

## Price Perceptions And Facilities On Patient Satisfaction Mediated By Dentist Street Dental Clinic Service Quality

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**Abstract**— In an increasingly competitive health service industry, patient satisfaction is a key factor that needs to be considered by clinics or hospitals. Patients are now increasingly aware of the importance of service quality, so clinics must make strategies and innovations to improve service quality to achieve patient satisfaction. Some of the factors that affect patient satisfaction include price perceptions, supporting facilities, and service quality. Reasonable prices according to service quality, good and comfortable facilities, and high service quality such as professionalism, good communication, and availability of information can increase patient satisfaction. Patient satisfaction is very important because satisfied patients tend to provide positive references and return to use the clinic's services, thereby increasing the number of new patient visits. This study focuses on the effect of perceived price, facilities, and service quality on patient satisfaction at the Dentist Street Kayu Manis Dental Clinic, East Jakarta. This clinic is one of the oral health service providers that continues to strive to improve the quality of its services to maintain patient trust and satisfaction amid increasingly fierce competition. Located at the Dentist Street Dental Clinic, Kayu Manis, East Jakarta, totalling 80 (Eighty) people and all members of the population as well as samples so that this research is a census study. The results of this analysis show that all indicators used in this study are valid and reliable. This study uses a Structural Equation Modeling (SEM) approach based on Partial Least Square (PLS) using SmartPLS 3.3 software. This study provides evidence of a positive and significant effect.

**Keywords**— Price, facilities, satisfaction, patients, dental clinic.

### 1. Introduction

Currently, the world of health is experiencing very rapid development. Health is the main service sector in various countries because it plays an important role in maintaining and improving public health to achieve a country's goals. Currently, the health services industry is a promising business opportunity with high competition and rapid growth. This is proven by the increasing number of private hospitals or clinics being established. Both hospitals and private clinics try to attract as many patients as possible by improving their services to meet patient expectations.

Patients play an important role in the success or failure of a clinic or health service. Patients' views regarding the services provided play a very important role, so clinic managers need to have a strategy to survive in a competitive environment. People also tend to demand better and faster health services. This gives rise to increasingly fierce competition, including in the field of dental health services. Dental clinics in cities and regions are increasing in number. Many dental clinics are aware of this so like it or not they have to achieve customer satisfaction with various strategies in order to retain customers. One of the strategies played is the price with various attractive promotions offered every month. The price set must be right or appropriate in the eyes of the patient, because it has a big influence on patient satisfaction. Reasonable prices and appropriate service quality can increase patient satisfaction. Prices that are too expensive cause dissatisfaction and actually make patients move to other dental clinics. High prices will also increase patient expectations regarding the quality of service they will receive. If a dental clinic cannot meet these expectations, patients will be disappointed and cause complaints. Therefore, it is important for dental clinics to offer value for money services and ensure cost transparency to maintain patient trust. What is no less important so that services can be carried out well by clinics is the existence of facilities to support health services. There are facilities such as a suggestion box that will help the clinic obtain information about what

things need to be repaired or improved, starting from the friendliness of the staff, the competence of the dentist, the cleanliness, comfort and tidiness of the facilities for customers. need. Improvements to dental clinic facilities and infrastructure need to be carried out to prevent technical obstacles that arise during treatment and to help create comfortable and quality health services.

Good facilities also create a positive experience, provide a perception of high service quality, and can increase overall satisfaction. Therefore, dental clinics that pay attention to their facilities tend to have higher levels of patient satisfaction. Patient satisfaction is also influenced by the quality of services provided. The increasing level of public education means that patients are now increasingly aware of the importance of quality service. This must be a priority for clinic management to create strategies and innovations to improve service quality in order to achieve patient satisfaction. High quality services, such as professionalism, good communication, cleanliness, comfort and availability of information, can increase patient satisfaction. Patients who feel listened to, treated with respect, and receive appropriate and adequate care are more likely to be satisfied with their experience at the dental office. Therefore, investment in improving service quality can have a positive effect on patient satisfaction levels. The level of patient visits shows how good the quality of service provided by health workers also shows the level of patient trust in the services provided. In general, the measurement of the level of health service utilization is shown by the number of patient visits to health services.

It is known that the number of health service patient visits from 2021 to 2023 will increase. The increase in the number of patients when many new dental clinic competitors are emerging is an interesting phenomenon. This phenomenon is a positive indicator for continuing to improve service quality. This helps maintain patient trust and satisfaction, provides a positive experience, and encourages positive feedback that contributes to long-term growth. Further analysis is needed to understand the factors influencing the increase in patient numbers. From all the services provided by a dental clinic, it will ultimately boil down to the reviews that will be given by patients regarding their perceived satisfaction. If the patient is satisfied, the patient will show a high probability of choosing the same clinic again. Satisfied patients tend to provide good references for services to other people in the community, which will increase the number of new patient visits. Based on the explanation above, this research focuses on the influence of price and facility perceptions on patient satisfaction which is mediated by the quality of service at the Dentist Street Kayu Manis Dental Clinic, East Jakarta. Dentist Street Dentist Clinic, which is a provider of dental and oral health services, is located on Jl. East Cinnamon no. 59A, Matraman, East Jakarta. Dentist Street Dentist Clinic opens health services from Monday – Sunday from 09.00-15.00 and 16.00-21.00 WIB. The Dentist Street Dentist Clinic has facilities, namely a comfortable examination room and a patient/consultant waiting room equipped with TV, WiFi and reading books, a game corner, coloring corner and a snack corner are also provided at the Dentist Street Clinic. In previous research, it has been revealed that variables such as perceptions of price, facilities and service quality have a significant influence on patient satisfaction in the context of health services, such as research conducted by Novitasari regarding patient satisfaction being influenced by price (Novitasari & Suhardi, 2020), facilities on patient satisfaction (Fadlilah & Listyorini, 2022) (Fadlilah & Listyorini, 2022), Perception of price on service quality, facilities on service quality (Maulidiah et al., 2023), Service quality on satisfaction (Baan, 2020). Based on the description above, this research analyzes the influence of price and facility perceptions on patient satisfaction which is mediated by the quality of service at the Dentist Street Kayu Manis Dental Clinic, East Jakarta.

## **2. Literature Review**

### **A. Customer Satisfaction**

Maulidiah (Maulidiah et al., 2023) suggests that patient satisfaction or dissatisfaction is the result of a comparison between consumer expectations and their perceptions of the actual service experience. A similar thing was also conveyed by Fajarini (Fajarini & Meria, 2020) who said that patient satisfaction is an emotional assessment or evaluation that involves feelings of joy, satisfaction or disappointment felt by the patient after using or purchasing a particular product or service. It reflects the extent to which customers' hopes and expectations are met by their actual experiences with the products or services provided by a company or service provider.

Febyta (Febyta Aulia & Handayani, 2022) said that patient satisfaction is influenced by various factors such as the condition of the room environment, the availability of complete facilities and equipment, as well as the attitudes and behavior of service providers. Masitoh (Masitoh et al., 2019)

Customer satisfaction is considered crucial for marketers because it is often considered the main factor influencing repeat purchases, positive testimonials and customer loyalty. So from this it can be understood that patient or customer satisfaction is influenced by various factors, including the environmental conditions of the room, the availability of complete facilities and equipment, as well as the attitudes and behavior of service providers. This shows the importance of paying attention to physical and non-physical aspects in meeting customer needs and expectations. Overall, it emphasizes the importance of paying attention to various factors that influence customer satisfaction and implementing appropriate strategies to ensure that customer needs and expectations are met optimally.

According to Setiawan (Setiawan, 2022), consumer satisfaction occurs when consumers realize that what they need and want has been fulfilled according to their expectations and in a satisfactory way. According to Novitasari (Novitasari & Suhardi, 2020), patient satisfaction can be explained as the extent to which the product or service meets the buyer's expectations. When the performance of a product or service is less than expected by customers, this leads to dissatisfaction. However, if the product or service exceeds expectations, the customer will feel satisfied or even very happy.

According to Kotler and Keller (Masitoh et al., 2019) satisfaction is a person's emotional response after comparing the perceived product performance with their expectations. Satisfaction can also be considered an emotional reaction to an experience based on information obtained about a product or service

According to Baan (Baan, 2020) customer or patient satisfaction refers to feelings of pleasure or disappointment that arise in someone after comparing the results or performance received from a product or service with the hopes or expectations they have. Service quality is a crucial factor that influences the level of customer satisfaction. When patients receive optimal and quality service from a hospital, this will naturally create satisfaction for the patient. According to Baan (Baan, 2020), patient satisfaction indicators can be observed through several things, such as the friendliness of the staff, accuracy of information, responsiveness of staff, availability of necessary facilities, and environmental cleanliness. Patients will feel satisfied when their experience with services exceeds expectations, where expectations and reality in using the service meet or even exceed their expectations.

## **B. Price Perception**

According to Novitasari (Novitasari & Suhardi, 2020) Price refers to the value given in the form of money or other goods in return for the benefits obtained from a product or service by an individual or group at a certain time and place. In this context, the term price is used to express a monetary value that reflects the relative quality of a product or service. In the framework of economics, price refers to the value of the sale or purchase transaction of a good or service.

According to Fadlilah (Fadlilah & Listyorini, 2022) price is the amount of money that must be paid by consumers to obtain or use a product or service, or the value that is exchanged for profits when consumers buy or use the product or service.

According to Suhardi (Suhardi et al., 2022) Price plays an important role in influencing how a product or service is viewed in terms of perception, quality, satisfaction and value. To maintain continuity, growth and competitiveness, a company must be able to maintain the level of customer satisfaction. If so, then price is an important aspect that must be considered by companies because price policy directly affects revenue. Price also has significance because it is a determining factor for consumers in deciding to buy a product. Specifically, price is the amount of money charged to obtain a product or service. More broadly, price includes the total value exchanged by consumers for the benefits obtained from owning or using the product or service.

## **C. Facility**

According to Novitasari (Novitasari & Suhardi, 2020) facilities play an important role in marketing service products to consumer users. The existence of complete and quality facilities is a determining factor for consumers in choosing a service. On the other hand, when the facilities

provided are inadequate or not commensurate with the price offered, this can cause company failure because consumers tend not to use the services offered. Therefore, it is important for companies, especially hospitals, to provide facilities that suit consumer needs in order to improve services to the community. Examples of these facilities include air conditioning, television, refrigerator, guest chairs and toilets.

According to Suhardi (Suardi et al., 2022) facilities are an important element that aims to increase customer satisfaction by providing comfort, meeting needs, and ensuring service user satisfaction. Facilities are part of a service that functions as a means of meeting consumer needs and desires. If so, then facilities refer to efforts to meet customer needs and expectations, both physically and psychologically, to provide comfort. One aspect that supports facilities is the organization's physical facilities, which are used as a communication tool in services to consumers. This facility includes various physical equipment designed to make it easier for customers to carry out their activities. Therefore, it is important to pay attention to the condition, completeness, interior and exterior design, and cleanliness of the facility, because these things directly affect the customer experience. Customer satisfaction should be a top priority, as dissatisfaction can cause customers to switch to competitors, which can ultimately result in decreased sales.

According to Maulidiah (Maulidiah et al., 2023) facilities are all elements that can increase efficiency and smoothness in providing optimal quality services. The various forms, types and benefits of facilities used by each company vary. With increasing company activity, the diversity and completeness of supporting facilities will also increase to support the quality of services provided by the Company, whereas according to Fadlilah (Fadlilah & Listyorini, 2022) said that facilities refer to the physical equipment provided by service providers to increase consumer comfort and room cleanliness. as well as the condition of the facilities to be used. Apart from improving the quality of services and facilities, clinics must also pay attention to this. Based on this discussion, facilities are an important element in increasing optimal efficiency and smooth service. Emphasis is placed on the various forms, types and benefits of facilities that vary according to the company's needs and activities. In addition, attention must also be paid to the physical equipment provided by service providers to increase consumer comfort.

According to Novitasari (Novitasari & Suhardi, 2020), facilities are a key element that supports service marketing efforts to service user consumers. The quality and completeness of facilities is an important attractive factor for consumers in making decisions regarding purchasing services. According to Wibisono & Achsa (H. B & A, 2020), facilities refer to everything provided by the company to support consumer satisfaction, whereas according to Kotler and Keller in (Maydiana & Luthfia, 2019), facilities include all physical equipment provided by the provider. services to increase customer comfort. Thus, amenities are an important element in creating a satisfying experience for customers, as they contribute to the customer's overall comfort and satisfaction.

According to Arifin (Arifin et al., 2023) Facilities aim to increase consumer satisfaction, so that it is hoped that consumers will return to buy the services offered by the company. In this way, the company can create a positive impression on consumers, encouraging them to re-engage with the company every time they require the services provided. Based on this discussion, it can be understood the importance of facilities not only as supporting company operations, but also as a key factor in influencing customer satisfaction. Good facilities can create a positive experience for consumers, which in turn can increase loyalty, positive testimonials, and return to purchasing products or services from the company. Therefore, companies need to pay attention to and continue to improve the quality of their facilities as part of a strategy to obtain and maintain consumer satisfaction.

#### **D. Service Quality**

According to Suhardi (Suardi et al., 2022) Service quality depends on the company's ability to meet customer expectations and needs as well as its excellence in management and management perspective. In general, the aim of service is to provide public services needed by the community.

According to Utari (Utari & Firmansyah, 2021) Service includes politeness and friendliness of hospital staff as well as speed in providing services. The quality of a hospital is considered good if its services pay attention to the needs of not only patients but also other people who come to the hospital. According to Maulidiah (Maulidiah et al., 2023) Quality refers to all the attributes and characteristics of a product or service which are determined by its ability to meet expressed or implied needs. If so, it can be understood that service quality depends on the company's ability to meet customer expectations and needs, as well as its excellence in management and management perspective. Good service includes politeness, friendliness of officers, and speed in providing services. The quality of a service, such as in the context of a hospital, is considered good if it not only pays attention to the needs of the patient but also other people who come to that place. Apart from that, service quality also includes all the attributes and characteristics of a product or service that can meet expressed or implied needs.

So it can be said that service quality has a very important role in influencing customer perception and satisfaction. Good service includes not only technical aspects, but also social and emotional aspects. Companies need to pay comprehensive attention to all aspects of service quality to ensure that customer needs and expectations are met. Thus, efforts to improve service quality can be an effective strategy in maintaining and increasing customer satisfaction and gaining a competitive advantage in the market.

According to Novitasari (Novitasari & Suhardi, 2020) Service quality is the extent of the difference between expectations and reality of the services provided to customers. Evaluation of service quality is carried out by comparing customer perceptions of the service they receive with their expectations. Service is a series of activities carried out by an individual or group of individuals, based on material factors, through certain systems, procedures and methods, with the aim of meeting the needs of other people in accordance with their rights. According to Wahyudi (Wahyudi, 2020) The quality of service demonstrated by employees has a significant impact on the satisfaction of the customers served. When employees do not provide satisfactory service, customers tend to feel disappointed with the employees and the company. On the other hand, good service is able to resolve various problems that arise, both related to products and interactions between employees and customers. Thus, service quality can be considered an important factor that determines customer satisfaction and the overall consumer experience.

According to Roy (Roy et al., 2020) high quality service has the ability to attract customers and reduce their tendency to switch to other competitors. The main focus is on providing services that meet customer requests and desires, so as to create customer satisfaction commensurate with the value of the services they pay for. Thus, this concept emphasizes the importance of providing satisfactory service results to retain customers and increase the company's competitiveness. According to Fajarini (Fajarini & Meria, 2020) Service quality is reflected in the comparison between the level of service provided by the company and the expectations held by customers. This is realized when the company is able to meet customer needs and desires precisely, even exceeding their expectations. So based on the explanation above, high quality service has the ability to attract customers and reduce the possibility of them switching to other competitors. The main focus of quality service is fulfilling customer requests and desires so as to create customer satisfaction that is commensurate with the value of the service they pay for. The importance of providing satisfactory service results is the key to retaining customers and increasing the company's competitiveness.

According to Baan (Baan, 2020) Service quality is the main focus for service companies because this will have a direct impact on customer satisfaction. Customers will feel satisfied when they receive the best quality service. A company's ability to compete in the market can be realized when they are able to create value and fulfill customer satisfaction by providing quality products and services.

### 3. Research Method

This study focuses on patients from the Dentist Street Kayu Manis Clinic in East Jakarta, with a total population of 100 individuals. To determine the sample size, Slovin's formula was applied, resulting in a sample of 80 patients to account for a 5% margin of error. The sample was specifically chosen from patients who sought treatment at the clinic in January 2024. Data was collected via an online questionnaire to facilitate broader reach and efficiency in gathering responses from the target population.

The analysis was performed using SmartPLS 3.0, which is well-suited for handling data that may not follow a normal distribution. The analytical process comprised three key stages: the measurement model, the structural model, and hypothesis testing. The measurement model focused on validating and ensuring the reliability of the survey instruments. Validity was assessed through convergent validity, where indicator loading factors were expected to be greater than 0.7, and discriminant validity, ensuring that different constructs were not highly correlated. Reliability was evaluated using composite reliability (with a target value >0.7), Average Variance Extracted (AVE, expected to be >0.5), and Cronbach's Alpha (with values >0.6).

The structural model analyzed the relationships between variables using key indicators such as the coefficient of determination ( $R^2$ ), predictive relevance ( $Q^2$ ), and goodness of fit (GoF). Hypothesis testing involved bootstrapping within SmartPLS 3.0 to assess the significance of the relationships, with path coefficients, t-statistics, and p-values used to evaluate the hypotheses. Additionally, mediation effects were tested using the Sobel test, which examined the indirect influence of independent variables through a mediating variable. This comprehensive approach ensured robust evaluation of the data and insights into the relationships and effects within the study's framework.

### 4. Result and Discussion

#### 4.1 Validity Testing

Validity testing of this research instrument was conducted using convergent validity, discriminant validity, and average variance extracted (AVE). Convergent validity was first examined by assessing whether the factor loading of an instrument exceeds 0.5, indicating validity. If the factor loading value is greater than 0.5, the instrument is considered valid and capable of explaining the relationship between indicators and latent variables in the hypothesis model. Any indicators with values below 0.5 are excluded from further analysis. The factor loading results are as follows:

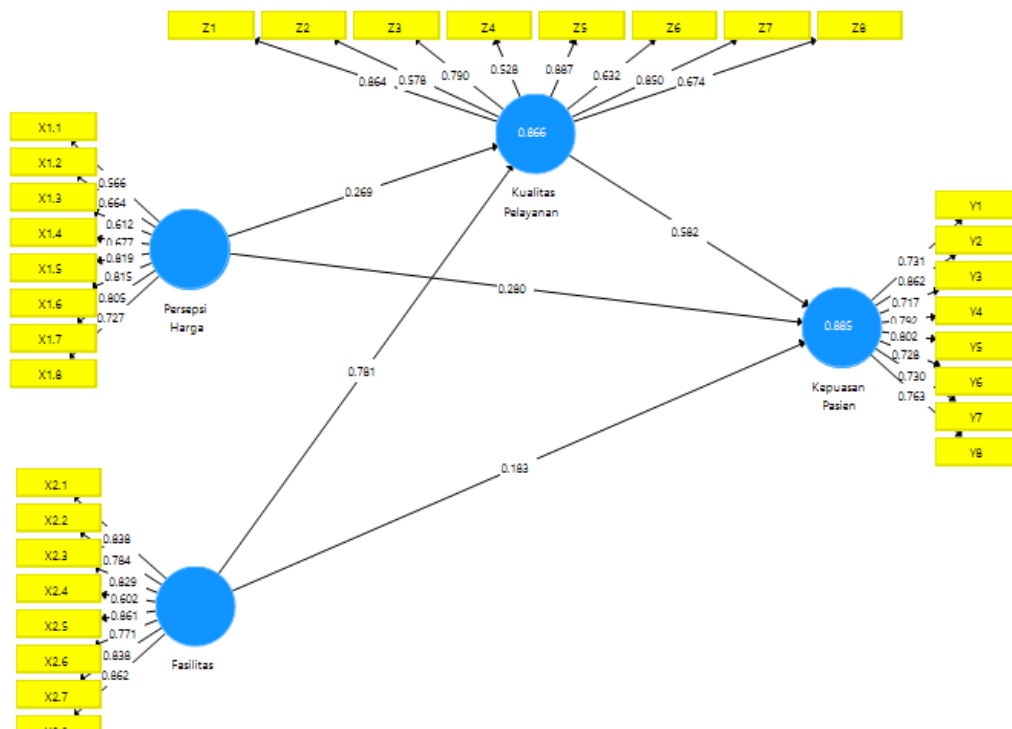


Figure 1 Research Model  
 (Source: Smart PLS)

According to the research model analyzed using Smart PLS, all indicators are valid, having factor loading values greater than 0.5. Thus, all indicators can be included in subsequent analysis since none were removed due to values less than 0.5. The factor loading values for each construct are provided in Tables 1 and 2

**Table 1. Loading Factor Value (1)**

Price Perception	Loading Factor	Patient Satisfaction	Loading Factor
X1.1	0.566	Y1	0.841
X1.2	0.664	Y2	0.634
X1.3	0.612	Y3	0.823
X1.4	0.677	Y4	0.704
X1.5	0.819	Y5	0.691
X1.6	0.815	Y6	0.882
X1.7	0.805	Y7	0.601
X1.8	0.727	Y8	0.605

(Source: *Smart PLS*)

**Table 2. Loading Factor Value (2)**

Facility	Loading Factor	Trust	Loading Factor
X2.1	0.838	Z1	0.731
X2.2	0.784	Z2	0.862
X2.3	0.829	Z3	0.717
X2.4	0.602	Z4	0.792
X2.5	0.861	Z5	0.802
X2.6	0.771	Z6	0.728
X2.7	0.838	Z7	0.73
X2.8	0.862	Z8	0.763

(Source: *Smart PLS*)

Next, the instrument was analyzed using discriminant validity. Discriminant validity assesses the extent to which the variance of a variable is greater than the variance of indicators of other variables. This is evaluated using cross-loading values, which must exceed 0.5, and the binding variables must be larger than indicators for other variables. The processed discriminant validity data in Smart PLS is presented in Table 3. All constructs show values greater than 0.5, meeting the required criteria and indicating good discriminant validity.

**Table 3 Cross Loading**

Variable	Facility	Patient Satisfaction	Service Quality	Proce Perception
X1.1	0.405	0.524	0.505	0.566
X1.2	0.344	0.404	0.43	0.664
X1.3	0.097	0.285	0.18	0.612
X1.4	0.148	0.337	0.274	0.677
X1.5	0.228	0.464	0.402	0.819
X1.6	0.311	0.565	0.451	0.815
X1.7	0.257	0.501	0.385	0.805
X1.8	0.468	0.734	0.605	0.727
X2.1	0.838	0.624	0.69	0.339
X2.2	0.784	0.488	0.588	0.234

X2.3	0.829	0.58	0.634	0.273
X2.4	0.602	0.48	0.447	0.127
X2.5	0.861	0.794	0.887	0.462
X2.6	0.771	0.696	0.707	0.419
X2.7	0.838	0.726	0.823	0.372
X2.8	0.862	0.8	0.841	0.444
Y1	0.506	0.731	0.634	0.523
Y2	0.798	0.862	0.823	0.517
Y3	0.717	0.717	0.704	0.302
Y4	0.673	0.792	0.691	0.446
Y5	0.847	0.802	0.882	0.486
Y6	0.478	0.728	0.601	0.708
Y7	0.48	0.73	0.605	0.736
Y8	0.508	0.763	0.633	0.696
Z1	0.824	0.749	0.864	0.469
Z2	0.414	0.473	0.578	0.386
Z3	0.757	0.648	0.79	0.377
Z4	0.39	0.492	0.528	0.285
Z5	0.861	0.794	0.887	0.462
Z6	0.495	0.718	0.632	0.65
Z7	0.85	0.762	0.85	0.409
Z8	0.514	0.693	0.674	0.559

(Source: Smart PLS)

Finally, validity was also assessed using average variance extracted (AVE). The AVE value indicates the correlation among latent constructs and should be at least 0.5. An AVE value less than 0.5 suggests that the indicator has a high average error rate. Table 5 displays the AVE values calculated using Smart PLS, showing that all indicators have AVE values greater than 0.5, indicating acceptable validity..

**Table 5. Cronbach'S Alpha, Composite Rability, dan AVE**

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Facility	0.920	0.934	0.935	0.643
Patient Satisfaction	0.899	0.905	0.919	0.588
Service Quality	0.873	0.896	0.902	0.543
Price Perception	0.864	0.88	0.892	0.513

(Source: Smart PLS)

#### 4.2 R-Square Test

The R-Square test is a regression analysis step measuring how well the regression model explains the variation in the dependent variable (Y) by the independent variables (X). R-Square values range from 0 to 1, with values closer to 1 indicating a better model fit. The R-Square results, shown in Table 4.8, indicate that the model explains 88.5% of the variance in patient satisfaction and 86.6% of the variance in service quality.

**Table 6. R-Square Test**

Variabel	R Square
Patient Satisfaction	0.885
Service Quality	0.866

(Source: Smart PLS)



To assess the model's predictive relevance, the Q2 method was used. The Q2 value is a cross-validation method in statistics:

$$\begin{aligned}
 Q2 &= 1 - [(1 - R1^2) * (1 - R2^2)] \\
 &= 1 - [(1 - 0.885) * (1 - 0.866)] \\
 &= 1 - [(0.115) * (0.134)] \\
 &= 0.984
 \end{aligned}$$

The Q2 value of 0.984 indicates 98% predictive relevance, showing that the model fits the test data well.

### 4.3 Hypothesis Testing

Hypothesis testing is performed by evaluating the P-Value using the Goodness of Fit Model. The P-Value is used to assess the significance of the results of hypothesis testing. In this study, hypothesis testing was carried out on five relationships within the Goodness of Fit Model. The results are presented in Table 7. It can be seen that all relationships between price perception, facilities, patient satisfaction, and service quality are statistically significant at a 0.05 level, as indicated by the P-Values being below 0.05.

**Table 7. Path Coefficient**

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Facility -> Patient Satisfaction	0.183	0.195	0.089	2.061	0.040
Facility -> Service Quality	0.781	0.778	0.062	12.663	0.000
Service Quality -> Patient Satisfaction	0.582	0.581	0.103	5.638	0.000
Price Perception -> Patient Satisfaction	0.28	0.266	0.074	3.772	0.000
Price Perception -> Service Quality	0.269	0.265	0.063	4.271	0.000

(Source: *Smart PLS*)

A P-Value smaller than the determined significance level (usually 0.05) indicates that the relationship is statistically significant. In this case, the relationships between Price Perception (X1), Facility (X2), Patient Satisfaction (Y), and Service Quality (Z) are significant at the 0.05 level because the P-Value is less than 0.05.

To measure the total effect of one variable on another, it is necessary to consider the total effect between the two variables. The total effect is the overall impact of an independent variable on a dependent variable, including both direct effects and indirect effects mediated through other variables.

**Table 4.10 Total Effect**

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Facility -> Patient Satisfaction	0.637	0.646	0.046	13.723	0.000
Facility -> Service Quality	0.781	0.778	0.062	12.663	0.000
Service Quality -> Patient Satisfaction	0.582	0.581	0.103	5.638	0.000
Price Perception -> Patient Satisfaction	0.437	0.422	0.066	6.638	0.000
Price Perception -> Service Quality	0.269	0.265	0.063	4.271	0.000

(Source: *Smart PLS*)



From the total effect results of several independent variables on the dependent variable, namely Satisfaction (Y), using the Goodness of Fit Model method, the research indicates that a P-Value smaller than the specified significance level (usually 0.05) shows that the total effect is statistically significant. In this case, the total effects of Price Perception (X1), Facility (X2), Patient Satisfaction (Y), and Service Quality (Z) are all significant at the 0.05 significance level because the P-Value is less than 0.05.

Next, the influence test refers to the process of analyzing the impact of independent variables on dependent variables within a model. In this analysis, we are often interested in understanding the direct contribution of independent variables to dependent variables, as well as the indirect contribution through mediator variables among them. Direct influence refers to the impact observed directly from independent variables to dependent variables without going through mediator variables. This is often measured by path coefficients that directly connect the two variables in the model.

Indirect influence is the impact that occurs through indirect paths involving one or more mediator variables between the independent and dependent variables. This is an effect not directly observable, but through additional variables in the model. Indirect influence is often calculated by summing the contributions of all paths connecting variables through mediators. "Total influence" is the sum of both direct and indirect influences of independent variables on dependent variables. This provides a comprehensive view of how independent variables affect dependent variables in the model, including direct effects and indirect effects through mediators.

Thus, in research, influence testing is used to analyze how variables are related within a model and to understand the direct and indirect contributions of independent variables to dependent variables within the context of the research being conducted..

**Table 8. Influence Testing**

Influence Testing	Direct	Indirect	Total
Price Perception -> Patient Satisfaction	0.437		
Price Perception -> Service Quality	0.269		
Facility -> Patient Satisfaction	0.637		
Facility -> Service Quality	0.781		
Service Quality -> Patient Satisfaction	0.582		
Price Perception -> Service Quality mediation by Patient Satisfaction	0.437	0,269 x 0,582= 0,156558	0,549 3558
Facility -> Service Quality mediation by Patient Satisfaction	0.637	0,781 x 0,582= 0,454542	1,091 542

(Source: *Smart PLS*)

Based on the analysis results conducted above, the calculation results are divided into two categories: direct and indirect effects. Here is the explanation of the calculation results:

- **Price Perception -> Patient Satisfaction:** There is a direct effect of 0.437 from Price Perception on Patient Satisfaction.
- **Price Perception -> Service Quality:** There is a direct effect of 0.269 from Price Perception on Service Quality.
- **Facility -> Patient Satisfaction:** There is a direct effect of 0.637 from Facility on Patient Satisfaction.
- **Facility -> Service Quality:** There is a direct effect of 0.781 from Facility on Service Quality.
- **Service Quality -> Patient Satisfaction:** There is a direct effect of 0.582 from Service Quality on Patient Satisfaction.
- **Indirect Effect of Price Perception through Patient Satisfaction on Service Quality:** 0.156558.
- **Indirect Effect of Facility through Patient Satisfaction on Service Quality:** 1.091542

## 5. Conclusion

Based on the research findings, it can be concluded that there is a statistically significant relationship between price perception and patient satisfaction, where a positive perception of price enhances patient satisfaction. Additionally, the facilities provided have a significant impact on patient satisfaction, with high-

quality facilities contributing to increased satisfaction. Price perception and facilities also affect the quality of service, which in turn influences patient satisfaction. Service quality acts as a significant mediator between both price perception and facilities, and patient satisfaction, indicating that positive perceptions of price and facilities, through service quality, can enhance overall patient satisfaction.

This study reinforces the understanding that patient experience is influenced by non-medical factors such as price perception and facility quality, and that service quality has a significant impact on patient satisfaction. Clinics are advised to focus on improving service quality and to apply service marketing principles to enhance their image and patient perceptions. Practically, clinics could design discount and promotion programs for loyal patients, improve waiting room facilities to increase comfort, and provide regular staff training in communication and empathy skills. Additionally, improving administrative systems and internal coordination is crucial to ensure more efficient and satisfactory service processes..

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