

# THE INFLUENCE OF SERVICE QUALITY AND PRICE ON SATISFACTION LEVEL OF PADJADJARAN CLINIC PATIENTS

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## ABSTRACT

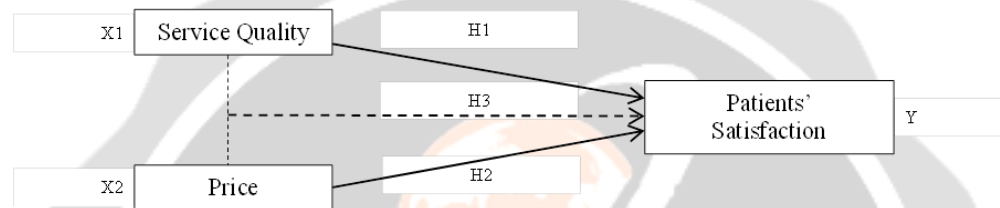
First-level health facilities (FKTP) organize basic health services that spearhead health services in Indonesia, one of which is the clinic. The clinic is a first-level health facility that has its own characteristics that affect health development so as to realize quality health status. In realizing quality health, clinics must pay attention to the quality of services provided. The quality of service provided by the clinic is one of the determinants of patient satisfaction with health services. One strategy to maintain good service quality is to conduct continuous evaluation and consider service pricing policies. This study aims to determine how the effect of service quality and price on patient satisfaction at the Padjadjaran Jatinangor Clinic. This study uses a descriptive verification method with a quantitative approach, SmartPLS analysis data collected through questionnaire primary data. The samples used in this study were 384 respondents who visited the Padjadjaran Clinic. The results of the analysis obtained the level of satisfaction of patients visiting the Padjadjaran Clinic on the quality of service and the price set is categorized as very suitable with a percentage of 84.22%. Judging from the patient's perspective in terms of service quality dimensions, namely tangible, responsiveness, assurance, reliability and empathy with indicators of convenience, accuracy, speed, ability, ability, confidence, security, friendliness, skill, appearance, caring, cleanliness, comfort, tidiness and completeness, the quality of service at the Padjadjaran Clinic is said to be very appropriate. From the results of SmartPLS data, the effect of service quality on satisfaction is 3.54%, the effect of price on satisfaction is 3.19%, while the level of patient satisfaction with clinic services is 3.36%.

**Keyword:** - Service Quality, Price, Patient Satisfaction, Padjadjaran Jatinangor Clinic

## 1. INTRODUCTION

According to Government Regulation of the Republic of Indonesia Number 47 of 2016, health facilities are categorized into three types: primary, secondary, and tertiary. Primary health facilities, which include clinics, are responsible for providing essential services such as observation, promotional, preventive, diagnostic, basic care, and simple treatment. These facilities serve as the frontline of healthcare delivery in Indonesia. To ensure the provision of high-quality healthcare, clinics must develop distinctive characteristics that enable them to contribute to the advancement of healthcare services and health technologies [1]. Clinics must deliver quality and optimal services to achieve patient satisfaction. Previous research indicates that service quality is the key benchmark for meeting consumer needs and ensuring patient satisfaction [2]. In the healthcare sector, the quality of service provided by medical personnel, paramedics, and medical support staff serves as a competitive advantage, helping to meet patients' expectations and improve overall service delivery [3].

Service quality significantly influences the level of patient satisfaction, as highlighted by Sondakh, Lengkong, and Palar (2022) in their research at Noongan Regional Hospital. However, challenges related to low service quality persist in some healthcare facilities, such as the Pattalassang Gowa Community Health Center. A survey conducted at this facility revealed several issues affecting service quality, including health disparities, poor performance of healthcare services, and the lack of equitable access to affordable healthcare [5]. Patient satisfaction is influenced not only by the quality of service but also by the pricing or rates set by service providers. Price plays a crucial role in shaping consumer decisions, as it affects their perception of value and quality. A well-structured pricing strategy can enhance patient satisfaction by aligning perceived service quality with affordability, thus influencing their choice and loyalty to healthcare services [6]. If a product or service is sold with poor quality and a high price, consumers will feel dissatisfied and in the end will not repurchase [7]. Research conducted at a dental clinic revealed that patients perceived the prices or rates charged as too expensive, leading to dissatisfaction and disappointment. Patients expressed hopes for improvements in service quality. This finding underscores the fact that both service quality and pricing have a significant impact on patient satisfaction. When prices are deemed too high relative to the quality of service provided, it can negatively affect patient experience, highlighting the need for a balance between cost and service excellence.



**Fig -1:** Research Design

The research conducted at Padjadjaran Clinic aims to assess how service quality (X1) and pricing (X2) impact patient satisfaction (Y). Based on interviews with Dr. Dinda Prima, the Clinic Leader, it was revealed that patients frequently express dissatisfaction regarding several issues, including limitations in BPJS services, staff attitudes, infrastructure problems, high costs of medications and services, and overcrowded queues. These concerns highlight the importance of evaluating both the quality of service and pricing to understand their effects on patient satisfaction. The findings of this research are expected to provide valuable insights for clinic management to improve service delivery and patient care.

## 2. LITERATURE REVIEW

### 2.1 Service Quality

Quality refers to the inherent attributes and characteristics of a product that determine its ability to meet and satisfy consumer needs. It encompasses various aspects such as performance, reliability, durability, and features, which collectively influence how well the product fulfills consumer expectations and requirements [8]. Quality encompasses products, services, people, processes, and environments, all of which must align with and meet consumer expectations. It involves ensuring that these elements consistently deliver value, performance, and satisfaction, thus effectively addressing the needs and preferences of consumers [9]. While service encompasses all activities provided to customers aimed at achieving satisfaction and addressing their wants and needs. It involves every aspect of interaction and delivery that contributes to fulfilling customer expectations and ensuring a positive experience [7]. Service quality is the effort invested in meeting and exceeding customer desires and expectations. It involves ensuring that all aspects of service delivery align with what customers anticipate, thus achieving a high level of satisfaction [10]. Service quality has several indicators, including: [10]:

- **Security (Reliability):** This refers to the ability of the service provider to deliver services as promised. It includes factors such as consistent performance, timely service, non-discrimination among patients, empathy, and high accuracy.
- **Awareness:** This involves actively addressing and resolving customer complaints and needs. It reflects the service provider's responsiveness to customer issues and their commitment to solving problems.
- **Attention:** This encompasses providing relevant information and taking actions that ensure customers feel comfortable and valued during their interactions with the service provider.

- **Accuracy:** This dimension focuses on delivering the right service in accordance with customer requirements and expectations. It involves ensuring that the service provided meets the specific needs and standards expected by the customer.

Service quality is commonly assessed through five key dimensions [11]:

- **Reliability:** The ability of the company to deliver services accurately and consistently as promised, ensuring dependability and trustworthiness in service delivery.
- **Responsiveness:** The company's ability to promptly address and assist customers, providing quick and accurate service while ensuring clear communication.
- **Assurance:** The confidence and trust instilled in customers through the company's demonstrated skills, knowledge, and competence of employees, fostering a sense of security.
- **Empathy:** The genuine care and attention given by employees and management to customers, creating a sense of trust and satisfaction through personalized and considerate service.
- **Tangibles:** The physical evidence of service quality, including the appearance of facilities, equipment, and personnel, which provides tangible proof of the quality of services offered.

## 2.2 Price

Price is the amount of money charged for a product or service, which consumers exchange for value in order to derive benefits from using or obtaining the product or service [12]. Price can serve as a key strategy in a company's marketing process due to its flexibility and ability to change, making it a critical factor for consumers when deciding to purchase a product. Therefore, companies must carefully consider their pricing strategies, as pricing decisions carry significant consequences and impacts [13]). According to [14] several steps are required when determining prices for companies. These steps include conducting market research, analyzing costs, considering competitor pricing, and evaluating customer demand and perceived value:

- **Choosing a pricing objective:** Set clear objectives, such as profit maximization, market penetration, or maintaining market share, by calculating costs, assessing demand, and evaluating the market price of available products or services.
- **Determining demand:** Take into account consumer preferences, tastes, and opinions, along with external factors that influence purchasing decisions.
- **Estimating costs:** Understand the production and operational costs while also analyzing the pricing strategies of competitors in the market.
- **Analyzing costs, prices, and competitor offers:** Consider the market and competition targets, as well as prestige or brand positioning, when setting a price that aligns with these objectives.
- **Choosing a pricing method:** Select an appropriate strategy such as skimming pricing (setting a high price initially), penetration pricing (setting a low price to gain market entry), or competitive pricing (aligning with market prices).
- **Choosing the final price:** Make the final decision on the price, ensuring it reflects all the factors above and supports the company's overall objectives.

The dimensions of price according to Tjiptono (2017) are as follow:

- **Affordability:** Companies should ensure that their prices are affordable for their target consumers. Affordable pricing increases the accessibility of products and services, allowing more consumers to engage with the offerings.
- **Price-Quality Alignment:** Consumers often perceive price as a reflection of the quality of service or product. If the price is higher, they may expect superior quality. It's crucial for companies to align their pricing with the quality of the services or products provided to meet consumer expectations.
- **Price Competitiveness:** Consumers compare prices based on their financial capabilities, weighing whether a product is expensive or reasonably priced. Competitive pricing ensures that the company remains attractive to consumers in a market with alternative choices.
- **Price-Benefit Correspondence:** Consumers evaluate the benefits they expect to receive from a product in relation to its price. Products priced higher are generally perceived to offer more advantages or added value, making it essential for the benefits to justify the cost.

## 2.3 Customers' Satisfaction

Satisfaction is influenced by the perceptions or impressions of performance relative to expectations. When a product or service meets or exceeds these expectations, consumers experience satisfaction [15]. Patient satisfaction, specifically, reflects the level of contentment that arises from the performance of health services received [16]. Key

elements of customer satisfaction include customer loyalty, company reputation, price elasticity, and the potential for future transactions [10]. According to [15], several indicators of consumer satisfaction, including repurchase, word of mouth, brand image, and purchase decision making. On the other hand, Tjiptono (2017) mentioned a number of satisfactory dimensions namely overall satisfaction, confirmation of expectation, repurchase intent, willingness to recommended, and costumer dissatisfaction.

Tjiptono (2017) also describe several methods to measure satisfaction namely:

- **Complaints and Suggestions System:** This allows consumers to express their suggestions, criticisms, opinions, ideas, and complaints about products or services. Providing a formal system for feedback helps identify areas for improvement and address customer concerns.
- **Mystery Shopping:** This involves hiring individuals to act as regular customers and assess the quality of service or products anonymously. These mystery shoppers then report their experiences, providing valuable insights into customer service and operational standards.
- **Lost Customer Analysis:** This method involves reaching out to customers who previously used the company's products or services but have ceased doing so. Understanding their reasons for discontinuation helps the company address issues and regain lost business.
- **Surveys:** Companies conduct interviews or distribute questionnaires to gather feedback from consumers or patients. Surveys assess customer satisfaction with products or services, providing quantitative data on various aspects of the customer experience.

### 3. RESEARCH METHOD

The research at Padjadjaran Clinic utilizes a descriptive verification method with a quantitative approach to assess the significant influence between variables. This method aims to provide a clear understanding of the research subject by examining the relationships between variables. The study's population consists of 384 patients who have visited and received treatment at the clinic. Sampling is determined using the Lameshow house method, with a non-probability sampling approach and purposive sampling technique. Data collection is carried out through questionnaires.

In descriptive analysis, to interpret the variables studied, the maximum and minimum score categories can be used with the following formula:

- **Determine the range:** Calculate the difference between the maximum and minimum scores.  

$$\text{Range} = \text{Maximum Score} - \text{Minimum Score}$$
- **Calculate the interval:** Divide the range into categories or intervals based on the number of categories desired. For example, if you want to divide the range into five categories, the interval for each category can be calculated as:  

$$\text{Interval} = \text{Range} / \text{Number of Categories}$$
- **Assign scores to categories:** Based on the intervals, assign scores to each category to interpret the data. This helps in understanding where each score falls within the defined categories.

Interval Scorings	Categories
1,00 – 1,75	Extremely Disagree
1,76 – 2,50	Disagree
2,51 – 3,25	Agree
3,26 – 4,00	Highly Agree

The research employs verification analysis to test the validity of hypotheses regarding the influence of service quality and price on patient satisfaction. Using the SmartPLS (Partial Least Squares) application, the statistical analysis involves several stages. First, the model is measured, focusing on the outer model to ensure that the indicators accurately represent the latent constructs. This includes evaluating factor loadings, composite reliability, and average variance extracted (AVE) to assess the validity and reliability of the constructs. Next, the model structure is assessed, which involves evaluating the inner model to examine the relationships between latent variables. This stage assesses path coefficients, R-squared values, and the significance of the relationships to determine the strength and significance of the hypothesized paths. Finally, hypothesis testing is conducted to determine whether the relationships between service quality, price, and patient satisfaction are statistically significant. This involves evaluating t-values and p-values to accept or reject the hypotheses based on the empirical data. These stages collectively help in understanding the impact of service quality and price on patient satisfaction.

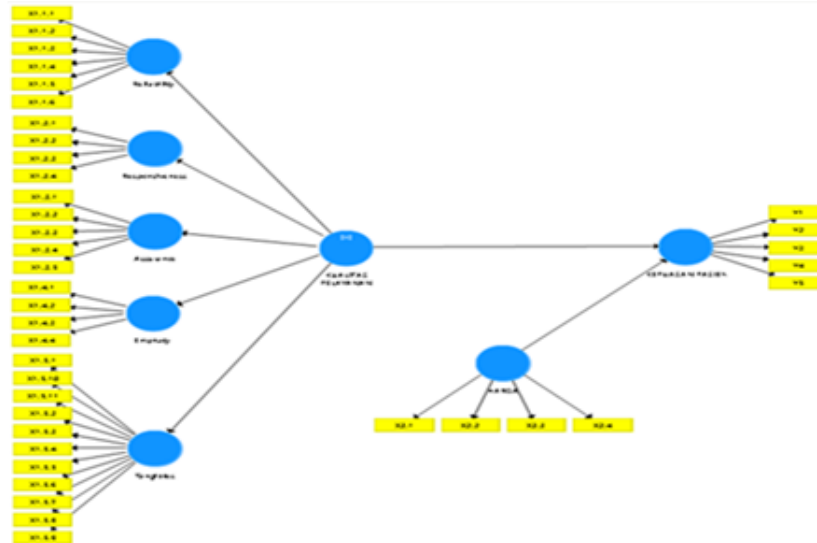


Fig -2: SEM PLS Structural Model

In the analysis, cross-validity redundancy ( $Q^2$ ) is used to assess predictive relevance. Shall  $Q^2$  value is greater than 0, this indicates that the model has relevant predictive value. Meanwhile  $Q^2$  value less than 0 suggests that the model does not have relevant predictive value. Additionally, the T-Test employs the bootstrapping method for hypothesis testing, which is divided into two parts: partial hypothesis testing and simultaneous hypothesis testing. Partial hypothesis testing examines the significance of individual path coefficients, while simultaneous hypothesis testing assesses the overall significance of the model's relationships.

To design the measurement model (outer model), begin by connecting each indicator variable with its corresponding latent variable. In the model, each latent variable should be linked to a block of indicator variables, representing how each indicator is used to measure the latent construct. For assessing convergent validity, ensure that the factor loadings of each indicator on its latent variable are between 0.50 and 0.60, which indicates a moderate to strong relationship. Additionally, the Average Variance Extracted (AVE) for each latent variable should be greater than 0.70 to confirm that the latent variable explains a significant portion of the variance in its indicators. Discriminant validity should be evaluated to ensure that each latent variable is distinct from others. This means that the latent variable should show a stronger correlation with its own indicators than with the indicators of other latent variables. This can be tested through methods such as the Fornell-Larcker criterion or the Heterotrait-Monotrait (HTMT) ratio. Composite reliability should be assessed to test the reliability of the research model. The composite reliability for each latent variable should be above 0.70, indicating good internal consistency. Cronbach's Alpha should also be greater than or equal to 0.70 to measure the internal consistency of the indicators within each latent variable.

#### 4. RESULTS AND DISCUSSION

Based on the research results, a total of 384 respondents were surveyed, all of whom had visited and received treatment at the Padjadjaran Clinic. The majority of the respondents were women, accounting for 241 individuals, which represents 63% of the sample. The highest average age group was between 21 and 30 years old, with 146 individuals falling into this category, constituting 38% of the respondents. Regarding educational background, high school graduates were the most prevalent, with 248 individuals, or 65% of the sample, holding this level of education.

Service quality is evaluated using five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. The total score for each of these dimensions exceeds 3.51, equating to 90%, which indicates that, the service quality is considered very suitable. The price variable is assessed across four dimensions: price affordability, price suitability to service quality, price competitiveness, and price suitability to benefits. The total score from respondents' answers is 3.19, or 79.75%, reflecting a rating of very suitable. The satisfaction variable is measured using five aspects: overall customer satisfaction, confirmation of expectations, repurchases intent, willingness to recommend, and customer dissatisfaction. The average score of respondents' answers is 3.37, or 84.25%, placing it in the very suitable category.

Based on the validity analysis of 384 respondents for the three variables seen from the AVE (average variance extracted) value, the results were >0.5.

**Table -1:** Average Variance Extracted (AVE) Value

Variables	Average Extracted Variance	Decision
Service Quality	0.803	Valid
Price	0.685	Valid
Patients' Satisfaction	0.792	Valid

Smart PLS results for the Cronbach Alpha and Composite Reliability coefficients are as follow:

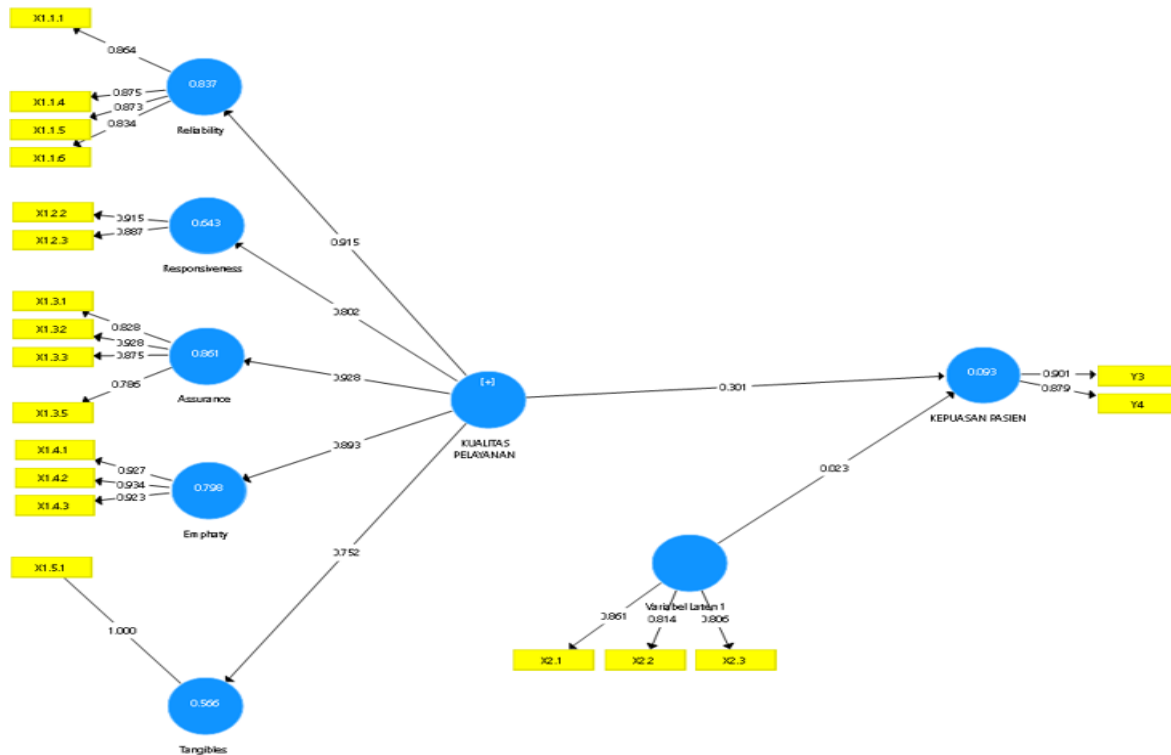
**Table -2:** Cronbach's Alpha and Composite Reliability Values

Variables	Cronbach's Alpha	Composite reliability	Decision
Service Quality	0.919	0.929	Reliable
Price	0.772	0.867	Reliable
Patients' Satisfaction	0.737	0.884	Reliable

The results of Cross Validated Redundancy (Q2) in assessing the predictive value show value > 0

**Table -3:** Cronbach's Alpha and Composite Reliability Values

	Cross-Validated Redundancy (Q2)
Patients' Satisfaction	0.067



**Fig -3:** Hypothesis Results (T and F tests)

From the bootstrapping results, the results of partial and simultaneous hypothesis are as follows:

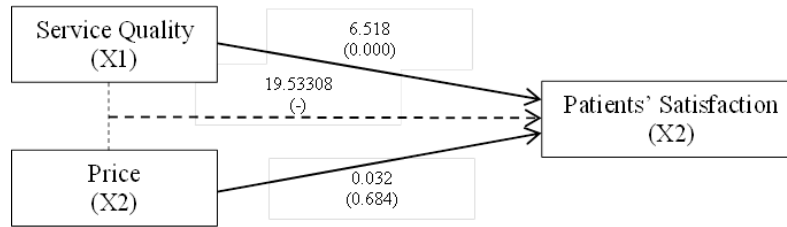


Fig -4: Bootstrapping Results

Table -4: Partial Influence Results

	Original Sample (O)	Average Sample (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Service Quality → Patients' Satisfaction	0.301	0.303	0.046	6.518	0.000
Service Quality → Patients' Satisfaction	0.023	0.04.2	0.057	0.407	0.684

Table -5: Partial and Simultaneous Influences Hypothesis Test Results

Hypothesis	Coefficient	T Statistic	P-values	Conclusion
H1 Service Quality → Patients' Satisfaction	0.301	6.518	0.000	Influential
H2 Service Quality → Patients' Satisfaction	0.023	0.407	0.684	Not Influential
H3 Service Quality and Price → Patients' Satisfaction		19.53308		Influential

In the analysis of hypotheses, the first hypothesis, which tested the impact of service quality on patient satisfaction, yielded a coefficient value of 0.301 and a t-statistic of 6.518. Since the t-statistic value exceeds 1.96 (6.518 > 1.96) and the p-value is less than 0.05 (0.000 < 0.05), the first hypothesis is accepted. The second hypothesis, which examined the effect of price on patient satisfaction, resulted in a coefficient value with a t-statistic of 0.407. This t-statistic is below the threshold of 1.96 (0.407 < 1.96) and the p-value is greater than 0.05 (0.684 > 0.05), leading to the rejection of the second hypothesis. The third hypothesis, which tested the combined influence of service quality and price on patient satisfaction, showed a coefficient value with a t-statistic of 19.53308, significantly higher than the threshold of 3.019411. Therefore, the third hypothesis is accepted. Based on the research conducted with 384 respondents at the Padjadjaran Clinic, the recapitulation results for the three variables are as follows:

Table -6: Research Variables Recapitulation

Variables	Average Scorings	Categories
Service Quality	3.546	Highly Agree
Price	3.19	Highly Agree
Patients' Satisfaction	3.37	Highly Agree
Average	3.369	Highly Agree

The average score of respondents' answers regarding patient satisfaction at the Padjadjaran Clinic was 3.369, translating to 84.225%. This places the clinic in the very suitable category, indicating that the clinic has delivered a high level of service to achieve patient satisfaction. However, there is still some room for improvement to fully meet all patient expectations.

4.1 The Influence of Service Quality on Patient Satisfaction

The SmartPLS 3.0 estimation results indicate a T-statistic value of 6.013 with p-values of 0.000. Since the p-value is less than 0.005, the null hypothesis (Ho) is rejected, confirming that Hypothesis 1 is supported. This finding demonstrates that service quality significantly affects patient satisfaction. Specifically, improvements in service quality at the Padjadjaran Jatinangor Sumedang Clinic are associated with higher patient satisfaction, while declines in service quality lead to decreased patient satisfaction. These results are consistent with the research conducted by Dian Sibar Oktaningtyas (2022), Utama (2003), and Edi (2014), which found a significant positive effect of service

quality on patient satisfaction at Surabaya Surgical Hospital. However, this finding contrasts with studies by Radito (2014), Haliza (2019), and Edi (2014), which suggested that service quality does not influence patient satisfaction. The significance of service quality in enhancing patient satisfaction and contributing to company profitability is supported by [12].

#### 4.2 The Effect of Price on Patient Satisfaction

The SmartPLS analysis showed that the price coefficient on patient satisfaction at Padjadjaran Clinic is 0.060, with a t-statistic of 0.121 and a p-value of 0.904. Since the p-value is greater than 0.05, Hypothesis 2 is rejected, meaning that price does not have a significant effect on patient satisfaction. This indicates that patients at the Padjadjaran Clinic prioritize the quality of services over the price. These results align with Priyanda et al. (2021) findings but contrast with Dian Sibar Oktaningtyas (2022) and Christiani Nababan, Listiawaty, and Berliana (2020), who suggested that price does impact patient satisfaction. A number of factors such as clinic's location, service access, and the presence of competing clinics with similar pricing likely influence this outcome.

#### 4.3 The Influence of Service Quality and Price on Patient Satisfaction

The findings of this research confirm that both service quality and price significantly affect patient satisfaction at the Padjadjaran Jatinangor Pratama Clinic. The results demonstrate that the F statistic exceeds the critical value from the F table, indicating a substantial combined effect of service quality and price on patient satisfaction. This suggests that enhancing both the quality of services and the pricing strategy can positively influence patients' decisions to choose the clinic. These results are consistent with prior research by Hardani et al. (2020) and Deharja, Nuraini, and Wijayanti (2017), which also highlighted the impact of service quality and price on patient satisfaction.

### 5. CONCLUSIONS

1. The quality of service at the Padjadjaran Clinic Jatinangor Sumedang based on survey results from 384 respondents is in the very suitable category. This proves that the Padjadjaran Clinic has provided maximum service to patients even though there are still many patients who complain about the services provided.
2. The prices charged at the Padjadjaran Clinic based on survey results are in the very suitable category even though there is no influence on patient satisfaction and there are still many patients who complain about specialist doctors' rates being too expensive
3. Patient satisfaction at Padjadjaran Clinic based on survey results is categorized as very suitable. This happens because the Clinic management always prioritizes the interests and quality of the services provided so that patient satisfaction is achieved even though there are still several complaints such as complaints about limited BPJS quotas, limited queues for dental clinics and the attitude of nurses and doctors, some of which are said to be unsatisfactory.
4. Service quality has a positive and significant effect on patient satisfaction so that the first hypothesis is accepted. This means that the better the quality of service provided by the Padjadjaran Jatinangor Clinic, the more patient satisfaction will increase, and conversely, if the quality of service is poor, patient satisfaction will decrease.
5. Price has no effect on patient satisfaction, so the second hypothesis is rejected. This shows that the prices applied at the Padjadjaran Jatinangor Clinic do not affect patient satisfaction. This is due to the existence of other health facilities, which offer relatively similar prices.
6. Service quality and price simultaneously have a positive and significant effect on patient satisfaction so that the third hypothesis is accepted. This means that if the quality of service and price provided together are good by the Padjadjaran Jatinangor Clinic, patient satisfaction will increase and conversely, low quality of service and price will lower patient satisfaction.

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