The Influence of Facilities, Prices, Trust and Quality of Health Services on Patient Satisfaction

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh Persepsi Atas Fasilitas, Harga, Kepercayaan, dan Kualitas Pelayanan Kesehatan Terhadap Kepuasan Pasien Pada Unit Rawat Inap Rumah Sakit X. Populasi yang digunakan dalam penelitian ini adalah para pasien rawat inap Rumah Sakit X dengan jumlah sampel sebanyak 100 responden dengan menggunakan teknik Non-Probability Sampling dengan pendekatan Accidental Sampling, yaitu teknik penentuan sampel berdasarkan kebetulan, apabila orang yang ditemui tersebut dipandang cocok sebagai sumber data. Berdasarkan analisis data satatistik, indikator-indikator dalam penelitian ini bersifat valid dan reliable. Pada pengujian asumsi klasik, model regresi bebas multikolonieritas, tidak terjadi heteroskedastisitas dan normalitas terpenuhi. Variabel yang paling berpengaruh adalah variabel kualitas pelayanan dengan koefisien regresi paling besar. Pengujian hipotesis menggunakan uji t yang menunjukkan bahwa keempat variabel independen yaitu fasilitas, harga, kepercayaan, dan kualitas pelayanan, yang diteliti terbukti secara signifikan mempengaruhi variabel dependen yaitu kepuasa pasien. Kemudian melalui uji F dapat diketahui bahwa variabel fasilitas, harga, kepercayaan, dan kualitas pelayanan secara bersama-sama berpengaruh terhadap kepuasan pasien.
Kata Kunci: *Fasilitas, Harga, Kepercayaan, Kualitas Pelayanan.*

ABSTRACT

This study aims to determine how much influence perceptions of facilities, price, trust and quality of health services have on patient satisfaction in the inpatient unit of Hospital probability sampling with an accidental sampling approach, namely a technique for determining samples based on chance, if the person they meet is deemed suitable as a data source. Based on data analysis statistics, the indicators in this research are valid and reliable. In testing classical assumptions, the regression model is free multicollinearity, heteroscedasticity does not occur and normality is fulfilled. The most influential variable is the service quality variable with the largest regression coefficient. Hypothesis testing uses the t test which shows that the four independent variables, namely facilities, price, trust and service quality, which were studied are proven to significantly influence the dependent variable, namely satisfaction patient. Then, through the F test, it can be seen that the variables of facility, price, trust and service quality together influence patient satisfaction.
Key words: *facilities, prices, trust, service quality.*

INTRODUCTION

Human At this time, health problems have become a major need for society. The need in question is the need to obtain health services. As people's living standards increase, society's demands for health values also increase. This is what makes Hospital.

The service sector as a service provider has developed very rapidly, there by also in the health services industry, especially hospitals. Hospitals are one of the institutions engaged in health services with the responsibility of providing treatment, providing care, seeking

recovery and health of patients, as well as strive healthy living education for the community.

In connection with the existing background, the researcher is interested in raising a theme entitled "The Influence of Perceptions of Facilities, Prices, Trust and Quality of Health Services on Patient Satisfaction in the Inpatient Unit of Hospital

LITERATURE REVIEW
Health services

Health services, whether managed by the private sector or the government, must comply with licensing, tariff patterns and health service requirements, which basically means providing health services that do not meet standards or are of poor quality, so as not to endanger safety and health. Private health service efforts in the medical sector are regulated in Health Regulation Number 920/MENKES/XII/1986.

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Hospital

The definition of a hospital according to the Minister of Health of the Republic of Indonesia Number 340/MENKES/PER/III/2010, states that a hospital is a health service institution that organize complete individual health services provide inpatient, outpatient and emergency services. General Hospital is a hospital that provides health services in all fields and types of diseases.

Hospital This is a consideration for patients who will seek treatment. Patient trust is one of the motivations for hospitals to seek treatment, so that patients have a positive perception of the hospital, so that patients want to seek treatment at a hospital that, according to their perception, has good value.

Perception

Perception is one of the psychological aspects that is important for humans in responding to the presence of various aspects and symptoms around them. Perception contains a very broad meaning, involving internal and external.
Various experts have provided various definitions of perception, although in principle contain the same meaning.

Sugiharto, et al (2007; 8) stated that perception is the brain's ability to translate stimuli or the process of translating stimuli that enter the human senses. Human perception has different points of view in sensing. There are those who perceive all of this as good or have positive perceptions or perceptions negative which will influence visible or real human actions.

Perception is a process involving the entry of messages or information into the human brain continuously making contact with its environment. (Slamet, 2010: 102).
Jalaludin (2007; 51) states that perception is an observation about objects, events or relationships obtained by concluding information and interpreting messages.

Facility

Subroto (2008;36) states that facilities are anything that can facilitate and expedite the implementation of a business, which can be in the form of objects or money. More broadly regarding the meaning of facilities according toArikunto (2008; 2) can be interpreted as anything that can facilitate and expedite the implementation of any business.

Facilities are the provision of physical equipment to make it easier for consumers to carry out their activities or pursuits, so that consumer needs can be met (Sulastiyono, 2006; 28).

In a number of types of services, perceptions formed from interactions between

customers and service facilities have a significant effect on the quality of the service concerned in the eyes of customers (Tjiptono& Chandra, 2005 :93). If the service facilities are available well and adequately, the services provided by the hospital can be optimal. Patients will also feel well served so that the availability of good facilities can lead to patient satisfaction.

According to Sulastyono (2011:98) facilities are provisions equipment physical to deliver facility to guests in carrying out their activities, so that visitors' needs can be met during their visit.

Meanwhile, according to Kotler (2009; 75), everything that is physical equipment is provided by the service seller to support consumer comfort.

Price

According to Swastha (2007; 147) price is the amount of money (plus several goods if possible) needed to obtain a combination of goods and services.

Tjiptono (2008; 151) Price is a monetary unit or other measure (including goods and services) that is exchanged to obtain rights and ownership or usage a good and service. According to Tjiptono (2007; 468) prices are flexible, meaning they are adjusted quickly. Of the four elements of the traditional marketing mix, price is the element that is most easily changed and adapted to market dynamics. This can be clearly seen from the price competition ('discount wars') that often occur in the retail industry.

In conclusion, price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of owning or using the product or service.

Trust

Trust is clearly very useful and important for building relationships, although being a trusted party is not easy and requires joint effort. Increasingly tight hospital competition demands an increase in the quality of a hospital's services. The competition that occurs is not only in terms of health equipment technology, but also competition in providing quality services. The quality of hospital health services is reflected as health services in order to meet the needs of patients as users of hospital services.

Service quality

This agrees with the opinion of service quality according to Tjiptono (2005) where service quality is an effort to fulfill customer needs and desires as well as the accuracy of delivery to match customer expectations.

Kotler (2008; 124) states that how to measure service quality can focus on two types of research, namely:

1. Consumer research
   Studying Perspective consumers regarding the company's strengths and weaknesses, as well as covering aspects of consumer complaints, survey after-sales, focus group interviews, and service quality surveys.
2. Non-consumer research
   Studying Perspective employees regarding the company's weaknesses and strengths, as well as employee performance, and can also assess the performance of competitors' services and can be used as a basis for marketing comparisons.

Consumers have certain expectations regarding aspects of service, if what is felt exceeds what is expected then it can be said that the consumer is satisfied with the service. However, it is not easy to measure the extent of satisfaction and the extent to which service is said to be good (Sunarto, 2007; 107).

Consumer Satisfaction

There are two factors that really determine consumer satisfaction, namely customer expectations of how the product functions (performance expectation), these hopesis standard quality that will be compared with the actual product performance felt by consumers.

So basically customers assess satisfaction or dissatisfaction with a product and service, namely by comparing the performance that the customer feels with a level of customer expectations that has been previously perceived. If customers feel satisfied, it will create an emotional attachment to the brand which can encourage the possibility of repurchasing the product.

Meanwhile, according to Kotler and Keller (2009; 133), consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception/impression of the performance (results) of a product and their expectations.

Benefits received by the company by achieving a high level of customer satisfaction. A high level of customer satisfaction can increase customer loyalty and prevent customer turnover, reduce customer sensitivity to price, reduce the costs of marketing failure, reduce operating costs caused by increasing the number of customers, increase advertising effectiveness, and improve business reputation (Fornell, 1992).

Relationship Between Variables
The Relationship between Perceptions of Facilities and Patient Satisfaction
According to Tjiptono (2007; 145) services are intangible hence consumers often rely on it tangible cues or physical evidence in evaluating a service before purchasing it and assessing satisfaction during and after consumption.

Facilities are physical evidence representing services, which is usually in the form of equipment used. The terms facilities and infrastructure are actually the same as facilities, which can be interpreted as anything (both physical and monetary) that can facilitate and expedite the implementation of a business (Arikunto, 2007; 110).

It can be concluded that the relationship between perceptions of facilities and patient satisfaction is positive.

The Relationship between Perceptions of Price and Patient Satisfaction
Price is a factor that consumers consider when making a purchase, so this price factor cannot be ignored by the company. In other words, at a certain price level that has been paid, consumers can feel the benefits of the product they have purchased so that consumers will feel satisfied if the benefits they get are comparable or even higher than the price set.

Withthereby It is concluded that at a certain price level, if the perceived benefits increase, then the value will increase as well. If the value perceived by customers is higher, it will create maximum customer satisfaction (Tjiptono, 1999).

It can be concluded that the relationship between price perceptions and patient satisfaction is positive.

The Relationship between Perceptions of Trust and Patient Satisfaction
Trust is formed from past experience and previous interactions. An experience can be defined as the awareness and feelings experienced by a consumer during the use of a product or service (Sunarto, 2006:236).

Consumer trust is all the knowledge possessed by the customer and all the conclusions the customer makes about the object , attributes and benefits (Mowen and Minor 2010:312). From the description above, it can be concluded that trust is an awareness and feeling that consumers have to trust a product, and is used by service providers as a tool to establish long-term relationships with consumers.

It can be concluded that the relationship between price perceptions and patient satisfaction is positive.

The Relationship between Perceptions of Service Quality and Patient Satisfaction
Merli in Iskandar (2008; 6) stated that product quality is the most important thing in creating a product. The higher the quality of the product or service provided, the higher the satisfaction felt by customers and conversely, if the

product and service provided by a business entity disappoints, the impression created will be bad and can cause the customer to move to another business entity.

It can be concluded that the relationship between price perceptions and patient satisfaction is positive.

Hypothesis

In this research, a hypothesis is proposed as a temporary answer to the problems that have been raised. The hypotheses proposed in the research are:

1. There is an influence of facilities on patient satisfaction
2. There is an influence of price on patient satisfaction
3. There is an influence of trust on patient satisfaction
4. There is an influence of service quality on patient satisfaction
5. There is a simultaneous influence of facilities, price, trust and quality of health services on patient satisfaction

METHOD

This research uses approach quantitative. This research was conducted at Hospital The primary data used in this research was obtained from the results of filling in questionnaire (questionnaire) patients in the inpatient unit of Hospital

There are 3 variables in this research, the independent variable is facilities (X1), price (X2), trust (X3), and service quality (X4) while the dependent variable is Patient satisfaction (Y). Definition operational The variables in this research are as follows: facilities (X1) are anything that can facilitate and expedite the implementation of a business, which can be in the form of objects or money. price (X2) is the amount of money charged for the product/service or the amount of value exchanged by consumers for the benefits of owning or using the product/service. Trust (X3) is the glue that allows companies to trust others in organizing and using resources effectively.

Service quality (X4) is an intangible action or deed that a group can offer to another group that does not result in any ownership. Satisfaction (Y) is the level of someone's feelings after comparing the performance or results he feels.

In this research, the data analysis technique uses hypothesis testing using statistical tests, namely through multiple linear regression analysis. This technique is to determine the influence of each independent variable which has a positive effect or negative on the dependent variable and to predict the value of the dependent variable if the value of the independent variable increases or decreases.

RESULTS

The population of inpatients at Hospital X took a sample of 100 people. The objects in this research are patients who have been hospitalized and have met the predetermined criteria and can be used as samples in the research. The sample selection in this study used samplingAccidental Sampling, namely a sampling technique based on chance, anyone who happens to meet the researcher can be used as a sample if the person they meet is deemed suitable as a data source. Data was analyzed via analysis multiple linear regression

Respondents' Responses
Facilities (X1)
1. Based on the questionnaire on the first item, the respondents' opinions obtained a total score of 423, which means that the majority of respondents agreed that the cleanliness of Hospital X's facilities was very well maintained.
2. Based on the questionnaire on the second item, the respondents' opinions obtained a total score of 416, which means that the majority of respondents agreed that the comfort of hospital X was beyond doubt.
3. Based on the questionnaire on the third item, the respondent's opinion obtained a total score of 436, which means that the

completeness of the existing medical equipment is very supportive.

4. Based on the Facilities variable questionnaire, an average response was obtained with a total score of 425, which means it was concluded that in general respondents had good responses and strongly agreed with the Perception of Facilities variable.

Price

1. Based on the questionnaire on the first item, the respondents' opinions obtained a total score of 431, which means that the majority of respondents strongly agreed that the price offered by hospital X was comparable to the satisfaction received.
2. Based on the questionnaire on the second item, the respondents' opinions obtained a total score of 419, which means that the majority of respondents agreed that the prices offered by Hospital X were more affordable than other hospitals.
3. Based on the questionnaire on the third item, the respondent's opinion obtained a total score of 436, which means that the completeness of the existing medical equipment is very supportive.
4. Based on the Facilities variable questionnaire, an average response was obtained with a total score of 424.3, which means it was concluded that in general the respondents had good responses or in other words the respondents were very agree with Price variable.

Trust

1. Based on the questionnaire on the first item, the respondents' opinions obtained a total score of 393, which means that the majority of respondents agreed that the doctors and nurses at Hospital X provided good service.
2. Based on the questionnaire on the second item, the respondents' opinions obtained a total score of 394, which means that the majority of respondents agreed that

Hospital X's honesty could be accounted for.

3. Based on the questionnaire on the third item, the respondent's opinion obtained a total score of 397, which means partialbig Respondents agreed that the relationship between Hospital X management and patients was very good.
4. Based on the Trust variable questionnaire, an average response was obtained with a total score of 394.6, which means that it was concluded that in general the respondents had good responses or in other words the respondents agreed with the Trust variable.

Service quality

1. Based on the questionnaire on the first item, the respondents' opinions obtained a total score of 433, which means that the majority of respondents strongly agreed that doctors and nurses at Hospital X were clear in communicating with patients.
2. Based on the questionnaire on the second item, the respondents' opinions obtained a total score of 355, which means that most respondents agreed that doctors and nurses at Hospital
3. Based on the questionnaire on the third item, the respondents' opinions obtained a total score of 431, which means that the majority of respondents agreed that the doctors and nurses at Hospital X were quick and responsive in responding to patient complaints.
4. Based on the questionnaire for the Service Quality variable, an average response was obtained with a total score of 406.3, which means it was concluded that in general respondents had good responses and strongly agreed with the Perception of Service Quality variable.

Patient Satisfaction

1. Based on the questionnaire on the first item, the respondents' opinions obtained a total score of 421, which means that the

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majority of respondents agreed that patients had a satisfactory experience when seeking treatment at Hospital X.

2. Based on the questionnaire on the second item, the respondents' opinions obtained a total score of 430, which means that the majority of respondents strongly agree that the patient's hopes for recovery have been fulfilled by Hospital X.

3. Based on the questionnaire on the third item, the respondent's opinion obtained a total score of 441, which means that the majority of respondents strongly agree that the patient will recommend Hospital X is quite good to other people.

4. Based on the Service Quality variable questionnaire, an average response was obtained with a total score of 430.6, which means that most respondents agreed with the patient satisfaction variable.

Multiple Linear Regression Analysis

This analysis was used to determine whether the variables Facilities, Price, Trust and Service Quality had an effect on Patient Satisfaction in the inpatient unit of Hospital X. The multiple regression equation is as follows:

$Y = 2,393 + 0,333X1 + 0,096X2 + 0,011X3 + 0,385X4$

From the multiple linear regression equation, it can be explained as follows:

1. The constant value (a) = 2.393 states that the dependent variable Patient Satisfaction (Y) will increase by 2.393 assuming the value of facilities (X1), price (X2), trust (X3) and service quality (X4) value = 0.

2. The perceived value of Facilities (X1) changes, then Y will increase by 0.333 value. Assuming Price (X2), Trust (X3) and Service Quality (X4) are constant.

3. The price value (X1) changes, then Y will increase by 0.096 value. Assuming Facilities (X1), Trust (X3) and Service Quality (X4) remain constant.

4. The Trust Value (X3) changes, then Y will increase by 0.011 value. Assuming

Facilities (X1), Prices (X2) and Service Quality (X4) are constant.

5. The Service Quality value (X4) changes, then Y will increase by 0.385 value. Assuming Facilities (X1), Price (X2) and Trust (X3) remain constant.

Discussion

Based on researchers and analysis that researchers processed using SPSS 15.0 tools for windows then researchers can interpret the following results:

1. In partial hypothesis testing using the t test between each independent variable and the dependent variable, namely:
   Partial verification of the regression hypothesis (t test) is shown to determine the influence of each independent variable consisting of perception of facilities, price, trust and service quality partially on the dependent variable, namely patient satisfaction.

   a. Perception of Facilities (X1)
   Facilities have a significant effect on patient satisfaction at Hospital 05 or sig value 0.000 > 0.05. This proves that patients who visit Hospital which is formed from interactions between customers and facilities, influences the quality of services in the eyes of customers. Apart from that, companies that provide a pleasant atmosphere with attractive facility designs will influence consumer satisfaction.

   b. Price (X2)
   Price does not have a significant effect on patient satisfaction at Hospital .05 or a sig value of 0.133> 0.05. This proves that visitors who visit hospital X do not attach importance to the prices offered by Hospital " (Kotler and Armstrong, 2008). In general, consumers will realize that with the quality of the product they obtain, they must pay an appropriate price. If the price set is not appropriate, consumers will quickly realize this.

c. Trust

Trust does not have a significant effect on patient satisfaction at Hospital .05 or a sig value of 0.850 > 0.05. This proves that visitors who visit Hospital X do not attach importance to the trust offered by Hospital X.

d. Service quality

Service quality has a significant effect on patient satisfaction at Hospital .05 or a sig value of 0.000 > 0.05. This proves that visitors who visit Hospital

2. By testing simultaneously using the F test, the calculated F is obtained at 28.217 and the f table is 2.466 at a significance level of 5%, so Horejected and Ha is accepted, which means that Facilities, Price, Trust and Service Quality simultaneously influence Patient Satisfaction.

CONCLUSSION

Based Based on the results of data processing in this research, the following conclusions can be drawn regarding the above perceptions facility has a partial influence on patient satisfaction, perceptions of price have no partial influence on patient satisfaction, perceptions of trust have no partial influence on patient satisfaction, perceptions of service quality have a partial influence on patient satisfaction. that simultaneously the variables of perception of facilities, price, trust, and quality of health services affect patient satisfaction in the hospital care unit. By looking at the trust variable, it has the lowest value in the service items provided by hospital X in order to improve its service to patients. For future researchers, it is hoped that researchers will not only focus on four variables and for future researchers the results of this research can be used as a reference for future researchers using different analysis techniques.

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