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Original Research Article

The Effect of Perceived Value on Patient Satisfaction in Public University Hospital in Makassar

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Abstract: Product and services offering value for money not only can influence consumer behavior but also affect their satisfaction. Nowadays, the success of a firms depends on satisfying customer needs and expectations. One thing can improve the patient satisfaction is to provide a superior value. This study aimed to examine the effect of perceived value on patient satisfaction, including what dimensions most contribute to form a perceived value. This research using analytic observational with a cross sectional design. A total of 187 outpatients were invited to complete a survey questionnaire. Regression analysis were performed to test the research hypotheses. This study used seven specific-value dimensions, including functional value of installation, person's professionalism, service quality, monetary costs, non-monetary cost, social and emotional value. Further, we found that value of service quality is the most contribute to form a perceived value. Perceived value and satisfaction were positively correlated, which one unit increase in perceived value also will be increase 58% of patient satisfaction. Improvement functional value of service quality increase level of satisfaction in healthcare.
Keywords: perceived value, patient satisfaction, hospital.

INTRODUCTION

During the last few decades, organization have found themselves that importance provide customer value to achieve a competitive advantage. The concept of perceived value has recently gained its mayor concern for some research. In various international marketing conferences, most researches gave considerable attention to the "value related" issues*"* (Ulaga & Chacour, 2011). The issue has caused many researches to focus on the concept of value creation for customers achieve patient satisfaction (Zarandi, 2012; Rahmani, *et al.,* 2017)

Some studies explain the relationship between customer value and satisfaction (Moliner, 2009; Ozer, *et al.,* 2016; Abdelfattah, Rahman, & Osman, 2015). According by (Gumussoy & Koseoglu, 2016) states that customer value influences customer satisfaction. Likewise another literature then confirmed that customer value factors have a positive and significant influence on customer satisfaction (Flint, P, J, & Jr, 2011; Gumussoy & Koseoglu, 2016; Alimudin, *et al.,*

2017). Furthermore, the perceived value becomes significant for customer satisfaction because customers tend pay less to obtain high quality products or services (Gumussoy & Koseoglu, 2016). The importance of the value and customer satisfaction as factors that influence the success firms through improving customer relations and achieving competitive advantage (Chahal & Kumari, 2011; Rahmani, *et al.,* 2017)

Internationally, teaching hospitals are recognized as the best hospitals in the world. It's because the face of country's technology advancement was measured by the service and academic achievement. In some countries, teaching hospitals are the mainstay of the government and the pride of the community. Therefore, the most important thing being a surviving hospital's is how to provide superior customer value (Flint, P, J, & Jr, 2011; Ozer, *et al.,*, 2016; Rahmani, *et al.,* 2017). The power of relationships between patient and hospitals, it will be increase naturally a patient satisfaction (Rahmani, Ranjbar, *et al.,* 2017). The purpose of this research was

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to examine whether there was a relationship between perceived value and patient satisfaction to healthcare services.

METHODOLOGY
Research Design
This research is analytic observational with a cross sectional design which located at the Hasanuddin University Hospital, Makassar.

Population and sample
A total of 187 sample were selected to complete a survey questionnaire. The sampling technique using purposive sampling with the inclusion criteria such us non insurance outpatient at least visit's twice, patient made visits on their own desires, not based on preferences of doctor, and willing to be interviewed.

Data Collection
Data collection is carried out by instruments that have been tested for validity and reliability. The questionnaire used to measure perceived value was adapted from the PERVAL scale and then adjusted to the research conditions, namely in the field of health services industry which consisted of 23 question items. Some journals that also use these instruments such us (Moliner, 2009), (Ozer, Basgoze, & Karahan, 2016). While, patient satisfaction was measured based on Short Form Patient Satisfaction (PSQ-18) (Marshall, Hays, Sherbourne, & Wells, 1993).

Data Analysis
Multiple linear regression used in this research to examine what dimension most contribute to form a perceived value. While, logistic regression to determine the effect of perceived value on patient satisfaction.

RESULTS
Table 1 shows the cross tabulation between perceived value and satisfaction of a good perceived value gained as much as 115 respondents, the majority of respondents were satisfied (70.4%). While, less well perceived value as much as 72 respondents, the majority of respondent were not satisfied (68.1%).

Table1. Cross tabulation between perceived value and patient satisfaction

Variable			Satisfaction		Total
			Satisfied	Dissatisfied	
Perceived value	Good	n	81	34	115
		%	70.4%	29.6%	100.0%
	Not good	n	23	49	72
		%	31.9%	68.1%	100.0%
Total		N	104	83	187
		%	55.6%	44.4%	100.0%

Table 2 shows logistic regression analysis between perceived value to patient satisfaction. Obtained p value 0.000 < 0.05, it means there is effect between perceived value to patient satisfaction with a large effect of 0.583, which means that, if the perceived value rises by 1 point, satisfaction will increase by 58%.

Table2. Logistic regression analysis between perceived value to patient satisfaction

Variable	Coefficient	p value
Perceived Value → Satisfaction	0.583	0.000

Table 3 shows the functional value of service quality is the most contribute dimension's to perform a perceived value's variable. Functional value of service quality give 51.9% point to increase perceived value.

Table 3. Multiple linear regression on perceived value

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std Err.	Beta		
Functional value of installation	1.220	.183	.441	6.676	.000
Functional value of person professionalism	1.172	.202	.392	5.796	.000
Functional value of service quality	1.401	.170	.519	8.255	.000
Functional value of monetary costs	1.072	.440	.176	2.437	.016
Functional value of non monetary costs	2.059	.597	.246	3.448	.001
Emotional value	1.042	.140	.479	7.427	.000
Social value	1.057	.134	.502	7.905	.000

DISCUSSION
In this study, it can be seen that there is an effect between perceived value and patient satisfaction. Functional value of service quality's dimension is the most contribute form a perceived value. Its shows that, there are 51.9% contributions to quality improvement, complete services, organized service provision and the quality of doctors who are well known for their good

reputation can provide perceptions of good value in hospitals.

According with other studies that functional value of service quality are most effective contribute to perceived value (Moliner, 2006; Cengiz & Kirkbir, 2007; Moliner, 2009). (Moliner M. A., 2006; Cengiz & Kirkbir, 2007) examined these results in private hospital and specifically stated that the importance of also testing results at public university hospital. Other researches then put forward the same results at the public university hospital and obtained that functional value of service quality, person's professionalism, and emotional value had a dominant effect (Ozer, Basgoze, & Karahan, 2016)

If that associated with satisfaction analysis, it shows that technical quality's dimension very high. Not only complete facilities and infrastructure, but also the competencies of service providers with high standard in providing services including accuracy and avoidance of risk and errors. Furthermore, (Gohain, Thambiah, & Hong, 2018) specifically explained that the functional value of service quality is the most dimension giving contribute to perceived value. Including, quality of medical services, facilities and infrastructure, the environment and interactions. So overall, we can assume that hospital was successful because it can be perceived according to the value presented by themselves.

Studies related have been explained by some researches, which means there is the effect between perceived value and patient satisfaction. Based on (Cronin, Brady, & Hult, 2000) suggest that perceived value has a strong relationship to customer satisfaction. Other studies support that the perceived value is an antecedent of satisfaction (McDougall & Levesque, 2000; Moliner, 2009; Choi, et al., 2004).

CONCLUSION

We conclude the perceived value can influence patient satisfaction. Perceived value is a major tool to help healthcare provider to gain better competitive position to increase the patient satisfaction. In addition, for the next researcher it is recommended to look the effect of each dimension on perceived value variable on patient satisfaction.

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