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Review Article

The Effect of Perceived Value, Perceived Service Quality on Community Service Satisfaction: A Case of Bendan Hospital Patient in Pekalongan City

Harsoyo^{1*}, Honorata Ratnawati Dwi Putranti²

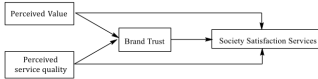
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ARTICLE INFO	ABSTRACT
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Perceived value
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Hospital

GRAPHICAL ABSTRACT



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graph LR; PV[Perceived Value] --> BT[Brand Trust]; PSQ[Perceived service quality] --> BT; BT --> SSS[Society Satisfaction Services];
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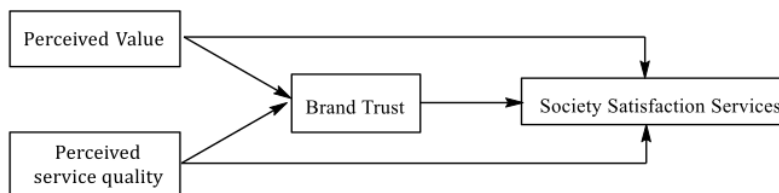
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ABSTRACT

This research aimed to show how a company can improve its service quality of hospital community's satisfaction through Perceived value and Perceived service quality through brand Trust which is appropriate with Law Number 25 of 2009 concerning with Public Service and Government Regulation Number 96 of 2012 concerning with the Implementation of Law Number 25 of 2009 concerning with Public Service. The data were collected by distributing questionnaires to respondents through google form. The population of this research included the health care service of Bendan Hospital in Pekalongan City in the second semester in 2020 with unknown number and the number of samples were 154 people, which was based on random sampling. PLS version 3 was used to test the hypothesis. The research result of perceived value and perceived service quality affected the hospital community's satisfaction through the variable of brand trust mediation.

GRAPHICAL ABSTRACT



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Introduction

Law number 25 of 2009 concerning with Public Services and Government Regulation Number 96 of 2012 concerning with the Implementation of Law Number 25 of 2009 concerning with Public Services, mandates all government agencies both central and regional level, to conduct a Community Satisfaction Survey as a measure of success provision of service. Two legal products implicitly emphasize that public satisfaction is a measure to assess the quality of public services. As a follow-up to the two regulations. Furthermore, the Ministry of Administrative Reform and Bureaucratic Reform issued a Regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 16 of 2014 concerning with Guideline for Survey of Community Satisfaction with Public Service Provider. One of the institutions that needs to be conducted for a community satisfaction survey is a hospital.

Based on Law number 23 of 2014 concerning with Regional Government, in the attachment to health affair, the hospital is an individual referral service. District/City is required to provide individual health service and referral health service. According to Law No. 44 of 2009, a hospital is a health service institution that provides complete individual health service that provide inpatient, outpatient and emergency service. Hospital has the task of providing complete individual health service.

The community has the right to get the best service because the Government plays a role in maintaining the quality of hospital service, through the Ministry of Health with Law No. 44 of 2009 concerning with Hospital article 43 paragraph (1) which states that hospital implement patient safety, which means hospital service provide comfort for all patients [1].

Several studies on community satisfaction for a hospital tend to occur only in certain parts, for instance, satisfaction at a pharmaceutical installation such as in research Pareraway Denise & Bodhi, 2016 [2], based on the result of the study, there is a dimensional gap that has the

highest level of satisfaction in a row, such as: tangible, assurance, responsiveness and empathy and finally reliability. In this research, it was combined into one in each section and combined between outpatient and inpatient care. Other studies have also found that doctors and patients value sustainability in health care. Continuity is measured in several ways but few studies have examined the specific relationship between the duration of the patient-doctor relationship and patient outcome.

Primary care is at the core of modern health care delivery and improves access and quality of health care. Primary care as an integrated medical care provider that addresses individual health care needs such as physical, mental, emotional problems and is characterized by an ongoing relationship between the patient and the health care professional. Therefore, the ongoing relationship between patient and primary care physician is a key characteristic of primary care. Research shows that ongoing relationship with primary care and comprehensiveness in care service, organizational accessibility and care coordination are significant with patient satisfaction [3].

The key ability of the hospital to create and deliver high quality service quality is the key to maintaining a competitive advantage amidst intense competition. The intangible nature of service makes it difficult to set standard [4]. Each department can develop a new process for the purpose of providing high quality service and achieving customer satisfaction. Hence, other departments need to understand what each one is doing. Uniquely, the understanding held may not affect the company's overall performance. On the other hand, widely understood quality standards can improve performance outcome by facilitating process, function and outcome.

Perceived value of a product / service to build positive effect and increase purchase intention, perceived value is often referred to as perceived value [5]. Previous studies have shown that perceived value has a positive effect on consumer loyalty [6]. If consumers feel that the value of a

product is high, they tend to buy the product [7]. It means, if the value received by the customer is declared appropriate, it will increase customer loyalty. Therefore, the perceived value received by the customer is important as a concern by the organization / company, because if customers get better feedback from the company, loyalty.

Literature review

Perceived Value and service satisfaction

Perceived value is the result or benefit received by the customer related to the total cost which is determined by the perceived value as "the consumer's overall assessment of the usefulness of a product (or service) based on the perception received and what is given [8] The perceived value of customers consists of the benefits, quality, value, and utility) of the use of services relative to what they pay [9]. Simpler is that value is the difference between benefits and costs received by There are two important characteristics in customer value according to Carlos Fandos Roig et al., [10] first, the value attached to the use of the product. Second, the value can be felt by the customer and cannot be determined objectively by the seller. This case means that only customer can notice if a product or service has value. The value of the service received can be increased by and provide better service or by reducing customer perception of the cost of using the service. Yang & Peterson [11] say that perceived value is the main determinant of customer loyalty. Supported by research Gumussoy & Koseoglu, [12] that the value received has a significant effect on customer loyalty, the better the value, the higher the level of loyalty. Hospital patients view satisfaction as an acceptable value for a health service [13]. Based on the logic built, the following relationships are determined:

H1: There is a significant relationship between the perceived value of service satisfaction

Perceived value and company brand trust

The construction of service quality does so in a multidimensional view Gounaris et al., [14]

providing the fact that service is intangible, heterogeneous, perishable and inseparable in terms of production and consumption, criteria that customers use to evaluate service quality which are complex and difficult to determine to be precise [15]. Brand trust is a relationship between customers and a brand that is based on a sense of security and trust that the brand can be relied on in meeting the interests and needs of customers [16]. A happy consumer experience with a brand illustrates a very good initial capital in increasing consumer brand loyalty by wanting to consume products with the same brand by repeatedly experiencing a special and memorable experience, and this matter can urge higher consumer compliance with a special brand [17]. Based on the logic built, the following relationships are determined:

H2: There is a significant relationship between the perceived value and the company's Brand Trust

Perceived service quality and community satisfaction

In line with the importance of relationship marketing, the company's ability to add value to customers is an important focus in relationship marketing activities [8]. Giving added value to customers is not only intended to satisfy customers, but can be used as a strategy to retain customers. Customer satisfaction can be realized, if the company adds value to the products offered [16]. Existing research suggests that perceptions of quality are antecedents of perceived value and have a positive effect on customer perceived value. Meanwhile, another view argues that value is more important than quality, because value is what consumers immediately consider [18]. The importance of perceived value was also stated by Chen et al [7] that the perception of value has been shown to have an influence on satisfaction, customer loyalty, and other important results. Value can be seen by consumers as a whole in differences in the use of a product based on the perception of what is received (benefits) compared to what is provided (costs) in a service.

According to Vigripat & Chan, [19] perceived value involves four things, namely (1) value is low price; (2) value is whatever I want in a product; (3) value is the quality I get for the price I pay; and (4) value is what I get for what I give.

Based on the logic built, the following relationships are determined:

H3: There is a significant relationship between perceived service quality/community satisfactions.

Perceived Service Quality and Company Brand Trust

The nature of a business line is one of the reasons for the modification of service quality measures and the pattern of their ties. This bonding pattern

can occur because of large participation such as financial services, service quality, which are often considered to have indirect ties to other people's designs.

Result and Dissection

This research used primary data obtained through questionnaire and utilizing the google form which was accumulated through WhatsApp to the community using the health care service of Bendan Hospital of Pekalongan City, at the second semester of 2020. This research took 154 samples which consisted of 99 outpatients and 55 inpatients. Some respondents in each service in Bendan Hospital are as follows.

Table 1: Respondents leaflets based on the kinds of service received

No	Outpatients	Number of Samples	Inpatients	Number of Samples
1	Children	5	Jlamprang	5
2	Drugstore	7	Truntum	5
3	Surgery	7	sekar jagat	4
4	Digestif surgery	3	VIP+VVIP	5
5	Mouth surgery	3	ICU	3
6	Neurosurgery	4	Childbirth	4
7	Teeth	2	Buketan	5
8	Haemodialyzed	4	Perinatal	5
9	IGD	6	Nutrition	5
10	Heart	3	VK/Poned	9
11	Soul	6	Inpatient's registration	5
12	Midwifery	4		
13	Laboratory	4		
14	Eyes	5		
15	Orthopaedic	3		
16	Internal disease	3		
17	Lung disease	3		
18	Radiology	5		
19	Medical rehab	3		
20	Nerves	5		
21	THT	3		
22	General/ executive (Parikesit)	2		
23	DOT+OST+VCT	3		
24	Poly skin	3		
25	Outpatient registration	3		
	Number	99	Number	55

Variable measurement was Likert scale 1 to 5, very Disagree= score 1, very Agree = score 5. PLS version 3 was used to test the relationship among complex variables and obtain the whole

description about the entirety of the models. The relationship among variables is presented in Figure 1.

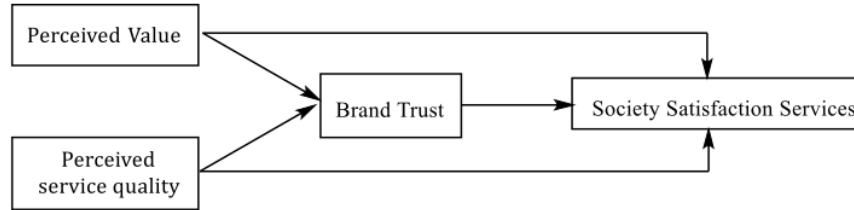


Figure 1: Model of framework

The field test obtained from respondent results based on the gender was 67 (42.72 %) of women and 87 (57.28 %) of men. From the number, the comparison between service users based on gender was balanced. The survey result showed that the patients in Bendan Hospital are not only from Pekalongan City. The community using care service based on location composition is Pemasang district which consist of 3 people (17.58 percent), pekalongan City consist of 7 people (42.34 percent), Batang District consist of 3 people (17.01 percent) and Pekalongan District consist of 4 (23.06 percent) of age group of respondents. Based on the survey data, the respondents with the age of 15-25 is 8.13 percent, the age of 26-35 is 3 people (20.98 percent), the age of 36-45 is 6 people (39.32 percent), the age of 46-55 is 4 people (25.33 percent), and the age of more than 55 is 2 people (6.24 percent). As far as level of education is concerned, most of the respondents graduated in Senior high school level, i.e. 8 people (51.42 percent). Moreover, the respondents graduated from Diploma and Bachelor were 3 (19.09 percent) and 2 (13.61 percent). And the respondents graduated in junior high school level accounted for 10.02 percent. The respondents based on the main job consisted of 141 of respondents. 4 respondents worked in a private institution, 4 respondents worked as housewives and 4 respondents worked as entrepreneurs.

Analysis and Discussion

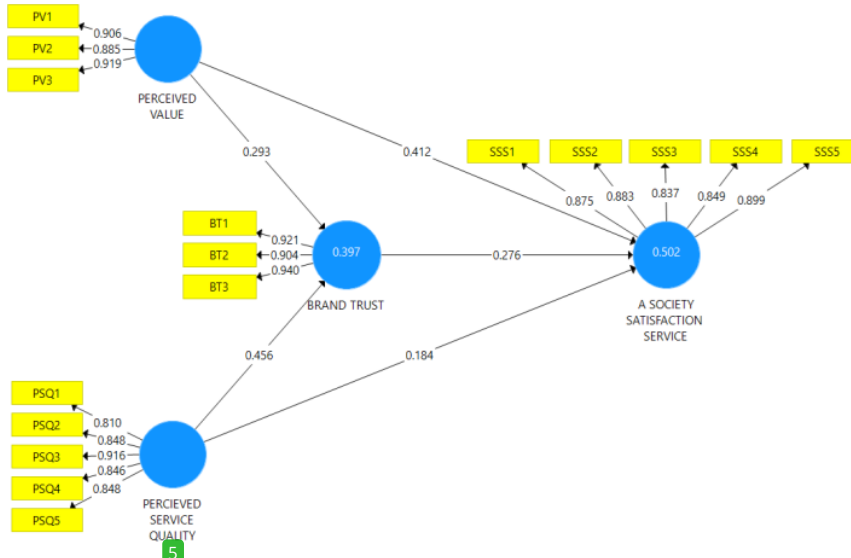
In this research, analysis of the effect between endogenous variable perceived value (PV) and perceived services quality (PSQ) toward society services satisfaction (SSS) with brand trust mediation (BT) is analyzed with Partial Least Square (PLS). Based on the operational definition of each research variable, construct perceived value is measured by 3 indicators, construct perceived services quality with 5 indicators, construct brand trust with 3 indicators, while construct society services satisfaction with 5 indicators.

Partial least square (PLS) is a multivariate analysis technique that can be used to simultaneously analyze the response variable and explanatory variable. PLS is a good alternative for multiple regression analysis method and regression of the main component because the PLS method is more robust, which means that parameters of the model do not change much when a new sample is taken from the total population. The stages in this PLS analysis include the outer model testing stage and the inner model testing stage. The outer model testing stage is used to test the validity and reliability of all indicators in measuring constructs, while inner model testing is used to test research hypotheses.

Outer Model Testing

2 The measurement model testing stage included Convergent Validity, Discriminant Validity and Composite Reliability testing. The results of the PLS analysis can be used to test the research hypothesis 2 all indicators in the PLS model have qualified convergent validity, discriminant

validity and composite reliability. Converged validity test is done by looking at the loading factor value of each indicator toward construct. For confirmatory research, the loading limit of the factor used is 0.7, the following are the estimated results of the PLS model:



5 Figure 2: Estimation result of PLS model with the technique of algorithm

Table 2: Loading factor value and AVE value

Construct	Indicator	Loading Factor first order	AVE	Valid
Perceived value	PV1	0,917		valid
	PV2	0,895		valid
	PV3	0,921		valid
Perceived Service Quality	PSQ1	0,817		valid
	PSQ2	0,853		valid
	PSQ3	0,924		valid
	PSQ4	0,850		valid
	PSQ5	0,867		valid
Brand trust	BT1	0,923		valid
	BT1	0,901		valid
	BT1	0,940		valid
A society Satisfaction Services	SSS1	0,862		valid
	SSS2	0,883		valid
	SSS3	0,807		valid
	SSS4	0,835		valid
	SSS5	0,889		valid

Source: Data processed (2020)

Based on the estimated result of the PLS model in Figure 2, it can be observed that all indicators in each construct have a loading factor value above 0.7 so that the PLS model has met the converged validity requirement. Besides, by looking at the loading factor value of each indicator, converged validity should also be assessed from the AVE value of each construct, all constructs in the PLS model have fulfilled the validity of converged if the AVE value of each construct is more than 0.5. The AVE value of each construct is presented in Table 2 below:

Based on the result of PLS analysis, the AVE value of all constructs both in the form of dimension

and variable has exceeded 0.5, which indicates that all indicators in each construct fulfils the required converged validity criteria. Discriminant validity is conducted to ensure that each concept of latent variable is different from other variables. The validity of discriminant can be seen from the cross-loading value of each indicator against the construct, the indicator is declared that it fulfils the criteria of discriminant validity if the cross-loading indicator against the construct is higher compared to the cross-loading value of the indicator toward other constructs.

Table 3: Cross loading indicator

	A society Satisfaction Services	Brand Trust	Perceive Value	Perceived Service Quality
BT1	0,639	0,923	0,493	0,535
BT2	0,609	0,901	0,396	0,502
BT3	0,679	0,940	0,554	0,564
PSQ1	0,479	0,475	0,409	0,817
PSQ2	0,449	0,471	0,336	0,853
PSQ3	0,575	0,572	0,389	0,924
PSQ4	0,544	0,508	0,383	0,850
PSQ5	0,476	0,464	0,376	0,867
PV1	0,634	0,489	0,917	0,394
PV2	0,650	0,472	0,895	0,422
PV3	0,630	0,477	0,921	0,384
SSS1	0,862	0,660	0,607	0,556
SSS2	0,883	0,630	0,589	0,508
SSS3	0,807	0,459	0,506	0,357
SSS4	0,835	0,495	0,621	0,480
SSS5	0,889	0,701	0,657	0,579

Source: Data processed (2020)

Based on the description above, the loading factor of all indicators have the highest value on the construct instead of the other constructs so it can be concluded that all indicators in each construct have fulfilled the criteria of validity discriminant in the requirement. Construct reliability can be assessed by Cronbach's Alpha value and Composite Reliability value of each

construct. The recommended composite reliability and Cronbach alpha values are more than 0.7, but in development research, due to the low loading factor limit (0.5) the composite reliability value and low alpha Cronbach are still acceptable as long as convergent validity requirements and discriminant validity have been fulfilled.

Table 4: Reliability Composite Test Result

Construct	Cronbach's Alpha	Composite Reliability
	0,909	0,932
Brand Trust	0,911	0,944
Perceive Value	0,898	0,936

Perceived Service Quality	0,914	0,936
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Source: Data processed (2020)

Based on the result of the analysis on the table 4, composite reliability value and Cronbach alpha of all constructs have also exceeded 0.7, indicating that all constructs have fulfilled the reliability which meets the requirement, so it can be concluded that all constructs in this PLS model are reliable. Inner model testing includes tests of direct influence significance, indirect influence testing and large measurements of the influence of each exogenous variable on endogenous variables. All of these tests were used to test the research hypotheses.

The next step was to examine the goodness of fit model testing. Fit PLS models can be seen from the SMRM value of the model. The PLS model fulfils the model's goodness of fit criteria if the SRMR value is less than 0.10 and the model is declared perfect fit if the SRMR value is less than 0.08.

Table 5: Goodness of fit Model

	Saturated Model	Estimated Model
SRMR	0.055	0.059

Source: Data processed (2020)

The test of PLS model of goodness of fit in Table 4 indicates that the SRMR value in the estimated model is 0.060. Because the SRMR value of the model is good at an estimated model which is less than 0.08, the PLS model estimated in this research is perfectly fit so it is feasible to use to test the research hypothesis. Direct effect

significance test is used to test the effect of exogenous variables on endogenous variables.

The hypotheses used in this test are as follows:

Ho: Exogenous variable has no positive effect toward endogenous variable

Ha: Exogenous variable has positive effect toward endogenous variable

Because the research hypothesis is a one-way hypothesis, Ho is rejected and so exogenous variable has a significant effect on endogenous variable if the value of p value is less than 0.05 and t calculation is more than 1.65, while if the value of p value is more than 0.05 and t calculate is less than 1.65 then Ho is not rejected and it is concluded that exogenous variables do not affect endogenous variable. From the result of the significance test, it can also be noticed that the direction of the relationship of exogenous variable has some effect on endogenous. The direction of the relationship can be noticed from the original sample value of each influence relationship. If the direction of the influence relationship is marked positive then the effect of the exogenous variable on endogenous is positive/unidirectional while if the original sample is marked negative then the direction of the relationship of exogenous variable effect on endogenous variables is opposite. The estimated results of the model as a reference to test the hypothesis in this research can be seen in Figure 3.

Table 6: The result testing of partial effect

Causal	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Trust → A society Satisfaction Services	0,365	0,364	0,080	4,566	0,000
Perceive Value → A society Satisfaction Services	0,425	0,429	0,056	7,589	0,000
Perceived Value → Brand Trust	0,336	0,339	0,074	4,557	0,000
Perceived Service Quality → A society Satisfaction Services	0,191	0,188	0,088	2,166	0,031

Perceived Service Quality → Brand Trust	0,432	0,433	0,081	5,351	0,000
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Source: Data Processing Result (2020)

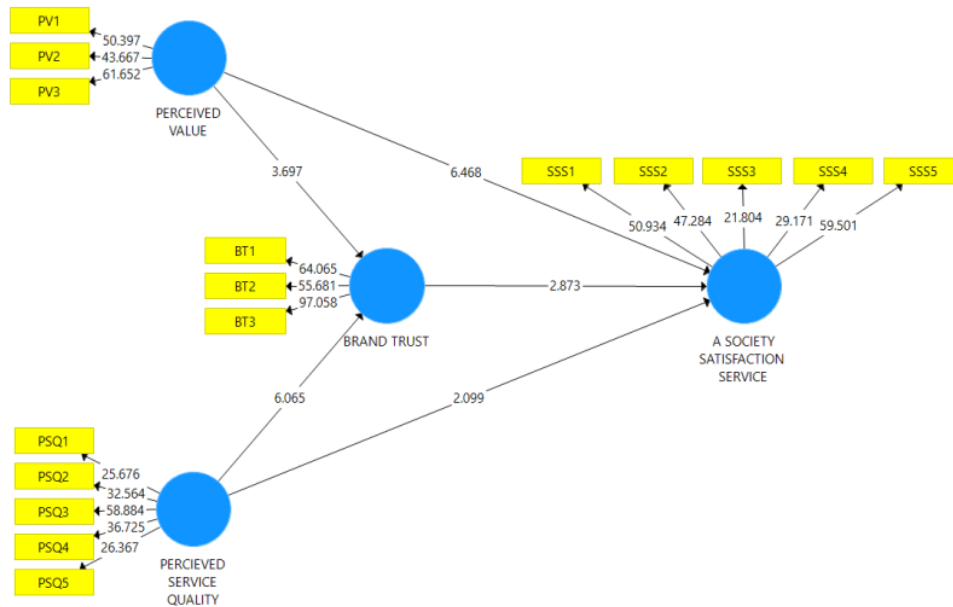


Figure 3: Estimation result of pls bootstrapping mode

Based on the estimation result of the PLS model with the bootstrapping technique above, it can be noticed that the entire path is declared significant, because the p value of the entire path is less than 0.05. Test results of direct effect significance are presented on Table 6. Based on the hypothetical test result obtained by the test result on a track that shows the relationship of Brand Trust's effect on a society satisfaction services, the p value obtained is 0.000 with a statistical t which is 4.566 and a positively marked path coefficient is 0.365. Because the p value of line is less than 0.05, t statistic is more than 1.65 and the coefficient of the line is marked positively, it can be concluded that Brand Trust has a positive and significant effect on a society Satisfaction Services, this indicates that the better the brand trust, the higher a society satisfaction services. This test is supported by the results of research Brakus et al., [17] which states the experience of a trust will make consumers become loyal.

In the relationship between perceived value and a society satisfaction services, the p value obtained is 0.000 with a statistical t which is 7.589 and a positive marked path coefficient of 0.425. Because the p value of line is less than 0.05, t statistic is more than 1.65 and the coefficient of the path is marked positively, it can be concluded that perceived value has a positive and significant effect on a society satisfaction services, this indicates that the higher perceived value, the higher a society satisfaction services. These findings as described by Brakus et al., [17] that the experience that makes consumers happy in consuming products/services at certain brands can increase consumer brand loyalty because they feel a special and memorable experience. In the relationship path of perceived value influence on brand trust, p value is 0.000 with statistical t 4.557 and path coefficient marked positive 0.336. Because the p value of the path is less than 0.05, t statistic is more than 1.65 and the coefficient of the path marked positively, it

can be concluded that perceived value has a positive and significant effect on brand trust, indicating that the higher perceived value, the higher the brand trust.

In the relationship path of perceived value influence on brand trust, p value is 0.000 with statistical t 4.557 and path coefficient marked positive 0.336. Because the p value of the path is less than 0.05, t statistic is more than 1.65 and the coefficient of the path marked positively, it can be concluded that perceived value has a positive and significant effect on brand trust, this case indicates that the higher perceived value, the higher the brand trust.

In the relationship between perceived service quality influences on brand trust, p value obtained is 0.031 with statistical t which is 2,166 and positive marked path coefficient of 0.191. Because the p value of the line is less than 0.05, t statistic is more than 1.65 and the coefficient of the line marked positively, it can be concluded that perceived service quality has a positive and significant effect on brand trust, this case indicates that the higher perceived service quality, the higher the brand trust. As it is stated by Vigripat & Chan, [19] that bonding can occur due to large participation such as financial, quality of service, this gives rise to confidence and trust.

In the relationship between the effects of brand trust on society satisfaction services, the p value obtained is 0.000 with a statistical t which is 5.351 and a positive marked path coefficient is 0.432. Because the p value of line is less than 0.05, t statistic is more than 1.65 and the coefficient of the path is marked positively, it can be concluded that brand trust has a positive and significant effect on brand trust, this indicates that the higher the Brand Trust, the higher a society satisfaction services. The conditions of satisfaction experienced by consumers will want to be experienced repeatedly for sustainable consumption that reflects how the product or service meets its objectives. Industry with satisfied clients have a good opportunity to replace them into loyal clients who buy products

from that industry over a long period of time. The happiness of clients is a form of success of an industry [17].

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In this research, brand trust variables have a role as variables that mediate the effect of perceived value and perceived service quality on society service satisfaction. For this test, PLS analysis results can be found in the specific indirect effect section. Based on the result on the table, if the value of p value is less than 0.05 then it can be concluded that the role of mediation variable is declared significant, whereas if the value of p value is more than 0.05, then it is concluded that the mediation variable is not significant.

In the relationship between the effects of brand trust on society satisfaction services, the p value obtained is 0.000 with a statistical t of 5.351 and a positive marked path coefficient of 0.432. Because the p value of line is less than 0.05, t statistic is more than 1.65 and the coefficient of the path is marked positively, it can be concluded that brand trust has a positive and significant effect on brand trust, indicating that the higher the Brand Trust, the higher a society satisfaction services. The conditions of satisfaction experienced by consumers will lead to

sustainable consumption that reflects how the industry with a satisfied client has a good product or service fulfils its objectives. An

Table 7: Testing of indirect effect

		Brand Trust	A society Satisfaction Services
Perceive Value	Direct effect	0,336	0,424
	Indirect effect		0,123
	Total effect	0,336	0,547
Perceived Service Quality	Direct effect	0,432	0,190
	Indirect effect		0,158
	Total effect	0,432	0,348
Brand Trust	Direct effect		0,365
	Indirect effect		
	Total effect		0,365

Conclusion

This research discussed 4 important variables such as perceived value, perceived service quality as independent variable and Brand Trust as intervening variables, as well as community satisfaction as dependent variable. This research proves empirical evidence in confirming the positive and significant relationship between the four variables. This case provides useful management knowledge for better implementation to reach a good service quality so that community satisfaction continues to improve better. The management can control the quality of the service directly as the service has intangible property, easily damaged. Improved service leads to customer satisfaction; therefore, it increases the community satisfaction. Organizational services need to pay attention to employees and customers simultaneously in planning and evaluating to improve the quality of service and community satisfaction of service users. Perceive Value and Perceived Service Quality are considered as one of the most important research topics in service marketing, as it relates to customer satisfaction, retention and customer loyalty. Good service will increase service user satisfaction so that the law no. 44 of 2009 in hospitals is a health care institution that organizes individual health services in a plenary that provides inpatient, outpatient, and emergency services.

Implementation of quality service implementation policy is a mandate of Law No. 25 of 2009 on Public Services, in substance in the law mentioned that a). the state has an obligation to serve every citizen and resident to fulfil basic rights and needs within the framework of public services which is the mandate of the Constitution of the Republic of Indonesia Year 1945, b). that building public trust in public services carried out by public service providers is an activity that should be conducted which is in line with the expectations and demands of all citizens and residents about improving public services and c). that as an effort to strengthen the rights and obligations of every citizen and resident and the realization of state and corporate responsibilities in the implementation of public services, legal norms are required that provide clear regulation.

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Authors' contributions

All authors contributed toward data analysis, drafting and revising the paper and agreed to be responsible for all the aspects of this work.

Conflict of Interest

We have no conflicts of interest to disclose.

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