

The Influence of Service Quality, Service Improvement, and Prices on Satisfaction and Loyalty of Inpatients at the Batara Siang Regional General Hospital, Pangkep

Herman,¹ Jeni Kamase,² Syamsu Nujum,³ Ratna Dewi,⁴

¹Doctor of Management Science, Universitas Muslim Indonesia, Makassar

^{2,3,4}Faculty of Economics & Business, Universitas Muslim Indonesia, Makassar

Abstract

This study aims to: (1) Analyze the effect of service quality, service improvement, and price on patient satisfaction at the Batara Siang Regional General Hospital, Pangkep Regency (2) analyze the effect of service quality, service improvement, and price on patient loyalty at the Regional General Hospital. Batara Siang Pangkep Regency (3) Analyzing the effect of patient satisfaction on patient loyalty (4) Analyzing the effect of service quality, and price improvement on patient loyalty through patient satisfaction at the Batara Siang Regional General Hospital, Pangkep Regency. This study uses a quantitative approach by using primary and secondary data through a questionnaire of 180 respondents. This research was conducted at the Batara Siang Regional General Hospital, Pangkep Regency. The data were analyzed using the AMOS SEM program. The results of this study indicate that: (1) Service Quality, Service Improvement, and Price have a positive and significant impact on Inpatient Satisfaction at Batara Siang General Hospital, Pangkep Regency. (2) Service quality has a positive and insignificant effect on the loyalty of inpatients at the Batara Siang General Hospital, Pangkep Regency. (3) Service and price improvements have a positive and significant effect on the loyalty of inpatients at the Batara Siang General Hospital, Pangkep Regency. (4) Patient satisfaction has a positive and significant effect on the loyalty of Inpatients at Batara Siang General Hospital, Pangkep Regency (5) Service quality has a positive and insignificant effect on the loyalty of Inpatients at Batara Siang General Hospital, Pangkep Regency through patient satisfaction (6) Service improvement has a positive and significant effect on the loyalty of Inpatients at Batara Siang General Hospital, Pangkep Regency through patient satisfaction (7) Price has a positive and significant effect on the loyalty of Inpatients at Batara Siang General Hospital, Pangkep Regency through patient satisfaction. This shows that the price can increase patient loyalty through patient satisfaction.

Keywords: *Internal Control; Apparatus Competence; Internal monitoring*

Date of Submission: 15-07-2022

Date of Acceptance: 31-07-2022

I. Introduction

Health services are established to provide legal certainty and ensure public access to the needs of health services organized by health facilities. Even though what should happen is that in the rapid development of technology and increasingly fierce competition, hospitals are required to continue to improve the quality of quality services and meet the needs of customers, namely patients (Depkes RI, 2016). One of the conditions that indicate service quality problems in hospitals is the presence of complaints from the users of health services who are the targets of the attitudes and actions of doctors, nurses, administration and service delays, drug supplies, inadequate infrastructure, and medical equipment. (Depkes RI, 2016). Law Number 22 of 2016 concerning Regional Government has come into force, along with the increasing demands of the community for quality services, especially government services, the district government must strive to improve its services in all fields. In the health sector, similar demands are also a major issue in the administration of government in the future era. Health services that are not in accordance with patient expectations are expected to be an input for health service organizations to try to fulfill them. If the performance of health services obtained by patients at a health service facility is in accordance with their expectations, patients will always come for treatment at the health care facility.

The hallmark of the attitude and nature of patient loyalty in hospitals is based on the patient's attachment to the services provided by the hospital which are cross-linked with the pattern of repeated use of services. As for the existence of patients who have a loyal attitude and nature, they are not only willing to use the service when the patient is sick, but also their willingness to recommend the product or service to other people, friends, relatives, and their family members and colleagues. Loyalty gains are long-term and cumulative,

i.e. increased patient loyalty can lead to increased sources of income or profits, higher employee retention, and a more stable financial base. Service quality has a close relationship with patient loyalty, service quality provides an impetus for patients to establish a relationship with the hospital, in the long term this kind of bond understands carefully what the patient's expectations are. (Tjiptono, 2020:34).

Hospital service companies are one of the service sectors that are inseparable from the management of marketing activities, the main purpose of implementing a service marketing approach in hospitals is to satisfy their patients. This goal can be realized if the service provided is more than what is expected by the patient. The community, as consumers, of course always expects good service to meet their needs and desires, with the development of the economy, technology, and the thinking power of the consumer community, they must realize that they have the right to get good service and the costs incurred to fulfill their needs and desires. must be in accordance with what is expected, so that to fulfill these needs and desires must be accompanied by a level of satisfaction.

Leaders are expected to have an entrepreneurial spirit and the mindset of hospital health workers is oriented to patient satisfaction with fast, precise, and smiling service. The quality of hospital services can be seen in the performance of health workers who provide services in hospitals. The hospital as one of the health facilities that provide health services to the community has a very strategic role in accelerating the improvement of public health status. Therefore, hospitals are required to provide quality services in accordance with established standards and can reach all levels of society. According to Azwar (2016), quality health services are health services that can satisfy every service user in accordance with the average level of satisfaction of the population and its implementation in accordance with established standards and professional codes of ethics. The main problem for a health service institution is the increasing number of competitors. Therefore, hospitals are required to always maintain consumer confidence by improving service quality so that customer satisfaction increases. The hospital needs to carefully determine consumer needs in an effort to fulfill desires and increase satisfaction with the services provided (John, J., 2017: 26).

Wyckof in Lovelock quoted from Nursya'baniPurnama, 2017:20 provides an understanding of service quality as the level of perfection to meet consumer desires, while according to Parasuraman, et.al. Service quality is a comparison between the service perceived by consumers and the service quality expected by consumers. If the perceived service quality equals or exceeds the expected service quality, then the service is said to be of high quality and satisfactory. Gronroos in Nursya'baniPurnama, 2021:14 states that services are activities and not physical objects, such as goods.

Service quality is an activity or set of activities that are more or less tangible that usually (but not necessarily) occur in interactions between customers and service employees and/or physical resources or goods and/or systems of service providers, which are provided as solutions to customer problems. Service quality includes Functional quality, which emphasizes how services are carried out, consisting of dimensions of contact with consumers, attitudes and behavior, internal relationships, appearance, ease of access, and service-mindedness. Technical quality with output quality perceived by consumers, including price, timeliness, speed of service, and aesthetics of output. Company reputation is reflected by the company's image and reputation in the eyes of consumers.

Quality services are not only the needs of organizations or private companies. Quality services are equally important for organizations and the public sector. Based on Law (UU) Number 42 of 2020, public services are activities or series of activities in the context of fulfilling service needs in accordance with laws and regulations for every citizen and resident of goods, services, or administrative services provided by the public service providers.

One form of public service that is the responsibility of the government in the field of health care is the provision of health facilities for the community to obtain the highest degree of health. Public services are activities or activities of public service providers for goods, services, and administrative services by integrating the public service system and expansion. Referring to Regional Regulation No. 23 of 2017 and Regional Regulation No. 11 of 2017, the Pangkep City Government inaugurated the Barata Siang Regional General Hospital (RSUD) in Pangkep Regency as one of the government's health care facilities and began operating in August 1998.

Other medical service indicators such as GDR (Gross Death Rate or general mortality rate for every 1000 patients discharged from the hospital) and NDR (Net Death Rate or death rate after 48 hours of hospitalization for every 1000 patients discharged from the hospital) describe the patient mortality rate is still relatively high. The achievement of these medical service indicators needs to be followed up with efforts to improve and improve the quality of patient care because it will significantly affect the increase in patient satisfaction and loyalty (Sutrisno et al, 2016).

One of its missions, Batara Siang Hospital, Pangkep Regency seeks to provide a balanced service between the profit function and social function by imposing affordable service prices, especially for the poor. Of the 207 beds, Batara Siang Hospital in Pangkep Regency has 44% class III rooms or a total of 83 beds which are

prioritized for the poor. Based on Table 1 indicators of medical services, the price of class II and III rooms at Batara Siang Hospital, Pangkep Regency is lower than the price of class II and III rooms in other hospitals. This shows that the Batara Siang Hospital in Pangkep Regency is sufficient to facilitate health services for underprivileged residents by setting relatively affordable room rates. Batara Siang Hospital, Pangkep Regency as the only hospital owned by the Pangkep City Government is mandated to provide quality, safe and affordable health services to all Pangkep City people.

After several years of operation, Batara Siang Hospital, Pangkep Regency is required to continue to improve the quality of its services to the community. Feedback from patients on services, prices, levels of satisfaction, and patient loyalty can be valuable inputs in efforts to improve services in the future. Therefore, it is necessary to research the effect of service quality and price on patient satisfaction and loyalty at Batara Siang Hospital, Pangkep Regency.

II. Research Methods

This research was conducted using several approaches to answer various problems that have been formulated previously according to the objectives to be achieved through hypothesis testing. Some of the basic reasons include:

1. This research is explanatory research, which is research that seeks to find new relationships, and explanatory research is research conducted by trying to explain the various symptoms that arise from an object of research.
2. Viewed from the aspect of the research objective, the research is a causality study that seeks to explain the relationship between endogenous (dependent) and exogenous (independent) variables consisting of service quality (X1), service improvement (X2), and price (X3), patient satisfaction (Y1), and Patient Loyalty (Y2) at Batara Siang General Hospital, Pangkep Regency.
3. Judging from the data aspect, this research is ex post facto research, which means research that has passed or has occurred. In other words, research is a systemic empirical search, where the researcher cannot control the independent variables due to events that have passed so that the nature of the data cannot be manipulated.
4. This study describes and analyzes the influence of service quality, service improvement, price, patient satisfaction, and patient loyalty at Batara Siang General Hospital, Pangkep Regency. the research approach is to use quantitative methods and qualitative methods and combine qualitative and quantitative research methods (Sugiyono, 2012).

The sampling technique in this study used the convenience sampling technique, which is a sampling technique by using information from population members who are happy to provide information about the object under study (Umar Now 2006). The population members in question are Inpatients at the Batara Siang General Hospital, Pangkep Regency.

Techniques and Data Analysis

The analytical method used in this study is descriptive analysis and quantitative analysis using the structural equation modeling (SEM) model.

1. Descriptive
Analysis Descriptive statistical analysis is used to analyze data by describing or describing the data collected as they are without intending to make conclusions that apply to the public (Sugiyono, 2002). In the descriptive analysis, the average, frequency distribution, and proportion of research items are calculated.
2. Quantitative analysis
Based on the problems and hypotheses previously stated, the analytical model that will be used to explain all hypotheses is the SEM Model (Structural Equation Modeling) application of AMOS 24.0. (Solimun, 2002). The analytical model used to test the research hypothesis is the path analysis method. The design of the analytical model is formulated through the design of structural equations using the variable symbols and structural equations Jonathan Sarwono (2007:51). Each equation is intended to test two hypotheses.

III. Research Results

The structural relationship model test was conducted after the structural model built in this research was in accordance with the observed data and the structural model suitability index. The purpose of testing the structural relationship model is to determine the relationship between the latent variables built in this study. The latent variables built in this study are Service Quality (X1), Service Improvement (X2), Price, (X3), Patient Satisfaction (Y1), and Patient Loyalty (Y2). The estimation results of standardized regression weights, CR (Critical ratio), are equated with the t-test in regression and probability analysis. Furthermore, to find out the direct and total relationship of each variable and the level of significance, based on the facts that became the findings in this study, the hypothesis testing proposed can be accepted or rejected. The significance level of parameter estimation in

hypothesis testing is set at 95% or $p = 0.05$. Based on the summary of the results of hypothesis testing that have been stated previously, it can be presented in Table 22 below:

Table 22. Hypothesis Testing Results

Hip	Variable Exogenous	Variable Interval	Variable Endogenous	Direct Effect				
				Standardized	Indirect	Total	P-value	Ket.
1	Quality of Service (X1)	-	Satisfaction Patient	0.192	-	0.192	0.049	(+) Significant
2	Repair (X2)	-	Satisfaction Patient	0.217	-	0.217	0.033	(+) Significant
3	Prices (X3)	-	Patient Satisfaction (Y1)	0.303	-	0.303	0.007	(+) Significant
4	Quality Service (X1)	-	Loyalty Patient (Y2)	0.051	-	0.051	0.507	(+) No Significant
5	Service Repair (X2)	-	Patient Loyalty (Y2)	0.187	-	0.187	0.028	(+) Significant
6	Price (X3)	-	Patient Loyalty (Y2)	0.198	-	0.198	0.047	(+) Significant
7	Patient Satisfaction (Y1)	-	Patient Loyalty (Y2)	0.662	-	0.662	0.000	(+) Significant
8	Quality Service (X1)	Satisfaction Patient (Y1)	Loyalty Patient (Y2)	0.192	0.127	0.319	0.059	(+) No Significant
9	Service Improvement (X2)	Patient Satisfaction (Y1)	Patient Loyalty (Y2)	0.217	0.143	0.360	0.043	(+) Significant
10	Prices (X3)	Patient Satisfaction (Y1)	Loyalty (Y2)	0.303	0.201	0.504	0.012	(+) Significant

Source: The results of primary data processing 2022.

Based on Table 22. of the overall model of seven significant paths, three paths are not significant, while the interpretation of table 15. can be explained as follows:

(H1) Service Quality has a positive and significant effect on Patient Satisfaction with a path coefficient of 0.192. With a significance level of 0.049. Thus the hypothesis is accepted. The results of the study indicate that there is a positive and significant relationship between Service Quality and Patient Satisfaction as indicated by path coefficient analysis. and facts.

(H2) Service improvement has a positive and significant effect on Patient Satisfaction with a path coefficient of 0.217. With a significance level of 0.033. Thus the hypothesis is accepted. Based on the results of hypothesis testing as shown, it indicates that there is a significant path coefficient between Service Improvement and Patient Satisfaction. This indicates that Service Improvement can prove a causal relationship both theoretically and empirically with Patient Satisfaction. In other words, there is a significant relationship between Service Improvement and Patient Satisfaction. Thus the second hypothesis which states that Service Improvement has a significant effect on Patient Satisfaction can be empirically proven and supported by data and facts.

(H3) Price has a positive and significant effect on Patient Satisfaction with a path coefficient of 0.303 with a significance level of 0.007. Thus the hypothesis is accepted. The results of the study indicate that there is a significant relationship between price and patient satisfaction as indicated by path coefficient analysis. Thus, the third hypothesis which states that there is an effect of the price variable on patient satisfaction can be proven so that it is empirically accepted because it is supported by data and facts.

(H4) Service quality has a positive and insignificant effect on patient loyalty with a path coefficient of 0.051 with a significance level of 0.507 or $p > 0.05$. Thus the hypothesis is rejected. The results of the study indicate that there is a positive and insignificant relationship between Service Quality and Patient Loyalty as indicated by path coefficient analysis, which means that there is no effect of Service Quality on Patient Loyalty. Thus the fourth hypothesis which states that there is an effect of the Service Quality variable on patient loyalty cannot be proven, so it is empirically rejected because it is not supported by data and facts.

(H5) Service improvement has a positive and significant effect on patient loyalty with a path coefficient of 0.187. With a significance level of 0.028. Thus the hypothesis is accepted. Based on the results of hypothesis testing as shown, it indicates that there is a significant path coefficient between service improvement and patient loyalty. This indicates that Service Improvement can prove a causal relationship both theoretically and empirically with patient loyalty. In other words, there is a significant relationship between service improvement and patient loyalty. Thus the fifth hypothesis which states that service improvement has a significant effect on patient loyalty can be empirically proven and supported by data and facts.

(H6) Price has a positive and significant effect on patient loyalty with a path coefficient value of 0.198. With a significance level of 0.047. Thus the hypothesis is accepted. This indicates that Price can prove a causal relationship both theoretically and empirically with patient loyalty. In other words, there is a positive and significant relationship between price and patient loyalty. Thus the sixth hypothesis which states that price has a significant effect on patient loyalty can be proven empirically and is supported by data and facts.

(H7) Patient satisfaction has a positive and significant effect on patient loyalty in patients at Batara Siang General Hospital, Pangkep Regency with a path coefficient value of 0.662. With a significance level of 0.000. Thus the hypothesis is accepted. Based on the results of hypothesis testing as shown, it indicates that there is a significant path coefficient between patient satisfaction and patient loyalty. This indicates that patient satisfaction can prove a causal relationship both theoretically and empirically with patient loyalty. In other words, there is a significant relationship between patient satisfaction and patient loyalty. Thus the hypothesis (Ha) which states that patient satisfaction has a significant effect on patient loyalty can be empirically proven and supported by data and facts.

(H8) Service quality has a positive and insignificant effect on inpatient loyalty at Batara Siang General Hospital, Pangkep Regency through patient satisfaction with a path coefficient value of 0.319. With a significance level of 0.059. Thus the hypothesis can be rejected. The results of the study indicate that there is a positive and insignificant relationship between service quality and patient loyalty through patient satisfaction as indicated by path coefficient analysis. Thus, the eighth hypothesis which states that there is an influence of service quality variables on patient loyalty through patient satisfaction cannot be proven, so empirically rejected because it is not supported by data and facts.

(H9) Service improvement has a positive and significant effect on inpatient loyalty at Batara Siang General Hospital, Pangkep Regency through patient satisfaction with a path coefficient value of 0.360. With a significance level of 0.043. Thus the hypothesis is accepted. The results of the study indicate that there is a significant relationship between service improvement and patient loyalty through patient satisfaction as indicated by path coefficient analysis, which means that there is an effect of service improvement on patient loyalty through patient satisfaction. Thus, the ninth hypothesis which states that there is an effect of the service improvement variable on patient loyalty through patient satisfaction can be empirically proven and supported by data and facts.

(H10) Price has a positive and significant effect on the loyalty of inpatients at the Batara Siang General Hospital, Pangkep Regency through patient satisfaction with a path coefficient value of 0.504. With a significance level of 0.012. Thus the hypothesis is accepted. The results of the study indicate that there is a significant positive relationship between price and patient loyalty through patient satisfaction as indicated by path coefficient analysis, thus the tenth hypothesis states that there is an effect of the price variable on patient loyalty through patient satisfaction can be proven, so that it is empirically accepted because it is supported by data and facts.

IV. Discussion

Based on the results of data analysis in this study, the discussion of the results of this study combines theory, the results of previous research, and empirical facts that occur in the object under study to confirm the results of this study to strengthen or reject the theory and results of previous studies or are new findings. The results of the feasibility test of the structural model designed and estimated in this study were proven to be in accordance with the observed data. The discussion on each variable, both exogenous and endogenous variables in this study, combines several results of empirical data analysis from descriptive approaches and multivariate analysis through structural equation modeling so that a synthesis process occurs to improve the results of this study. The results of the analysis of hypothesis testing are described as follows:

Effect of Service Quality on Satisfaction of Inpatients at Batara Siang General Hospital, Pangkep Regency.

The results based on hypothesis testing as shown in Table 22 show that service quality has a positive and significant effect on patient satisfaction. General Batara Siang Pangkep Regency, with a value ($P = 0.049$) which means significant with a coefficient value of 0.192. These results indicate that there is a significant effect of service quality with patient safety indicators, patient safety is an effort made in health services to prevent the occurrence of injuries and actions that should not be performed on the patient. patient comfort, patient comfort is a basic human need that is needed and must be met by every patient, the delivery of comfort provides strength for patients in forming attitudes related to their health knowledge, knowledge is something that patients need to know and understand in terms of actions and abilities taken by doctors and paramedics. Patient pleasure, patient pleasure is a treatment or action from a nurse that is currently or has been carried out, felt so that it causes feelings of happiness. self-care, self-care is a patient's activity that aims to meet the needs of his survival, maintain health and improve the welfare of individuals as well as possible in health and illness. Anxiety Anxiety is an unpleasant emotional state, in the form of psychological responses that arise in anticipation of an unreal or imaginary danger. anxiety on patient satisfaction with indicators of satisfaction expectations, satisfaction suitability, and satisfaction guarantees.

The Effect of Service Improvement on Inpatient Patient Satisfaction at Batara Siang General Hospital, Pangkep Regency

The results based on hypothesis testing as shown in Table 22 indicate that Service Improvement has a positive and significant impact on inpatient satisfaction at Batara Siang General Hospital, Pangkep Regency, with a value of ($P = 0.001$) which means significant with a coefficient value of 0.352. These results indicate that there is a significant positive effect of Service Improvement with indicators of timeliness, timeliness is the service provided by doctors, nurses, and related medical techniques which can be directly assessed and monitored. felt by the patient. information, information is a service that is cheap, and effective, and there is no excessive diagnosis and therapy. technical competence, technical competence is the ability, medical and paramedical skills in providing services according to health service standards. ability, the ability is the ability or skill of an individual in mastering a skill and being used to do various tasks in a job. The ability to patient satisfaction with indicators of satisfaction expectations, satisfaction suitability, and satisfaction assurance, the results of this study conclude accept hypothesis 2 that Service Improvement affects inpatient satisfaction at Batara Siang General Hospital, Pangkep Regency.

Effect of Price on Satisfaction of Inpatients at Batara Siang General Hospital, Pangkep Regency

The results based on hypothesis testing as in Table 22 show that price has a positive and significant effect on the Satisfaction of Inpatients at Batara Siang General Hospital, Pangkep Regency, with a value ($P = 0.007$) which means significant with a coefficient value of 0.303. These results indicate that there is a positive and significant effect of price with indicators of competitiveness. the same type of service. Price suitability, Price suitability is the quality of service, which is the patient's response to the pricing aspect carried out by the hospital that is in accordance with the quality of service that can be obtained by the patient, and Price affordability, price affordability is the patient's expectation before they register. Patients will look for service prices on patient satisfaction with indicators of satisfaction expectations, satisfaction suitability, and satisfaction guarantees, the results of this study conclude to accept hypothesis 3 that price affects Inpatient Satisfaction at Batara Siang General Hospital, Pangkep Regency. Price affects Inpatient Satisfaction at Batara Siang General Hospital, Pangkep Regency. It can be interpreted that the higher the price value, the higher the patient satisfaction value, and the effect is significant.

The Effect of Service Quality on Loyalty of Inpatients at Batara Siang General Hospital, Pangkep Regency

The results based on hypothesis testing as in Table 22 show that service quality has a positive and insignificant effect on Inpatient Loyalty at Batara Siang General Hospital, Pangkep Regency, with a value of ($P = 0.507$) which means it is not significant with a coefficient value of 0.051. These results indicate that there is an insignificant positive effect of service quality with patient safety indicators, patient safety is an effort made in health services to prevent injury and actions that should not be carried out on patients. patient comfort, patient comfort is a basic human need that is needed and must be met by every patient, the delivery of comfort provides strength for patients in forming attitudes related to their health knowledge, knowledge is something that patients need to know and understand in terms of actions and abilities taken by doctors and paramedics. Patient pleasure, patient pleasure is a treatment or action from a nurse that is currently or has been carried out, felt so that it causes feelings of happiness. self-care, self-care is a patient's activity that aims to meet the needs of survival, maintain health and prosper. Anxiety is an emotional state that is unpleasant to the patient, in the form of

psychological responses that arise in anticipation of an unreal danger or an individual's imagination as well as possible in health or illness. Anxiety, towards patient loyalty with indicators of Loyalty, Referring, and Resilience, the results of this study conclude to reject hypothesis 4 that service quality affects Inpatient Loyalty at Batara Siang General Hospital, Pangkep Regency.

Service Improvements on Loyalty of Inpatients at Batara Siang General Hospital, Pangkep Regency

The results based on hypothesis testing as shown in Table 22 indicate that service improvements have a positive and significant impact on Inpatient Loyalty at Batara Siang General Hospital, Pangkep Regency, with a value of ($P = 0.028$ which means significant with a coefficient value of 0.187. The results of this study indicate that there is a positive and significant effect of service improvement with indicators of timeliness, timeliness is the service provided by doctors, nurses, and related medical techniques that can be directly assessed and felt by the patient. information, information is a service that is cheap, and effective, and there is no excessive diagnosis and therapy. technical competence, technical competence is the ability, medical and paramedical skills in providing services according to health service standards. Ability, the ability is the ability or skill of an individual in mastering a skill and being used to do various tasks in a job. the ability to patient loyalty with indicators Loyalty, loyalty is the patient's response to the decision to return to treatment. Referring refers is the patient's response to the satisfaction of how to create one's perception of something and being able to invite other patients to be able to pay attention and feel the benefits. Resilience, resilience is the patient's response to the hospital positively and will not make him turn to another hospital.

The effect of price on the loyalty of Inpatients at the Batara Siang General Hospital, Pangkep Regency

The results based on the hypothesis test as shown in Table 22 show that the price has a positive and significant effect on the Loyalty of Inpatients at the Batara Siang General Hospital, Pangkep Regency, with a value ($P = 0.047$) which means significant with a coefficient value of 0.198. The results of this study indicate that there is a positive and significant effect of price on competitiveness indicators. Competitiveness is the patient's response to price offers given by hospitals that are different and competitive from those given by hospitals. on the same type of service. price compatibility, price compatibility is the quality of service, which is the patient's response to the pricing aspect carried out by the hospital in accordance with the quality of service that can be obtained by the patient. affordability, affordability is the expectation of patients before they register. Registration in the registration room. Patients will look for services that cost money. Price affordability on patient loyalty with indicators of loyalty, referencing, and resilience. The results of this study conclude accept hypothesis 6 that price affects the loyalty of inpatients at Batara Siang General Hospital, Pangkep Regency.

The Effect of Patient Satisfaction on Loyalty of Inpatients at Batara Siang General Hospital, Pangkep Regency

The results based on the hypothesis test as shown in Table 22 indicate that patient satisfaction has a positive and significant effect on the loyalty of Inpatients at Batara Siang General Hospital, Pangkep Regency, with a value of ($P = 0.000$) which means significant with a coefficient value of 0.662. These results indicate that there is a positive and significant effect on patient satisfaction with indicators of satisfaction expectations, satisfaction expectations are the patient's response to the fulfillment of satisfaction whether less, equal or exceed. suitability satisfaction and conformity satisfaction are the patient's response to the expectations of quality and benefit. satisfaction guarantee, satisfaction guarantee is the patient's response to the hospital that the patient will get the best service. Satisfaction guarantees patient loyalty with indicators of loyalty, referencing, and resilience, the results of this study conclude that accept hypothesis 7 that patient satisfaction affects patient loyalty in patients at Batara Siang General Hospital, Pangkep Regency.

The effect of service quality on patient loyalty through inpatient satisfaction at Batara Siang General Hospital, Pangkep Regency

The results based on hypothesis testing indicate that service quality through patient satisfaction has a positive and insignificant effect on patient loyalty. This indicates that patient satisfaction is not a good intervention in the relationship between service quality and patient loyalty. It is interesting to observe as well as the findings in this study that patient satisfaction as an intervention is not able to influence or change the effect of service quality on patient loyalty from insignificant to significant effect. The implementation of a strategy to improve the quality of services at the Batara Siang General Hospital in Pangkep Regency is to maintain and increase patient satisfaction and loyalty so that it needs to be supported by improving the quality of good hospital services with a high level of quality, with increasing service quality it is expected that patient satisfaction will also increase and patient loyalty will be created. High loyalty will lead to change and profit for service providers. Therefore, the Batara Siang General Hospital in Pangkep Regency must know the wants and needs of patients at this time, because patients who are not satisfied with the services provided by the hospital

will tend to look for other service providers who can provide better facilities and services. Patients assume that every health worker not only provides good service in the treatment process but health workers also pay special attention to patient safety, especially for patients who are being treated in hospital inpatient rooms, especially patients with long bed rest. Several things that support good service are comfort during treatment, as a whole supported adequate infrastructure that suits the needs of the patients. Respondents' dissatisfaction with the physical appearance of services felt by patients in this inpatient unit occurred due to discomfort from the hospital environment itself.

The effect of service improvement on patient loyalty through inpatient satisfaction at Batara Siang General Hospital, Pangkep Regency

The results based on hypothesis testing as shown in table 22 show that service improvement through patient satisfaction has a positive and significant effect on patient loyalty. These results indicate that patient satisfaction can act as a good intervention in the relationship between service improvement and patient loyalty. Service improvement through patient satisfaction has a significant positive effect on patient loyalty. It can be interpreted that the higher the value of service improvement through increasing the value of patient satisfaction, the higher the value of patient loyalty, and the effect is significant. This result also holds that the lower the value of service improvement through patient satisfaction, the lower the value of patient loyalty, and the effect is significant. The results showed that service improvement through patient satisfaction had a significant positive effect on patient loyalty. This means that improving service is good through patient satisfaction in the hope that they can create an optimal sense of loyalty. Responding to this fact, the management in formulating policies to achieve an optimal increase in loyalty.

The effect of price on patient loyalty through inpatient satisfaction at Batara Siang General Hospital, Pangkep Regency

The results based on hypothesis testing show that price through patient satisfaction has a positive and significant effect on patient loyalty. This indicates that patient satisfaction is a good intervention in the relationship between price and patient loyalty. It is interesting to observe as well as a finding in this study that patient satisfaction as an intervening can maintain the effect of price on patient loyalty, but has a positive and significant effect. Observing the direct relationship between the three variables previously that price has a significant positive effect on patient satisfaction, the price has a significant positive effect on patient loyalty and patient satisfaction has a significant positive effect on patient loyalty. This is the key to answering the question of why the price which has a significant positive relationship with patient loyalty remains significantly positive on patient loyalty after intervening with patient satisfaction? The answers to these questions can also be described as follows: The significant positive nature of the direct relationship between price and patient loyalty and then intervening with patient satisfaction which has the same nature, which is significantly positive on patient loyalty, logically will also strengthen each other. By comparing the direct and indirect effects according to this study, it can be concluded that price plays a significant positive role in patient loyalty.

Research Findings

Based on the description above, the findings of this study found that:

1. The first finding in this study is based on the results of hypothesis testing and discussion, namely patient satisfaction can influence the relationship between service quality and patient satisfaction well, but service quality has a direct positive and insignificant effect on patient loyalty, with patient satisfaction as an intervention, the effect remains. does not change and becomes positive, not significant if through the intervening variable.
2. The second finding in this study is that patient satisfaction as an intervening variable can have a significant positive effect on service improvement on patient loyalty, direct service improvement has a significant positive effect on patient satisfaction, and direct service improvement has a significant positive effect on patient loyalty. The direction of the relationship did not change but remained positive and significant.
3. Patient satisfaction was able to intervene in the relationship between service and price improvement on patient satisfaction and patient loyalty. Patient satisfaction is in the form of Satisfaction expectations, satisfaction suitability, and satisfaction guarantees. Patient satisfaction with the most dominant influence, namely: Expectations of satisfaction.
4. Among the independent variables that have a direct effect on patient satisfaction and patient loyalty, the dominant one is price.

Research Limitations

- a. This study only focuses on patients in the Inpatient Room of the Batara Siang General Hospital, Pangkep Regency.
- b. The variables observed were only limited to aspects of service quality, service improvement, price, and patient satisfaction, which is an important study to determine the level of patient loyalty in the Inpatient Room of Batara Siang General Hospital, Pangkep Regency.
- c. The sample of respondents only took samples that were represented from the classification of patients and did not take samples as a whole with a focus on patients who were treated in the Inpatient Room of the Batara Siang General Hospital, Pangkep Regency which was the object of the study.

V. Conclusion

1. Service quality has a positive and significant effect on Inpatient Satisfaction at Batara Siang General Hospital, Pangkep Regency. This shows that the better the quality of service, the more patient satisfaction will increase.
2. Service improvement has a positive and significant effect on Inpatient Satisfaction at Batara Siang General Hospital, Pangkep Regency. This shows that the better the Service Improvement, the more patient satisfaction will increase.
3. Price has a positive and significant effect on Inpatient Satisfaction at Batara Siang General Hospital, Pangkep Regency. This means that the better the price is given, the patient satisfaction will increase.
4. Service quality has a positive and insignificant effect on the loyalty of inpatients at the Batara Siang General Hospital, Pangkep Regency. This means that the lower the quality of service, the more patient loyalty will increase.
5. Service improvement has a positive and significant effect on the loyalty of inpatients at the Batara Siang General Hospital, Pangkep Regency. This shows that the better the Service Improvement, the more patient loyalty will increase.
6. Price has a positive and significant effect on the loyalty of inpatients at the Batara Siang General Hospital, Pangkep Regency. This means that the better the price is given, the more patient loyalty will increase.
7. Patient satisfaction has a positive and significant influence on the loyalty of inpatients at the Batara Siang General Hospital, Pangkep Regency, this shows that the higher the patient satisfaction, the more patient loyalty will increase.
8. Service quality has a positive and insignificant effect on patient loyalty among inpatients at Batara Siang General Hospital, Pangkep Regency through patient satisfaction. This shows that service quality cannot increase patient loyalty through patient satisfaction.
9. Service improvement has a positive and significant effect on patient loyalty among inpatients at Batara Siang General Hospital, Pangkep Regency through patient satisfaction. This shows that service improvement can increase patient loyalty through patient satisfaction.
10. Price has a positive and significant effect on the loyalty of inpatients at the Batara Siang General Hospital, Pangkep Regency through patient satisfaction. This shows that price can increase patient loyalty through patient satisfaction.

SUGGESTION

1. Improving service quality by providing patient safety, patient comfort, high knowledge, patient pleasure, self-care, and anxiety, serving all community needs with a good level of service to satisfy patients, ultimately creating patient loyalty to Batara Siang Hospital, Pangkep Regency as The best hospital.
2. Service quality is a continuous concern, especially loyalty, referrals, and resilience, serving every patient complaint and conveying all accurate information to patients and their families, to create patient satisfaction.

References

- [1]. Kotler, P & Keller, KL (2019) Marketing Management Volume Two Thirteenth Edition. Jakarta: Erlangga Publisher.
- [2]. Khademian, Z., & Vizeshfir, F. (2018). Nursing students' perceptions of the importance of caring behaviors. *Journal of advanced nursing*, 61(4), 456-462.
- [3]. Kuncoro, M. (2017) Indonesian Industrial Economics Towards a New Industrial Country 2030, (Yogyakarta: Andi Publisher).
- [4]. Kotler, P., Armstrong, G., Ang, SH, Leong, SM, Tan, CT, & Ho-Ming, O. (2018). Principles of marketing: an Asian perspective. Pearson/Prentice-Hall.
- [5]. Lupiyoadi, Rambat, Hamdani. 2016. Service Marketing Management. Jakarta: Salemba Empat
- [6]. Lovelock, C, and John Wirtz, 2018. "Marketing Services Perspective 7th edition". Jakarta: Erlangga
- [7]. Nabilah, PA, Kamase, J., & Suriyanti, S. (2022). The Influence of Product Quality and Price on Buying Interest in the Makassar Giant Warehouse Company. *Cesj: Center Of Economic Students Journal*, 5(1).
- [8]. Nujum, S., & Djamereng, A. (2020). The Effect of Service Quality on Customer Satisfaction and Loyalty PT. Bank Sulselbar Pinrang Branch. *PARADOX: Journal of Economics*, 3(3), 71-78.
- [9]. Nurwahidah, N., Mahfudnurnajamuddin, M., & Serang, S. (2019). The Influence of Service Quality Dimensions on Customer Satisfaction at PT. Pawnshop Butung Market Branch in Makassar City. *CESJ: Center Of Economic Students Journal*, 2(2), 99-109.

- [10]. Pantouvakis, A., & Bouranta, N. (2017). Quality and price–impact on patients satisfaction. *International Journal of Health Care Quality Assurance*.
- [11]. Pohan. (2016). *Health care quality assurance: Fundamentals of understanding and application*. Jakarta: EGC
- [12]. Warinangin Medical Book, J., & Kusumawardhani, A. (2018). Islamic relationship value, adaptive selling, and relationship quality affects sales force performance. *Journal of Business and Retail Management Research*, 12(4).
- [13]. Rauf, N., Kamase, J., & Dewi, R. (2019). The Influence of Brand Trust, Brand Image, Brand Quality on Purchase Decisions and Brand Loyalty. *CESJ: Center Of Economic Students Journal*, 2(3), 189-203.
- [14]. Riadi, M., Kamase, J., & Mapparenta, M. (2021). The Effect of Price, Promotion, and Service Quality on Toyota Car Consumer Satisfaction (Case Study At PT. Hadji Kalla Alauddin Branch). *Journal of Management Science (JMS)*, 2(1), 41-60.
- [15]. Tjiptono, 2017 F. *Service Management*, Andi Offset, Yogyakarta.
- [16]. Tjiptono, Fandy, 2020, *Principles of Total Quality Service*, First Edition: Andi Offset, Yogyakarta
- [17]. Tjiptono, Fandy. 2018. *Service Management Realizes Excellent Service*. Yogyakarta: Andi. Publisher