Service Quality. Regarding Service Quality, hospitals should increase awareness and train staff regarding the importance of strengthening empathy in interactions with patients, as well as implementing training programs that focus on developing empathy skills, listening and understanding patient needs.
2. Price Fairness can influence patient loyalty. The price dimension determined as ethical is the lowest dimension of Price Fairness. Regarding Price Fairness, hospitals should carry out a thorough review of pricing policies and ensure that the rates charged to patients are in accordance with ethical standards and are transparent and consider adopting a more robust pricing policy. fair and transparent, and provide clear explanations to patients about the fee structure
3. Physical Environment can influence patient loyalty. The Other Tangible Element Dimension is the lowest dimension of the Physical Environment. Regarding the Physical Environment, the hospital should carry out routine repairs and maintenance of other physical elements in the hospital such as lighting, cleanliness and comfort of the waiting room as well as re-evaluating the interior and exterior design of the hospital to ensure that the environment creates a sense of comfort and safety for patients
4. Patient Experience can influence patient loyalty. The dimension of Communication with doctors is the lowest dimension of Patient Experience. Regarding Patient Experience, hospitals should improve communication between doctors and patients by adopting a more open, empathetic and informative approach as well as conducting training for doctors and medical staff in communication skills, including the better at listening to patient concerns and questions

Research Limitations

Based on this research process, there were several limitations experienced and there could be several factors that future researchers could pay more attention to in further perfecting their research because this research itself certainly has shortcomings that need to continue to be corrected in future research. Several limitations in this research include:

1. Obstacles in conducting research are because OB-GYN Poly patients are carrying out Poly activities at the Hospital.

2. OB-GYN Polyclinic patients who have not been able to give time to be interviewed.

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