The Effect Of People, Physical Evidence, Process, and Price Fairness On Patient Satisfaction At ABC Clinic, South Jakarta

Pengaruh People, Physical Evidence, Process dan Price Fairness Terhadap Kepuasan Pasien Di Klinik ABC, Jakarta Selatan

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ABSTRACT
This study examined how factors such as people, tangible evidence, procedures, and price fairness affected patient satisfaction at ABC clinic, South Jakarta. The population in this study were patients who had visited and carried out swab procedures at the ABC Swab Clinic in December 2022-May 2023. Sampling in this study used purposive sampling, while the sampling technique used non-probability sampling technique. This study involved 389 clinical patients who were willing to be respondents. Data collection was carried out by distributing questionnaires containing 28 questions using a Likert Scale of 1 – 5. The data were analyzed using the Partial Least Square (PLS)-based Structural Equation Modeling (SEM) method and two models were evaluated, namely the outer model was used to find out whether there was a correlation between the indicators and their latent variables and the inner model to see how the quality of a research model was. to perform a significance test in the correlation between variables. The results of this study state that people, physical evidence, process and price fairness have a positive and significant effect on patient satisfaction at the South Jakarta ABC Swab Clinic.
Keywords : People, Physical Evidence, Process, Price fairness, Patient satisfaction

ABSTRAK
Studi ini dilakukan guna mengetahui efek dari faktor people, physical evidence, process dan price fairness terhadap kepuasan pasien di Klinik Swab ABC Jakarta Selatan. Populasi pada penelitian ini adalah pasien yang pernah berkunjung dan melakukan tindakan swab di Klinik Swab ABC pada bulan Desember 2022- Mei 2023. Pengambilan sampel pada penelitian ini memakai purposive sampling, sedangkan teknik pengambilan sampel dengan teknik non probability sampling. Penelitian ini melibatkan 389 pasien klinik yang bersedia menjadi responden. Pengumpulan data dilakukan dengan menyebarkan kuesioner berisi 28 pertanyaan dengan menggunakan Skala Likert 1 – 5. Data dianalisis dengan metode Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS) dan dilakukan uji evaluasi dua model yaitu outer model digunakan untuk mengetahui apakah terjadi korelasi indikator- indikator dengan variabel latennya dan inner model untuk melihat bagaimana kualitas dari suatu model penelitian serta untuk melakukan uji signifikansi dalam hubungan antar variabel. Hasil penelitian ini menyatakan bahwa people, physical evidence, process dan price fairness berpengaruh positif dan signifikan terhadap kepuasan pasien pada Klinik Swab ABC Jakarta Selatan.
Kata Kunci : *People, Physical Evidence, Process, Price fairness,* Kepuasan pasien

1.Introduction

In the early phase of the COVID-19 pandemic, apart from its large area, for the diagnosis of COVID-19, Indonesia likewise had inadequate infrastructure and laboratory capacity. In this situation, Indonesia is making every effort to meet the demands of major catastrophes like pandemics. Consequently, the capacity of the health care system to swiftly expand in order to satisfy the rising demand for medical services is crucial for a country's response. One of them is through health services through health clinics that provide services for swab needs (Mahendradhata, 2021). However, as time has gone on, many changes have occurred in this pandemic era, such as the reduced number of Covid-19, the incessant vaccination of Covid-19, and government regulations that no longer require PCR and antigen as administrative requirements, of course this has affected the number of patient visits. especially in the era of globalization, with this rapidly growing industry, there has been competition between health clinics. Of the 789 health facilities, there are 220 health facilities in the South Jakarta area that

are active in conducting Antigen and PCR swab tests. Meanwhile, if we look at the active clinical data, in DKI Jakarta there are 508 clinics and in South Jakarta there are 142 clinics. This shows that there are many clinics that provide these services which can lead to higher business competition between clinics. As one of the health service providers, especially swab services in Indonesia, the Jakarta ABC Swab Clinic makes every effort to provide the best service to increase patient loyalty and satisfaction. Based on interviews with management, information was obtained that management hopes that the patient satisfaction level is 90%, but the facts obtained in the field are that patient satisfaction is still at 70%. This data was obtained from brief interviews with management. Patient satisfaction is one of the major factor that affects the number of clinic visits, the amount of patient visits will have an impact on clinical development.(Rosadi et al., 2020). In the service business, patient satisfaction influences the patient's decision to revisit. A business that prioritizes customer satisfaction must develop one of the competitive advantages that are necessary (Kesuma, 2013). The clinic has conducted an initial survey to find out the factors that influence the level of satisfaction, namely good service quality from People (experienced health workers, friendly attitude of health workers), Physical Evidence (Location, Interior/Exterior of buildings and rooms, parking access, cleanliness), Process (speed and accuracy of service) and Price Fairness (Price according to the service provided, Prices are the same as other clinics). Research conducted by Chana (2021), which was conducted in a clinic in Thailand, showed that the service marketing mix had a great effect on patient satisfaction. People or 'people' are all humans who play a role in the delivery of services and influence the views of buyers, namely company personnel, consumers and other consumers in the service environment. In its correlation to service marketing, people (people) whose function is to be service providers greatly influence the quality of services provided. In addition, physical evidence shown to consumers is also an important value that can affect services. A study from Kiki (2016) at Bahteramas General Hospital in Southeast Sulawesi, emphasized that good people and physical evidence will also give a good response for patients. In increasing consumer satisfaction, another thing that can also influence is the process. emphasizes that good people and physical evidence will also give a good response for patients. In increasing consumer satisfaction, the process itself can also influence this measure, which emphasizes that good people and physical evidence will lead to a positive response for patients.Lu'luatul, Tamtomo, and Sulaeman (2019) because customers will consider the service delivery system to be a component of the service, process is the major factor for user provider services. The patient will feel quite satisfied if the procedure is done correctly. Patient satisfaction is also closely related to the price of services. The existence of intense competition between price and service quality will place demands on service providers to provide the best quality services and products but at affordable prices. The goal is that patients can feel satisfied with the services provided in the sense that they are in accordance with their hopes and expectations so that satisfaction is created which will make patients use the health services again.(Summitro 2019).

2.Literature Review(Literature review)
People

Kotler and Keller (2016) state that people in marketing strategy are people who are seen directly and influence each other at the exchange stage of the product, people can be the main asset, people who produce and market a product also have an assessment in the eyes of consumers. Elements of people in the health sector include medical personnel such as doctors, nurses, laboratory personnel, pharmacists and non-medical personnel such as administrative officers, medical record officers or other officers involved. The element of people in health services has an important role in influencing consumers to decide and choose health services. Some of the indicators of people in this study were the thoroughness of medical personnel, the ability to respond quickly, good communication and the attitude of the officers (friendliness and

courtesy).

Physical Evidence

Company's physical evidence are any tangible goods used to consume or support the function of the service, as well as the place where services are generated and where service providers and customers interact (Saleh and Said, 2019). Studies (Ghasem Abedi, et al 2016) shows that hospitals must pay attention to aspects of physical evidence to improve marketing. The aspect of physical evidence refers to sophisticated equipment, completeness of various clinical service products, facilities for conducting transactions, room reservations, room service and good transportation facilities. Process is the actual procedure, mechanism, and flow of an activity in the delivery of services.

Process

The process/ procedure demonstrates how the marketing mix's components are coordinated to guarantee the quality and consistency of the services offered to customers (Zeithaml & Biner, 2013). Price is a determining factor in purchases and is an important factor in determining market share and the company's profit level. (Fatihudin and Firmansyah, 2019).
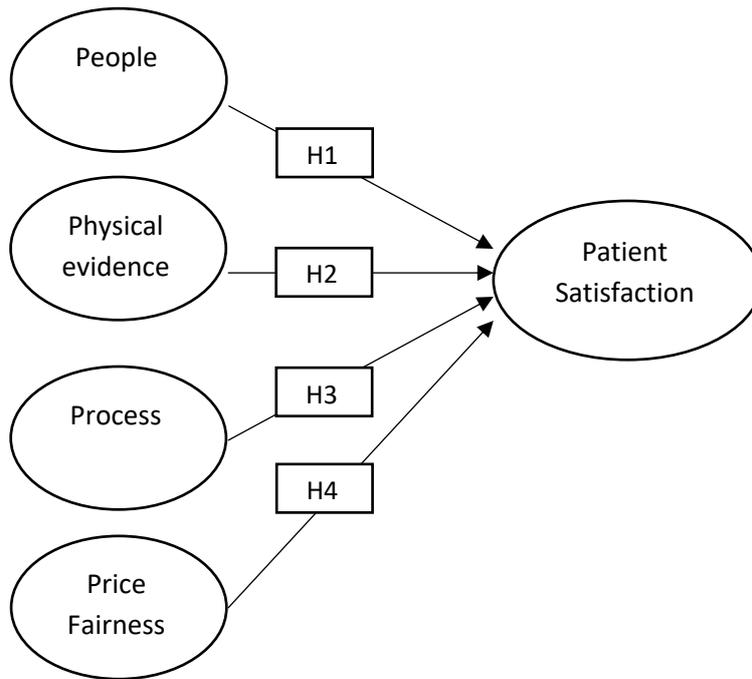
Price Fairness

Price is a monetary unit that is transferred to get the right to possess or utilize an object or service, according to Tjiptono (2002). One component of the marketing mix that is adaptable, or quick to modify, is price. (Fatihudin and Firmansyah, 2019).

Patient Satisfaction

Customer satisfaction is a person's level of satisfaction in using goods and services after comparing their expectations with actual experiences (Kotler and Keller, 2016). In order to maintain a positive reputation, healthcare practitioners work to increase patient satisfaction. The provision of health care results in a number of interactions, and overall patient satisfaction is defined as satisfaction with such interactions. A health facility's overall satisfaction with its numerous components is included in the concept of patient satisfaction. Patient satisfaction is considered as a result of the treatment itself, and thus stands as a major contributor to better patient adherence leading to better clinical outcomes (Lim et al., 2018). Patient satisfaction and the reputation of health facilities are interrelated, satisfaction consists of the possibility that patients will feel better about the quality of services received so that patients will recommend service providers to others (Wulansari et al., 2022). Patient satisfaction also reflects how patients evaluate their experiences at health facilities and they decide whether to come to a health facility again or not. Patient satisfaction has become essential for health facilities. (Surydana, 2017). Patient satisfaction also reflects how the patient evaluates the experience at the health facility and they decide whether to come to the health facility again or not. Patient satisfaction has become essential for health facilities. (Surydana, 2017). Patient satisfaction also reflects how patients evaluate their experiences at health facilities and they decide whether to come to a health facility again or not. Patient satisfaction has become essential for health facilities. (Surydana, 2017).

Research Model

Hypothesis :
H1 : *People has* positive effect on patient satisfaction
H2: Physical Evidence has a positive effect on patient satisfaction
H3: Process has a positive effect on patient satisfaction
H4: Price Fairness has a positive effect on patient satisfaction

3.Research Methods
         In this study, The South Jakarta ABC Swab Clinic patients were used as subjects for this research. Analysis of the effects of People, Physical Evidence, Process, and Price Fairness on Patient Satisfaction at the South Jakarta ABC Swab Clinic is the goal of this study.. In this study, data collection was carried out online via a Google Forms questionnaire using a Likert scale. The Likert scale is used to represent the response level of respondents to existing statements based on five sizes; (1) "strongly disagree", (2) "disagree", (3) "neutral", (4) "agree" and (5) "strongly agree''. According to the results of the calculation of the Cochran formula, the sample size in this study is at least 385 samples. In this study there were 389 patients who were respondents.The descriptive statistical data analysis method was used in this study as well as the Partial Least Square (PLS) based Structural Equation Modeling (SEM) technique using the SmartPLS 4.0 application to process the data to confirm the theory and prove whether or not there is a correlation of latent variables. Testing the PLS-SEM analysis was carried out in two sub-models, namely the measurement model (outer model) and the structural model (inner model).

4. Results and Discussion
Results
         The questionnaire was distributed online via the Google form in May 2023. The total number of respondents obtained was 389 patients at the "ABC Swab Clinic" in South Jakarta. Respondent profiles include gender, age group, last education level, occupation, and domicile. Based on the profile of the majority of respondents, the categories in a row are as follows: Female (55.5%), Age 30-34 Years (50.4%), Private employees (48.1%), Bachelor degree (49.3%) ,

and domicile in South Jakarta (39.3%). After all the data from the respondents was collected, research data analysis was carried out using the SmartPLS 4 application. Data analysis was carried out in two tests, namely the outer model test and the inner model test.

Table 1. Convergent Validity Test

Variable	Indicator	Loading Factor	AVE	Results
People	PO1	0.902	0.788	Valid
	PO2	0.908		Valid
	PO3	0.932		Valid
	PO4	0.893		Valid
	PO5	0.925		Valid
	PO6	0.756		Valid
Physical Evidence	PE1	0.835	0.696	Valid
	PE2	0.759		Valid
	PE3	0.878		Valid
	PE4	0.865		Valid
	PE5	0.840		Valid
	PE6	0.824		Valid
Process	PR1	0.823	0.640	Valid
	PR2	0.828		Valid
	PR3	0.790		Valid
	PR4	0.773		Valid
	PR5	0.847		Valid
	PR6	0.767		Valid
Price Fairness	PF1	0.776	0.648	Valid
	PF2	0.816		Valid
	PF3	0.815		Valid
	PF4	0.829		Valid
	PF5	0.787		Valid
Patient Satisfaction	KP1	0.740	0.694	Valid
	KP2	0.779		Valid
	KP3	0.904		Valid
	KP4	0.896		Valid

Based on the attached data in table 1, all the indicators mentioned above have an outer loading value of > 0.7 and average-variance extracted (AVE) > 0.5 (Hair et al. al, 2019). Thus, it can be concluded that all indicators are practical or valid for use in study and can be further examined.

Table 2. *HTMT (Hetero-monotrait ratio)*

	Kepuasan Pasien	Physical Evidence	People	Price Fairness	Process
Kepuasan Pasien					
People	0.650				
Physical Evidence	0.847	0.535			
Price Fairness	0.641	0.370	0.441		
Process	0.762	0.532	0.522	0.675	

From table 2, it can be seen the results of discriminant validity testing using HTMT. The results show that all variables meet the HTMT criteria, namely <0.9, so it can be concluded that all indicators in this study have been well discriminated against (Henseler et al., 2015).

Table 3. Composite Reliability

	Composite Reliability
Patient Satisfaction	0.900
People	0.957
Physical Evidence	0.932
Price Fairness	0.902
Process	0.925

The composite reliability score for each variable used is greater than 0.7, so these variables are included in the good reliability category.(Hair et al., 2019).

Table 4. VIF Value

	Patient Satisfaction
Patient Satisfaction	
People	1,533
Physical Evidence	1,556
Price Fairness	1901
Process	2,322

It can be seen from table 4 that the four independent variables (People, Physical Evidence, Price Fairness and Process) have a VIF value of <3, so it can be said that there is no collinearity problem in this study.

Table 5. R-Squared Value

Influence	R Square
Patient Satisfaction	0.784

The coefficient of determination (R-square) obtained from the first model is the influence of the variables People, Physical Evidence, Process and Price Fairness on the Patient Satisfaction variable of 0.784 so that it is included in the strong category, so that the Patient Satisfaction variable can be explained by the People, Physical Evidence, Process and Price fairness is 78.4% and the remaining 21.6% is impacted by factors not related to this study.

Table 6. Hypothesis Test Results

hypothesis	Standardazied Path Coefficients	P Values	Decision
H1 : People -> Patient Satisfaction	0.173	0.00	supported
H2 : Physical Evidence -> Patient Satisfaction	0.428	0.00	supported
H3: Process -> Patient Satisfaction	0.372	0.00	supported
H4 : Price Fairness -> Patient Satisfaction	0.111	0.00	supported

Based on the hypothesis testing table, it can be seen that H1, H2, H3, H4 have a positive and significant effect. It can be concluded that the four hypotheses are supported.
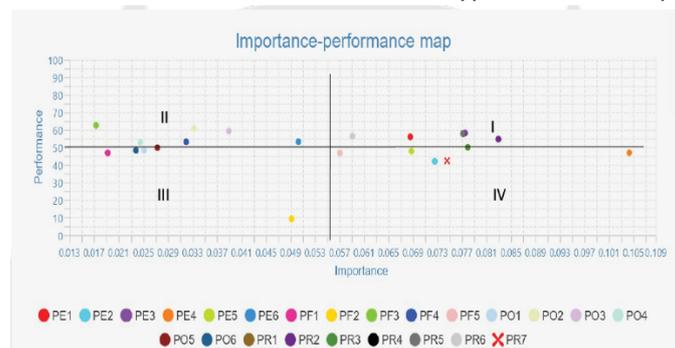
The picture above is divided into IV, in quadrant I which shows high importance-high performance/"keep up the good work", there are indicators PE1 (the layout of the room at the ABC Clinic is neat), PE3 (the location of the ABC Clinic is easy to find), PR1 (The registration process is easy to do), PR2 (Swab officers are always there to take swab actions so as to make time more efficient), PR 3 (Before taking the swab action, the officer explains the action clearly) PR5 (The patient does not wait long for the swab process), and PR6 (Payment process can be done easily). Quadrant II, which shows low importance-high performance/Possible overkill, can be seen that there are indicators PO2 (Swab officers at the ABC clinic, do not discriminate between patients), PO3 (Swab officers at the ABC clinic gave me recommendations regarding the right swab method), PO4(The swab officer who served me at the ABC clinic was polite), PF3 (The swab fee set at this clinic is more competitive than other clinics), PF4 (The fee incurred at the end is according to the information at the beginning), and PE6 (Area at the Clinic net ABC). In quadrant III, which shows low importance-low performance, there are indicators PF1 (the swab fee set at this clinic is commensurate with the quality of service provided to me), PF2 (the swab fee set at this clinic is affordable), PO1 (the swab worker at the ABC clinic , reliable in carrying out swab actions.) , PO5 (The swab officer who served me at the ABC clinic was friendly), and PO6 (The swab officer who served me at the ABC clinic looked neat). Furthermore, in quadrant IV which shows low performance-high importance/concentrate here, there is the PE5 indicator (ABC clinic has adequate air circulation), PE2 (ABC clinic has sufficient parking area), PE4 (The waiting room at ABC Clinic is comfortable for patients),PR7 (the results of the swab given are not wrong, exactly according to the patient's data), and PF5 (The bill for services at this clinic is clear).

Discussion

The first hypothesis test (H1) results demonstrate that people have a positive and significant impact on patient satisfaction. *People* in services is who are directly involved in carrying out all company activities, play an important role for all organizations. Zeithaml and Bitner (2013) claim that the idea of people is all actors who participate in the presentation of services in order to affect the views of customers. Elements of people in the health sector include medical personnel such as doctors, nurses, laboratory personnel, pharmacists and non-medical personnel such as administrative officers, medical record officers or other officers involved.In service companies, the quality of health services provided by a health worker is closely related to patient satisfaction, when the patient is satisfied, the potential for the patient to revisit will be large (Handayani, 2016). People have a big role in patient satisfaction, which is supported by research conducted by Siripipathanakul et al (2021) and Bastani et al (2020) which shows that people have a positive effect on patient satisfaction.

The second hypothesis test (H2) results demonstrate that physical evidence positively and significantly affects patient satisfaction. Physical evidence is a state or condition which also includes the atmosphere. Environmental characteristics are the most visible aspect in relation to the situation, what is meant by this situation is the situation and geographical conditions and institutional environment, decorations, rooms, sounds, smells, light, weather, placement and layout that appear as objects. According to Zeithaml and Bitner (2013), physical evidence is the setting in which a business offers its services, as well as a place where it can connect with customers and communicate tangible elements that enhance the efficiency and effectiveness of the service. Physical evidence plays a very important role and often reflects the quality of services to be provided by health facilities. There are several examples of physical evidence owned by a health facility, namely: buildings/buildings, laboratories, waiting rooms, parking lots, toilets, and a clean environment. (Adipradana et al, 2022). Good service standards and comfortable physical conditions will lead to patient satisfaction so that the number of patient visits increases (Pardede & Saragih. 2020). This is also corroborated by studies carried out by

Ghasem et al. (2016), Ala'Eddin et al. (2013) and Patricia et al. (2015) which shows that physical evidence has a positive effect on patient satisfaction.

The results of the third hypothesis test (H3) demonstrate that the process has a positive and significant effect on patient satisfaction. Process is a flow of activities, procedures, attitudes of policy makers and forms of service delivery that can determine the success rate of service marketing (Kotler and Armstrong, 2012). Patient satisfaction can naturally result from activities performed during the process of providing services to patients that are efficient and in line with their expectations and aspirations (Almatrafi et al., 2018). Research conducted by (Asriyani, 2015) at Tenriawu Hospital, Bone Regency, showed that the process had a positive effect on patient satisfaction. Additionally, this is supported by studies carried out by by Siripipathanakul et al (2021) and Haque et al (2020) which shows that the process has a positive effect on patient satisfaction.

The results of the fourth hypothesis test (H4) show that price fairness has a positive and significant effect on patient satisfaction. Price is the sum of money included in a product that buyers must give over in order to obtain products or services. Price is therefore crucial for luring customers and mantaining relationships with them (Kotler & Keller, 2018). The impression of the outcomes of a comparison between prices that consumers believe are fair and prices that sellers actually charge is known as price fairness. Affordability and suitability of prices for the cost of health services provided, which are included in the concept of price fairness, have a positive effect on patient satisfaction. (Swain & Singh, 2021).Study (Damarjati & Mustaruddin, 2022) shows that price competitiveness or fairness has a positive effect on customer satisfaction. The price variable has a significant direct effect on patient satisfaction. Research conducted by Arsita & Idris (2019) states that costs have a positive and significant effect on patient satisfaction. This means that the more competitive the costs set by health facilities and the services provided, the patient satisfaction will also increase. This is also supported by the research of Haque et al. (2020) and Siripipathanakul et al. (2021) which states that price fairness has a positive effect on patient satisfaction.

5. Conclusion

According to the outcomes of the IPMA analysis, managerial implications can be adjusted to the results of the indicators contained in each quadrant, so that improvements can be more specific that aim to increase patient satisfaction. This research can be useful for the ABC Swab Clinic in increasing patient satisfaction so that the number of visits can increase and it is hoped that the clinic management can find out the impact of People, Physical Evidence, Process, and Price Fairness on patient satisfaction at the ABC Swab Clinic, besides that the research results can be useful for be input or consideration in the development of innovations for conditions at the ABC swab clinic. Judging by the outcomes of the importance-performance analysis that has been done, there are several indicators that must be improved at the ABC Swab Clinic because the performance value is still low and is considered important by patients. First, from the physical evidence variable, there are three indicators that need to be improved, namely the clinic parking area, air circulation in the clinic, and a comfortable waiting room for patients. Management can add exhaust fans, air filter systems (filters) that can kill viruses and bacteria, and open windows in the room regularly. The next indicator is that the parking area at the clinic can be made more adequate by management by working together in the surrounding parking lot / office area so that patients can park in that area, then the patient waiting room can be renovated for patient comfort. Second, from the process variable, there is one indicator that needs to be improved, namely regarding the results of swab data that are not wrong (according to patient data), management can improve the accuracy of patient swab data results by double checking the results and patient profile before returning them to the patient. All three of the price fairness variables have one indicator, namely regarding the clarity of billing from the clinic,

management can improve this performance by providing invoices that are explained in detail regarding the costs of billing and can also be sent digitally. There are also aspects of service that are already good and can be maintained by the ABC Clinic. These aspects are regarding the layout of the clinical room which is neat, the location of the clinic that is easy to find, Swab officers are always there to take swab actions so as to make time more efficient, the swab action process is clear, the procedures don't wait long and the payment process can be done easily. There are several service aspects whose performance can be reduced by management because of their low importance. These aspects are similar to the clinic area which is considered clean, management can allocate funds spent on cleanliness to other aspects such as waiting room renovations, apart from that there are other aspects such as friendliness, politeness, and tidiness of the officers. If management incurs costs for training human resources, these costs can also be allocated for other interests that still need improvement. From the results of this research, patients were satisfied with the services provided by the clinic, and must be maintain by the clinic management. The findings of this study can be applied by management to raise the standard of current services.

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