

# Analysis of Service Quality and Price Aspects on Patient Satisfaction at Gorontalo Regional Hospital

Analysis of Service  
Quality

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## ABSTRACT

*This study aims to examine the factors influencing patient satisfaction at Gorontalo Hospital, focusing on the impact of service quality and price. Using primary data from 108 respondents gathered via Google Form through purposive sampling, the analysis employs Partial Least Square - Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The research model is developed using the Confirmatory Composite Analysis approach, with indicators based on established theories. The outer model evaluates instrument validity and reliability, using Average Variance Extracted (AVE) for convergent validity and Composite Reliability (CR) and Cronbach's Alpha for reliability. Both research hypotheses were supported, with Service Quality showing a significant positive effect on Patient Satisfaction, and Price also having a significant positive effect on Patient Satisfaction. These findings align with previous studies, emphasizing the importance of service quality and price in enhancing patient satisfaction. The study contributes to the formulation of more effective strategies to improve healthcare services and pricing transparency, ultimately aiming to enhance patient experiences and satisfaction at Gorontalo Hospital.*

**Keywords:** Service Quality, Price, Patient Satisfaction, Healthcare Services

## ABSTRAK

*Penelitian ini bertujuan untuk mengkaji faktor-faktor yang mempengaruhi kepuasan pasien di RSUD Gorontalo, dengan fokus pada pengaruh mutu pelayanan dan harga. Menggunakan data primer dari 108 responden yang dikumpulkan melalui Google Form dengan metode purposive sampling, analisis menggunakan Partial Least Square - Structural Equation Modeling (PLS-SEM) dengan software SmartPLS 4. Model penelitian dikembangkan menggunakan pendekatan Confirmatory Composite Analysis, dengan indikator-indikator yang didasarkan pada teori-teori yang telah ditetapkan. Outer model mengevaluasi validitas dan reliabilitas instrumen, menggunakan Average Variance Extracted (AVE) untuk validitas konvergen dan Composite Reliability (CR) dan Cronbach's Alpha untuk reliabilitas. Kedua hipotesis penelitian didukung,*

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*dengan Kualitas Pelayanan menunjukkan pengaruh positif signifikan terhadap Kepuasan Pasien, dan Harga juga memiliki pengaruh positif signifikan terhadap Kepuasan Pasien. Temuan ini sejalan dengan penelitian sebelumnya, yang menekankan pentingnya kualitas layanan dan harga dalam meningkatkan kepuasan pasien. Penelitian ini berkontribusi pada perumusan strategi yang lebih efektif untuk meningkatkan layanan kesehatan dan transparansi harga, yang pada akhirnya bertujuan untuk meningkatkan pengalaman dan kepuasan pasien di Rumah Sakit Gorontalo.*

*Kata kunci: Kualitas Pelayanan, Harga, Kepuasan Pasien, Pelayanan Kesehatan*

## INTRODUCTION

Patient satisfaction is a key indicator of the quality of health care services in hospitals, including in Gorontalo. Significant variations in patient satisfaction in this area are influenced by several factors, such as service quality, price, and experience of interaction with the health system (Utami et al., 2023). Service quality includes the competence and professional attitude of medical personnel, which are often a source of dissatisfaction when they do not meet patient expectations. The price of services also affects satisfaction, especially if patients feel there is ambiguity or unfairness in the fees charged. The patient's experience during interaction with the hospital, including administrative processes and accessibility, also contributes to the level of satisfaction. Although efforts have been made to improve health services, many patients still feel dissatisfied (Um & Lau, 2018). This suggests that continuous improvement is needed in terms of medical personnel professionalism and price transparency. Developing strategies to improve these elements can help hospitals in Gorontalo achieve better service standards and improve overall patient satisfaction levels.

Several studies related to patient satisfaction in Indonesian hospitals have shown varying results. Research by Nurlayla et al. (2024) found that service quality did not have a positive and significant effect on customer satisfaction, while price showed a positive and significant effect. Pagewang et al. (2024) stated that price had no effect on customer satisfaction. Another study by Zuraidah et al. (2023) found that service quality had a significant effect on patient satisfaction. These differences in findings indicate a gap that needs to be studied further, especially in the context of comparing service quality and price. In Gorontalo Hospital, this aspect is still rarely discussed in the literature, even though patient satisfaction is an important indicator in assessing the success of health services. With the differences in research results, further research in Gorontalo is important to understand the factors that are more dominant in determining patient satisfaction, as well as providing more comprehensive insights for developing strategies to improve service quality and determine more transparent and fair prices.

This study aims to understand more deeply the factors that influence patient satisfaction at Gorontalo Hospital. The main focus of the study is to explore the influence of service quality and price on patient satisfaction levels. By exploring these two aspects, it is hoped that this study can provide a significant contribution to the development of more effective strategies in improving the quality of health services in hospitals. In addition, the results of this study are also expected to help hospitals in establishing more transparent and fair policies regarding service pricing. Ultimately, this study aims to improve patient experience and improve health service standards in Gorontalo as a whole. The results of this study are expected to be a reference for hospital management in formulating more effective and responsive policies to patient needs, so that they can increase patient satisfaction and loyalty in the future.

## LITERATURE REVIEW

According to Kotler & Armstrong (2010), service quality is more difficult to define and assess than product quality; a service company can differentiate itself by consistently providing higher quality than its competitors. Service quality refers to the extent to which it provides good, efficient, and responsive service to customers. Service quality has 5

dimensions as follows: a) Reliability. Directly related to the ability of employees to provide services without errors and can be trusted, b) Responsiveness. Can be interpreted as the ability of employees to serve and help quickly and responsively to customer needs, c) Assurance. Assurance can be directly related to employee behavior, such as politeness and knowledge, d) Empathy. Related to concern for the needs and desires of individual customers, e) Physical Evidence. Physical aspects that support services, such as facilities and tools used in delivering services. Assessment of service quality is not only static, but also based on the conditions that form when public services are provided (Djou et al., 2023).

Satisfaction as a feeling of pleasure or disappointment experienced by consumers due to comparing a product or perception of performance or service results with their expectations (Kotler & Keller, 2016). Consumer satisfaction is a concept that describes the level of satisfaction, happiness, or fulfillment felt by consumers after they use, purchase, or experience a product or service (Anani et al., 2023). In addition, satisfaction is defined as an attitude that reflects a person's assessment of an experience over a period of time (Darman et al., 2017). The concept of customer satisfaction is adopted in the health sector by focusing on patients as customers (Gultom, 2020). Patient satisfaction has become an indicator of how well health services meet patient expectations and needs in an organized manner in accordance with professional service standards (Fatim et al., 2018; Ayuningtyas & Wibowo, 2024). Patient satisfaction is expected to create patients who are loyal to health care institutions. Satisfied patients can also provide positive reviews, recommendations to others, and tend to be more compliant with medical advice, thereby increasing the success rate of therapy (Haque et al., 2020). Conversely, if the patient is not satisfied, the patient will move to another health care institution (Kumar & Shah, 2004). Satisfaction is a positive evaluation of conducive aspects (Ibrahim et al., 2023).

Good service quality, which includes aspects such as reliability, responsiveness, and empathy, shows a significant positive relationship with patient satisfaction levels. This means that when services are provided with consistency and accuracy, as well as with genuine attention to patient needs, patients tend to feel more satisfied (Sasmita & Azhmy, 2024). Specific studies have revealed that aspects of service quality, including employee attitudes and clinical procedures, play a crucial role in increasing patient satisfaction levels. When staff show a friendly and professional attitude, and clinical procedures are carried out efficiently and transparently, patients will feel more appreciated and cared for. This not only creates a positive experience during the treatment process but can also build patient trust in the health services they receive. By focusing on improving attitudes and procedures, healthcare institutions can significantly improve patient satisfaction, which in turn can encourage loyalty and positive recommendations from patients to others (Santoso et al., 2024). Good service quality has a significant positive relationship with patient satisfaction, as revealed in various studies. The study showed that when services are delivered effectively, it not only enhances positive patient experiences but also strengthens the emotional bond between patients and providers. A satisfying experience during care can make patients feel more valued and cared for, which in turn can increase their trust in healthcare institutions. Therefore, focusing on improving service quality is important, as this can create a more pleasant experience for patients and encourage them to return to use the service in the future (Arman et al., 2023).

The SERVQUAL model emphasizes five main dimensions of service quality: reliability, assurance, tangibles, empathy, and responsiveness, all of which are significantly related to patient satisfaction. Reliability reflects the ability of the service provider to provide consistent and reliable services. Assurance relates to the knowledge and professional attitude of the staff that provides a sense of security to patients. Tangibles include aspects such as the facilities and equipment used in the service. Empathy shows attention and concern for the individual needs of patients, while responsiveness describes how quickly and efficiently the service is delivered. The combination of all these dimensions contributes to a positive patient experience and increases their level of

satisfaction with the healthcare services received (Mabini Jr. et al., 2024). Research shows a significant positive correlation between service quality and patient satisfaction. For example, a study conducted at Kartika Husada Jatiasih Hospital found that improvements in service quality directly contributed to increased patient satisfaction. The results of this study confirmed that when hospitals focused on improving aspects of service, such as reliability, responsiveness, and empathy, patients were more satisfied with their care experience. This finding shows the importance of investing in service quality to achieve higher patient satisfaction, which in turn can increase patient loyalty and positive recommendations to the hospital (Sumardika et al., 2024). Service quality in home care also plays a very important role, with significant findings showing that service quality directly affects patient satisfaction levels. When home care services are provided well, through appropriate attention, effective communication, and responsiveness to patient needs, this can improve the overall patient experience. Research shows that patients who receive high-quality care at home tend to feel more satisfied and comfortable, which contributes to their well-being. Thus, focusing on improving service quality in the context of home care is crucial to ensuring patient satisfaction and better health outcomes (Sasarari et al., 2023). The better the quality of services provided by an institution or company, the higher the level of satisfaction of the people who receive the service (Ma'ruf et al., 2024).

H1: The quality of health services has significant effect on patient satisfaction.

Price plays a significant role in determining patient satisfaction; studies have shown that fair prices, combined with quality service, contribute to higher levels of patient satisfaction. When patients feel that the cost, they pay is commensurate with the quality of service they receive, they are more likely to be satisfied with the overall experience. This also creates a positive perception of the healthcare institution, which can increase patient loyalty and encourage referrals to others. Therefore, it is important for healthcare providers to establish fair and transparent pricing strategies to improve patient satisfaction (Sumardika et al., 2024). Competitive pricing strategies are crucial for healthcare providers to maintain patient trust and satisfaction, especially in a crowded market. In an environment full of choices, fair and transparent pricing can help differentiate an institution from its competitors. When patients feel that they are getting good value for their money, they are more likely to stay loyal and recommend the service to others. Therefore, healthcare providers need to actively evaluate and adjust their pricing strategies to ensure that they remain attractive to patients, while maintaining high service quality (Ariesta et al., 2023).

A study on the marketing mix revealed that price, as one of the elements of the 4Ps, has a significant influence on patient satisfaction and loyalty. This finding suggests that the price set not only influences patients' purchasing decisions but also impacts their perception of the quality of service received. When prices are perceived as fair and commensurate with the value provided, patients tend to feel more satisfied and, as a result, more loyal to healthcare providers. Therefore, it is important for healthcare institutions to consider effective pricing strategies in an effort to build long-term relationships with patients (Budiman & Achmadi, 2023). Price fairness also emerged as an important factor influencing patient satisfaction, suggesting that perceptions of fairness in pricing can increase overall satisfaction levels. When patients perceive that the price, they pay reflects the value received, both in terms of service quality and outcomes, they tend to feel more satisfied with their care experience. This creates a sense of trust between patients and healthcare providers, which can encourage loyalty and positive recommendations. Therefore, healthcare providers need to ensure that their pricing strategies are transparent and fair to achieve higher patient satisfaction (Angelica & Bernarto, 2023).

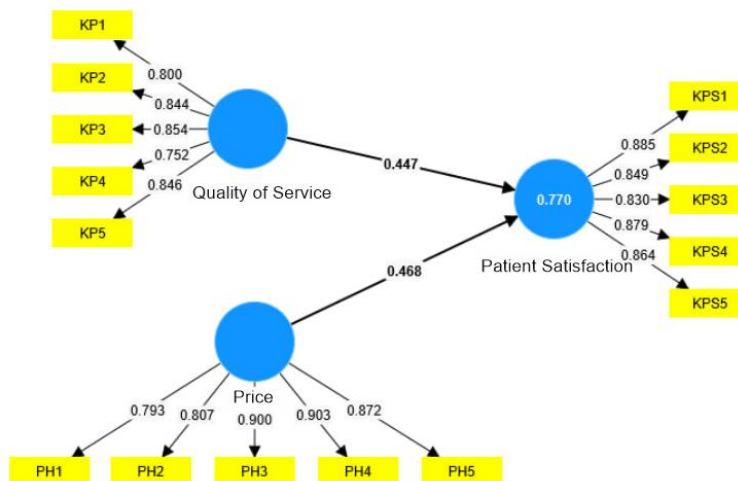
H2: Price has significant effect on patient satisfaction.

**METHODS**

This study uses primary data obtained through a questionnaire using Google Form with a sample of 108 respondents selected through a purposive sampling method. Data analysis was carried out using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method processed through SmartPLS 4 software. The research model was built using the confirmatory composite analysis approach, where each latent variable indicator is based on a strong theory from previous research. The PLS-SEM analysis process is carried out in two stages, namely testing the outer model and the inner model. The outer model is used to measure the validity and reliability of the construct, which consists of indicators on the survey instrument. The validity of the instrument is evaluated through two steps, namely convergent and discriminant validity. Convergent validity is measured using the Average Variance Extracted (AVE), with the expected AVE value of more than 0.50 for the indicator to be considered valid. Instrument reliability is measured using Composite Reliability (CR) and Cronbach's alpha, where latent variables with CR and CA values above 0.70 are considered reliable. After the inner model analysis meets the validity and reliability criteria, it is continued with inner model testing to assess the relationship between latent variables. The inner model focuses on hypothesis testing and the predictive power of the research model.

**RESULTS**

The results of the Outer Model test (Figure 1) show that all indicator items used in this study have a loading factor value above 0.70. This value indicates that each indicator has a significant contribution in representing the construct being measured. In the context of measurement model analysis, a loading factor higher than 0.70 indicates that the indicators have good convergent validity, meaning that the indicators are able to explain latent variables accurately and consistently. This strengthens the validity of the construct in the study, because each indicator successfully reflects the attributes described accurately. Thus, the measurement model used in this study can be considered feasible and reliable for use in further analysis. The indicator of success in ensuring adequate loading factor values is achieved so that the results of further analysis, such as structural analysis or relationships between variables, can provide more accurate and representative findings. This also shows that the model built has met the validity criteria needed to produce valid interpretations in the context of the study.



**Figure 1.** SEM Path Diagram with Loading Factor for the Influence of Service Quality and Price on Patient Satisfaction

Table 1 shows that all Composite Reliability (CR) and Cronbach's Alpha values of each latent variable in this study are more than 0.70. This value indicates that the measurement instrument used in this study has high reliability. This reliability shows that

the instrument built is consistent in measuring the intended variables, so that the measurement results can be relied on. In addition, the Average Variance Extracted (AVE) value of each latent variable also exceeds 0.50, which is an indicator of convergent validity. AVE above 0.50 indicates that more than half of the variance of each construct can be explained by the indicators involved, so that this measurement instrument is not only reliable but also valid in representing the intended construct. Thus, based on the results shown by CR, Cronbach's Alpha, and AVE, it can be concluded that the instrument used in this study has good measurement quality, both in terms of reliability and validity. This provides a strong basis for proceeding to structural analysis and drawing accurate conclusions from the data collected.

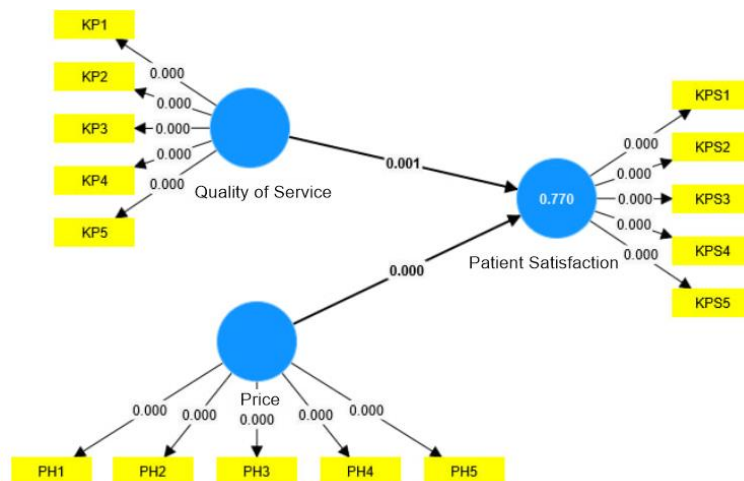
**Table 1.** Convergence Validity and Reliability of Instruments

Variable	Item	Factor Loading	CA	CR	AVE
Service Quality	KP1	0.800	0.878	0.885	0.673
	KP2	0.844			
	KP3	0.854			
	KP4	0.752			
	KP5	0.846			
Price	PH1	0.793	0.908	0.915	0.733
	PH2	0.807			
	PH3	0.900			
	PH4	0.903			
	PH5	0.872			
Patient Satisfaction	KPS1	0.885	0.913	0.913	0.742
	KPS2	0.849			
	KPS3	0.830			
	KPS4	0.879			
	KPS5	0.864			

The next test is the R2 value obtained from the PLS algorithm procedure. The R2 ratio level is classified into three categories, namely 0.75 (strong), 0.50 (moderate), and 0.25 (weak) (Hair et al., 2018). Table 2 shows that the R2 value of the patient satisfaction variable is 0.770 in the strong category because it is above 0.75. These results indicate that the influence of Service Quality and Price on Patient Satisfaction is 0.770 or 77.00% and the remaining 23.00% is influenced by other variables outside of the variables of this study. The final step of the inner model analysis is hypothesis testing using the bootstrapping method.

**Table 2.** Determination Coefficient Test Results

Variable	R Square	R Square Adjusted
Patient Satisfaction	0.770	0.766



**Figure 2.** SEM Model of the Relationship between Service Quality, Price, and Patient Satisfaction

This study used a significance level of 5–10%. This is a generally accepted level of significance in economics and management studies. The findings of the direct relationship between latent variables are shown in Table 3. Table 3 shows that the variables of Service Quality and Price based on the model have a significant effect on Patient Satisfaction. Based on the results above, it is concluded that the H1 and H2 hypotheses have been accepted.

**Table 3.** Direct Effect Test Results

Hypothesis	Path	Coefficient	STD	t-statistic	p-value	Conclusion
H1	KP => KPS	0.447	0.129	3.462	0.001	Significant
H2	PH => KPS	0.468	0.122	3.820	0.000	Significant

The results of the direct relationship test, it can be concluded that both research questions in this study have been answered. The research model successfully explains that Service Quality has a significant effect on Patient Satisfaction with a t-statistic value of 3.462 and a p-value of 0.001, while Price has a significant effect on Patient Satisfaction with a t-statistic value of 3.829 and a p-value of 0.000. The finding that Service Quality has a significant effect on Patient Satisfaction is in line with previous studies. High service quality, including dimensions such as reliability, responsiveness, and empathy, has a strong positive correlation with patient satisfaction (Sasmita & Azhmy, 2024). Specific studies show that service quality dimensions such as staff attitudes and clinical procedures are very important to improve patient satisfaction (Santoso et al., 2024). High service quality is positively correlated with patient satisfaction, as evidenced by research showing that effective service delivery increases emotional bonds and positive experiences (Arman et al., 2023).

The SERVQUAL model highlights five dimensions of service quality, reliability, assurance, real, empathy, and responsiveness that are statistically related to patient satisfaction (Mabini Jr. et al., 2024). Research shows a strong positive correlation between service quality and patient satisfaction. For example, a study at Kartika Husada Jantiasih Hospital found that improving service quality directly increased patient satisfaction (Sumardika et al., 2024). Quality in home care services also plays an important role, with significant findings showing that service quality directly affects patient satisfaction levels (Sasarari et al., 2023). While Price has a significant effect on Patient Satisfaction in line with previous studies. Price plays an important role; studies show that reasonable prices alongside quality services lead to higher patient satisfaction (Sumardika et al., 2024). Competitive pricing strategies are essential for healthcare providers to maintain patient trust and satisfaction, especially in crowded markets (Ariesta et al., 2023). A study on the marketing mix found that price, as one of the 4Ps, significantly affects patient satisfaction and loyalty (Budiman & Achmadi, 2023). Price fairness also emerged as an important factor influencing patient satisfaction, indicating that perceived fairness in pricing increases overall satisfaction levels (Angelica & Bernarto, 2023).

## CONCLUSION

This study shows that both variables studied, namely Service Quality and Price, have a significant influence on Patient Satisfaction. With a t-statistic value of 3.462 and a p-value of 0.001, it can be concluded that Service Quality contributes positively to the level of patient satisfaction. In addition, price also shows a significant influence with a t-statistic of 3.829 and a p-value of 0.000, which indicates that proper pricing can increase patient satisfaction. The significant influence of these two factors shows the importance of hospital management or health service providers to focus on improving service quality and competitive pricing. Good service quality not only increases patient satisfaction but can also have a positive impact on patient loyalty and hospital image. On the other hand, reasonable and transparent prices can make services more affordable and attractive to patients, thereby increasing the accessibility of health services. Therefore, the

recommendation that can be given is for management to continue to evaluate service quality and pricing strategies. Further research is also recommended to explore other factors that may contribute to patient satisfaction, so that a more comprehensive picture can be obtained regarding the determinants of satisfaction in the context of health services. Improving Service Quality. The finding that Service Quality has a significant effect on Patient Satisfaction emphasizes the importance of investing in improving service quality in hospitals or health care providers. This can include staff training, improving facilities, and implementing higher service standards. Thus, management should prioritize strategies that support the development of skills and competencies of medical and non-medical personnel. Competitive Pricing Strategy. The significant effect of Price on Patient Satisfaction indicates that an appropriate pricing strategy is essential. Health care providers need to conduct market analysis to determine fair and competitive prices. Transparent and fair pricing can increase patient trust and encourage them to choose the services offered.

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