

The Effect of Price and Location on Patient Satisfaction (Survey of Outpatient Patients of Tata Sehat Clinic in Bandung)

Maria Widiyanti*, Dede R Oktini, Ima Amalia, Rabiatal Adwiyah

Bandung Islamic University

Correspondence Email: maria.w.widiyanti@gmail.com*

Abstract

In the healthcare industry, patient satisfaction is a major concern for healthcare providers, patient satisfaction is not only related to the quality of medical services provided but is also influenced by other factors such as price and location of healthcare services. This study aims to analyze the effect of Price and Location on Outpatient Satisfaction by taking a survey of Patients at the Tata Sehat Clinic in Bandung City. The data used in this study were taken from primary data, namely data directly taken by researchers by distributing questionnaires to patients of the Tata Sehat Clinic and secondary data, namely data on the number of patient visits from the Tata Sehat Clinic. Sampling was carried out using the non-probability sampling method with a total of 100 respondents. The independent variables in this study were price and location, while the dependent variable in this study was patient satisfaction. The results of the study using the T test (partial) showed that the price variable partially had a positive and significant effect on the patient satisfaction variable. The location variable also partially had a positive and significant effect on the patient satisfaction variable. The results of the study using the F test (simultaneous) showed that the price and location variables simultaneously had a positive and significant effect on the patient satisfaction variable. Multiple linear regression analysis obtained the following regression equation $Y = 5.072 + 0.435X_1 + 0.286X_2$. The results of the determination coefficient test (adjusted R square) value are 0.521 this means that the price and location influences patient satisfaction by 52.1%, while the rest by 47.9% influenced by other variables outside this research.

Keywords: price, location, patient satisfaction.

INTRODUCTION

In the healthcare industry, patient satisfaction is one of the important indicators in assessing the quality of services provided by hospitals or other healthcare facilities. Patient satisfaction not only reflects the effectiveness and efficiency of medical services, but also plays a key role in building the reputation and long-term success of a healthcare institution. Increasing patient awareness of their rights and increasing access to information make patients more critical in assessing the healthcare services they receive. This requires healthcare providers to continuously strive to improve the quality of services in order to achieve optimal patient satisfaction. One example of a healthcare provider is a Clinic. Several previous studies have explored the relationship between price, location, and consumer or patient satisfaction

using similar quantitative methodologies. For example, Albari and Kartikasari (2019) investigated the impact of service quality, product quality, and price on customer satisfaction and loyalty in the business sector. Using a survey-based quantitative method and regression analysis, their study concluded that price had a significant influence on customer satisfaction, which in turn affected loyalty. Although not conducted in a healthcare context, this study highlights the critical role of pricing in shaping satisfaction outcomes. Similarly, Barus, Sinaga, and Sagala (2020) examined the influence of service quality, price, and location on consumer satisfaction in the service industry. Their research used a multivariate analysis approach and confirmed that both price and location significantly affected satisfaction levels. A third study by Kadi, Purwanto, and Ramadani (2021) focused on the effect of e-promotion, e-word-of-mouth (E-WOM), and location on consumer satisfaction through the mediating role of purchasing decisions. Although it incorporated additional variables, their findings reinforced the importance of location as a determinant of satisfaction, particularly in digital and physical accessibility contexts.

Compared to these studies, the present research offers a clear novelty. First, it is situated within a healthcare setting, specifically, among outpatients at Tata Sehat Clinic in Bandung, providing more targeted insights into patient satisfaction in a real-world clinical environment. This differentiates the study from prior research conducted in commercial or generalized service sectors. Second, by focusing solely on price and location as the key independent variables, this study presents a more streamlined and focused approach to understanding patient satisfaction, allowing for more precise interpretation of these two core factors. Lastly, there is a significant lack of localized empirical data in the Indonesian context, particularly concerning community clinics. By using data from a clinic in Bandung, this study contributes local evidence to the broader discourse on healthcare service quality, affordability, and accessibility, offering practical implications for healthcare providers in similar developing urban environments.

One of the factors that influence patients' decisions in choosing a health facility is price. It should be understood that price is one of the key aspects in determining the sustainability of a clinic's business, because the price of a product affects consumer perception of the product, price becomes a consideration in making purchasing decisions. Price is not just a number, but price is a factor that determines the sustainability of operations in a clinic. The price of a product or service plays a fundamental role in shaping a person's perception and assessment of the value of the product or service. In other words, price is one of the benchmarks in the decision-making process.

In addition to price, location is also important because patients who are sick will certainly choose a clinic or hospital that is closest to their home. Usually, clinic entrepreneurs will look for a clinic location that is close to residential areas so that it is easy to reach. Decisions related to strategic locations have a positive impact on the clinic. The location of the clinic that is close to the patient's home is one of the factors of patient satisfaction in choosing health services.

METHOD

This type of research is a survey research using a questionnaire. This research is descriptive verification. The object of this research is outpatients at the Tata Sehat Clinic. The data used in this study are primary data and secondary data. Primary data was obtained by distributing questionnaires to 100 respondents using Google Form. The population in this research activity is all outpatients who have experienced or accessed health services at the Tata Sehat Clinic in Bandung City. The number of patients who meet the population criteria

is 19,868 patients, which is the total population during 2022 or 1655 for one month. From a population of 1655 patients for one month, using the Slovin equation, the number of samples is 100 people.

Respondents rated each item on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Statistical Package for the Social Sciences (SPSS) was used to analyze data. Initial analyzes included descriptive statistics to summarize data, reliability testing using Cronbach's Alpha, and validation through factor analysis. Further, classical assumption tests including normality, multicollinearity, and heteroscedasticity were performed to ensure the appropriateness of multiple regression analysis. Multiple linear regression analysis was used to examine the influence of independent variables (price and location) on the dependent variable (patient satisfaction). Hypotheses were tested using partial (T-test) and simultaneous tests (F-test), with the adjusted R square value calculated to determine the explanatory power of the model.

RESULT AND DISCUSSION

Reliability Test

The following are the results of the instrument reliability test calculations using SPSS 26.0 software.

Table 1. Reliability Test Results

No	Variables	No Item	Cronbach's Alpha	Limit value	Decision
1	X1 Price	5	0.893	0.6	Reliable
2	Location X2	5	0.638	0.6	Reliable
3	Customer Satisfaction Y	5	0.641	0.6	Reliable

Source: SPSS 26 Output 2024

Based on the results of the reliability test in the table above, it was obtained that all variables have a Cronbach's Alpha value of > 0.60 . Based on this, the research questionnaire is declared to meet the reliability assumption and is declared reliable. This means that all statement items can measure all the variables studied, namely price, location and patient satisfaction level of the Tata Sehat Bandung Clinic.

Multicollinearity Test

Table 2. Multicollinearity Test Results

Variables	Collinearity Statistics		Multicollinearity
	Tolerance	VIF	
Price (X1)	0.996	1,004	No
Location (X2)	0.996	1,004	No

Source: SPSS 26 Output 2024

In this study, the data used in this multicollinearity test is the independent variable data. Based on the table above, the following results are obtained. The VIF value for the Price variable is $1.004 < 10$ with a Tolerance value of $0.996 > 0.10$, so the Independent Price variable does not show symptoms of multicollinearity. The VIF value for the Location variable is $1.004 < 10$ with a Tolerance value of $0.996 > 0.10$, so the Independent Location variable does not show symptoms of multicollinearity.

Partial T-Test

The following are the results of the partial t-test using SPSS 26.0 software.

Table 3. Partial t-Test Results

Variable	Regression Coefficient (B)	Std. Error	T Count	Sig.	Information
(Constant)	5,072	1,727	2.936	0.004	
Price (X1)	0.435	0.060	7.281	0.000	significant
Location (X2)	0.286	0.078	3,673	0.000	significant

Source: SPSS 26 Output 2024.

By using a sample (n) of 100, research variables (k) of 3 and a real level (α) of 5%, the t table obtained is $DF = (n - k) = (100 - 3) = 97 = 1.661$

Based on the analysis results in the table above, the following results were obtained: Price (X1) have value regression coefficient (B) 0.435 and significance (Sig.) 0.000 smaller than 0.05 and the calculated t (7.281) is greater than the t table (1.661), namely $7.281 > 1.661$, then it can be stated that the price variable has a significant positive influence on Satisfaction (Y). Location (X2) have value regression coefficient (B) 0.286 and significance (Sig.) 0.000 smaller than 0.05 and the calculated t (3.673) is greater than the t table (1.661), namely $3.673 > 1.661$, then it can be stated that the location variable has a significant positive influence on Satisfaction (Y).

Simultaneous F Test

Table 4. Simultaneous F Test Results

Model	Sum of Squares	df	Mean Square	F count	Sig.	Information
Regression	641,414	2	320,707	35,081	.000b	Significant
Residual	886,776	97	9.142			
Total	1528.190	99				

Source: SPSS 26 Output 2024.

By using a sample of 100, 2 independent variables and a significance level of 5%, the Ftable obtained is $(k; nk) = (2, 98) = 3.089$.

Based on the analysis results in the table above, the following results were obtained: The significance value of the simultaneous F test calculation result of 0.000 is smaller than 0.05. and the calculated F value of 35.081 > F table of 3.089, it can be seen that the variables Price (X1), Location (X2) simultaneously have a significant effect on the Satisfaction variable (Y)

Coefficient of Determination

Table 5. Determination Coefficient Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729a	.531	.521	2.00948
a. Predictors: (Constant), Location, Price				
b. Dependent Variable: Consumer Satisfaction				

Source: SPSS 26 Output 2024

Based on the table above, it is known that the R value (adjusted R square) is 0.521 this means that the price and location influences patient satisfaction by 52.1%, while the rest by 47.9% influenced by other variables outside this research.

Linear Regression Analysis

Table 6. Linear Regression Analysis Results

Variable	Regression Coefficient (B)	Std. Error	T Count	Sig.	Information
(Constant)	5,072	1,727	2.936	0.004	
Price (X1)	0.435	0.060	7.281	0.000	Significant
Location (X2)	0.286	0.078	3,673	0.000	Significant

Source: SPSS 26 Output 2024

Based on the results of the multiple linear regression analysis in the table above, the following regression model was obtained:

$$Y = 5.072 + 0.435X_1 + 0.286X_2$$

CONCLUSION

This study aims to test the influence of price variables and location variables on patient satisfaction variables. Based on the results of data analysis and discussion that have been explained, the following conclusions are obtained: The results of the hypothesis testing show that partially, price has a significant positive relationship with a “moderate” effect on patient satisfaction at the Tata Sehat Clinic. The results of the hypothesis testing show that partially, the location has a significant positive relationship with a “low” effect on patient satisfaction at the Tata Sehat Clinic. The results of the hypothesis testing show that simultaneously, price and location have a positive and significant effect on patient satisfaction at the Tata Sehat Clinic.

REFERENCES

- Albari, & Kartikasari, A. (2019). Impact of Service Quality, Product Quality and Price on Customer Satisfaction and loyalty. *AJEFB - Asian Journal of Entrepreneurship and Family Business*, 3(4), 49–64.
- Barus, Y. Y., Sinaga, R. V., & Sagala, R. (2020). The influence of service quality, price and location on consumer satisfaction (Case study at Milala Service Station Medan). *Journal of Management and Business*, 20(1), 141–150. <https://doi.org/10.54367/jmb.v20i1.694>
- Kadi, D. C. A., Purwanto, H., & Ramadani, L. D. (2021). The influence of e-promotion, e-WOM and location on consumer satisfaction through purchasing decisions as intervening variables. *Management and Business Review*, 5(2), 224–238. <https://doi.org/10.21067/mbr.v5i2.5833>
- Ana Sismiyati (2017), Analysis of the Influence of Service Quality, Tariffs, and Facilities on Patient Satisfaction (Study on Inpatients at RSKIA Umami Khasanah Bantul) (Sismiyati, 2017)
- Barus, YY, Sinaga, RV, & Sagala, R. (2020). The Influence of Service Quality, Price and Location on Consumer Satisfaction (Case Study at Milala Service Station Medan). *Journal of Management and Business*, 20, 141–150. <https://doi.org/10.54367/jmb.v20i1.694>
- Kadi, DCA, Purwanto, H., & Ramadani, LD (2021). The influence of E-Promotion, E-WOM and location on consumer satisfaction through purchasing decisions as intervening variables. *Management and Business Review*, 5(2), 224–238. <https://doi.org/10.21067/mbr.v5i2.5833>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing 17th Global Edition*. Pearson Education Limited. Pearson Education.
- Nilasari, Y., Arisyahidin, A., & Askafi, E. (2021). Analysis of Hospital Tariffs on the Quality of General Patient Services and BPJS Patients at Muhammadiyah Ahmad Dahlan Hospital, Kediri City. *Otonomi*, 21(2), 372. <https://doi.org/10.32503/otonomi.v21i2.2064>
- Santoso, S. (2016). *Mastering SPSS for Statistical Data Analysis*. Jakarta: Elex Media Komputindo.
- Sugiyono. (2019). *Qualitative Quantitative Research Methods and R&D: 1st Edition*. CV Alfabeta.