Price and Location on Patient Treatment Decisions Outpatient Care in General Practitioner Practices

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ABSTRACT

This study aims to determine the influence of Price and Location on the decision of outpatient treatment patients at Doctor Niko General Practice Jl. Tengger Surabaya. The influence you want to know is both direct and indirect. This type of research uses a quantitative approach. This study used a sample of 100 respondents. Sampling using non-probabilty sampling technique with purposive sampling method. The test tool used was Data analysis using SPSS 25, in this study using questionnaires and the analysis used was multiple linear regression. From the results of this test, it can be concluded that partially, Price (X_1) and Location (X_2) have a positive and significant effect on the decision of outpatient patients at Doctor Niko General Practice Jl. Tengger Surabaya. Price (X_1) and Location (X_2) simultaneously have a positive and significant influence on the decision of outpatient treatment at Doctor Niko General Practice Jl. Tengger Surabaya. The Location Variable (X_2) is more dominant in influencing the decision of outpatient patients at the General Practice of Doctor Niko Jl. Tengger Surabaya than the Price Variable.

Keywords: Price, Location, Decision of Outpatient Treatment.

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INTRODUCTION

The development of science and technology greatly influences people's thinking patterns and consumption patterns, in choosing products and services. As a result, quite competitive competition occurs between companies, so companies are required to develop the right marketing strategy so that company goals can be achieved optimally. The company's goal is not only to maximize profits but to provide the best possible service to consumers [1]. Increasingly fierce competition makes entrepreneurs look for the right strategy to market their products or services [2]. The tight competition also requires business people to create something new and different to attract consumers to come shopping to their stores so that the business being run continues to grow and be sustainable. Market conditions that are increasingly varied and diverse make consumers more selective and critical in making purchasing decisions [3].

The company's success in influencing consumers in purchasing decisions is supported by companies that can build good communication with consumers. in purchasing decisions, consumers need to consider the factors that influence them [4]. Some of the factors that influence consumers in making purchasing decisions are location, price and service factors. The price spent to get a product or service provided is related to the quality and quality of a product or service offered to consumers. The costs incurred in accordance with the products provided will make consumers believe in the product [5]. One of the services that is important to the community is health services. Having a healthy body is essential for effectively doing any activity [5]. Therefore, optimal health services and a guarantee of trust are needed so that the community gets satisfactory results. For example, Doctor's general practice as a health service provider for the community. This can be seen from the public's trust in choosing Doctor general practice services as a solution when experiencing health problems.

The complete and adequate facilities provided will make patients decide to seek treatment at the Doctor's general practice. This decision is the patient's perception after hearing, seeing other patients who feel comfortable enjoying the facilities and getting good service so that it creates trust in the general practice so that if they need health services, they will use it again. With adequate facilities, patients will feel comfortable to be in the Doctor's general practice itself and feel satisfied [6]. Doctor's general practice is a place to provide and provide health services covering various health problems. The task of the Doctor's general practice is to provide examination services, outpatient care, and emergency care so that health service efforts are efficient and effective by prioritizing healing and recovery. So that later the Doctor's general practice remains a social service unit that the community uses as a solution to health problems.

A selective society will choose the services of general practitioners according to their characteristics and beliefs. Of course, the general practice of Doctors who are considered by the community can provide satisfaction for them. This urges all general practice staff to adopt a new mindset that recognizes general practice as an evolving service industry that must not neglect its commercial aspects alongside its social responsibilities.Therefore, marketing activities are needed by general practice doctors as a strategy for general practice doctors to compete and support the achievement of progress, goals and provide satisfaction for patients. Primary care Doctors must strategically develop the marketing mix, hence general practice doctors cannot disregard the viewpoints or contributions of patients. From the patient's perspective, the marketing mix refers to a set of strategies aimed at addressing the patient's concerns, including the financial burden, receiving satisfactory and comfortable service, and effective communication from the doctor's practice. These factors play a crucial role in influencing the patient's decision-making process. The patient's presence directly impacts the primary objective of the Doctor's general practice, which is to generate profit by providing services. General practitioners must possess knowledge of the aspects that can impact patients' decision-making on the utilization of services with the marketing mix.

Marketing strategy is also one of the benchmarks for the success of general practice in achieving its functions and objectives. Every company always strives to stay alive, develop and be able to compete. In this context, every company always sets and implements strategies and ways of implementing its marketing activities. One of them is implementing a marketing mix strategy that has components to be able to achieve the intended target market.

Doctor Niko's general practice is one of the general practices of doctors in the city of Surabaya. It is located on Jalan Wisma Tengger XIX, Kandangan, Surabaya. adjacent to Griya Mitra Asri Housing and Kandangan III Surabaya Elementary School. And has quite complete facilities and adequate health services. Doctor Niko's goal in establishing a service business in the health sector is to realize an economical and professional means of treatment for the Tengger community. The facilities of Doctor Niko's general practice include outpatient units, circumcision, treatment units, medical support, general check-ups and so on. All of this, of course, must have the main goal of public health.

Based on observations in the field, the general practice of Doctor Niko Surabaya in the last year, namely 2022, there were fluctuations in the number of patients every month until December 2023 due to price and location. The data on the number of patients of Doctor Niko's general practice in Surabaya from 2022 to December 2023 shows fluctuations in the number of patients from month to month during that period. In 2022, the number of patients ranged from 1050 in January to 340 in October, totaling 7379 patients throughout the year. Whereas in 2023, the number of patients varied from 309 in October to 972

in May, totaling 7051 patients throughout 2023. The data comes from the medical records of General Practice Doctor Niko Surabaya.

Based on this data, it can be seen that the number of patients fluctuates. Every month there is an unstable increase and decrease, there are several causes, including because the price in general practice given to patients is too expensive when adjusted to the environment around the village, the location of the general practice is narrowed to less extensive parking. And many factors influence the patient's decision, namely the marketing mix as a general practice strategy so that patients are increasingly interested in seeking treatment at Doctor Niko's general practice in Surabaya.

LITERATUR REVIEW

In this study, the emphasis is on the supporting components in the marketing mix, namely product (product), location (place), price (price). The consideration for selecting these variables is that there are many people with various characteristics so that a service cannot be selected with consideration of only one variable.

Price

Price refers to the monetary value that a client is required to pay in order to acquire a thing. That definition states that price is indeed a very important factor in a company [7]. Price is an inherent part of the product that reflects how much quality the product is [8]. Based on this understanding, it can be concluded that price is the amount of money paid by consumers as an exchange rate to benefit from the goods / services provided by the goods / services provider.

Location

Location theory is the scientific study of the spatial arrangement of economic activity and the allocation of resources, and how it impacts the presence of different types of businesses and other economic and social activities.Placement of the right and strategic business location will affect a person's purchasing decisions. Distance from suppliers (suppliers) must also be considered in choosing a business location. The farther the location of the supplier, the higher the costs incurred for distribution, so that this results in high selling prices and cannot compete in the market.

Choosing the right location is crucial since it directly impacts operating expenses, pricing, and competitive advantage. The objective of the location strategy is to optimize the advantages obtained by the organization, specifically:

1. For industry, to minimize costs. Properly locating the material storage warehouse closer to the production site can save transportation costs.

2. To optimize revenue for retail and professional services. The selection of retail and professional service locations that are easily accessible to consumers allows for a large number of sales, thereby increasing company revenue.
3. Divide the warehouse location to maximize speed of delivery and minimum cost. The right distance between the warehouse and the factory location will speed up the delivery of goods while minimizing costs.

Decision of Outpatient Treatment

According to Prajudi, a decision is the final stage of a thought process about problems as a form of answer to questions in order to solve problems by determining and using choices on an alternative. According to Ralph, defining a decision as a result or answer to the problem-solving process that is being faced by individuals with a firm attitude, where the decisions that have been made can answer all questions related to the problem and its planning. According to James, it is a determination of alternatives from several existing choices. In this case there are several definitions, namely (1) there are options available that are determined by logical reasoning or careful thought, (2) choosing the best alternative from several choices, and (3) there is an objective that needs to be accomplished, and the decision will bring us closer to achieving that objective [9].

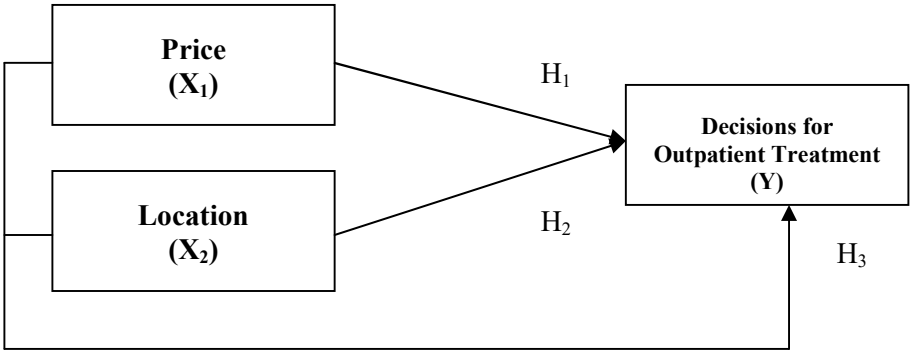
Hypothesis

A hypothesis is an assumption or temporary statement used to solve a research problem that needs to be tested empirically. Hypotheses can be understood as provisional responses to research difficulties that have been expressed in the form of interrogative phrases. The hypothesis can be defined as a theoretical response to the framing of research questions, which has not yet been confirmed through empirical evidence. Given the framework that has been described, the research hypothesis may be phrased as follows:

H_1 : Price (X_1) partially affects the decision of patients to seek outpatient treatment at the General Practice of Doctor Niko Jl. Tengger Surabaya (Y).

H_2 : Location (X_2) has a partial effect on patient decisions for outpatient treatment at the General Practice of Doctor Niko Jl. Tengger Surabaya (Y).

H_3 : Price (X_1) and Location (X_2) simultaneously influence the decision of patients to seek outpatient treatment at the General Practice of Doctor Niko Jln. Tengger Surabaya (Y).



Source: Processed Primary Data, 2024

Figure 1. Conceptual Framework

RESEARCH METHODS

Type of Research

This study employs a quantitative methodology. Quantitative research methods are research approaches rooted in the positivist philosophy. They are employed to study specific populations or samples, involving the use of research instruments for data collecting. The analysis of the data is quantitative and statistical in nature, with the purpose of verifying pre-established hypotheses [10].

Population and Sample

In this study, the population that became the object of research was General Practice Patients of Doctor Niko who had been treated at General Practice. Specific data related to the population of patients seeking treatment at Doctor Niko's General Practice in Surabaya are unknown, so the population determined in this study is an unlimited population. The researcher employed a non-probability sampling method, specifically purposive sampling. Non-probability sampling is a method of sampling that allows every respondent in different demographic groups and age ranges to have an equal chance of filling out the questionnaire. However, there are specific conditions that need to be met. Meanwhile, purposive sampling is a sampling technique that is freely chosen by the researcher but based on the provisions of non-probability sampling, it still has certain criteria to be able to qualify as a respondent must be met. The sampling formula used for unknown populations is:

$$n = \frac{z^2.p.(1-p)}{d^2}$$

Description:

n = Number of samples

p = Maximum estimate = 0.5

z = Z score at 95% confidence = 1.96

d = sampling error = 10%

From the formulation above, the determination of the number of samples using the Lemeshow formula with a maximum estimate of 50% and an error rate of 10%.

$$n = \frac{1{,}96^2.0{,}5\ (1-0{,}5)}{0{,}1^2}$$

$$n = \frac{3{,}8416.0{,}5.0{,}5}{0{,}1^2}$$

$$n = \frac{0{,}9604}{0{,}1^2}$$

$$n = 96$$

From these results, n = 96.04 is rounded up to 96 which is the minimum number of respondents.

Table 1. Operational Definition of Variables

No.	Variables	Indicator	Operational Definition	Research Item
1.	Price	Price Affordability Consumers can afford the price that has been set.	Price refers to the monetary value that a client is required to pay in order to acquire a thing. That definition states that price is indeed a very important factor in a company. In addition, price is also a tool that will be processed in exchange for a good or service by consumers.	The price of treatment at Doctor Niko's general practice is affordable for the surrounding community.
		Price According to Ability or Price Competitiveness.		The price is within the affordability or price competitiveness of the neighboring doctor's general practice.

		Price alignment with advantages Consumers make purchasing decisions based on whether the perceived advantages of a product or service outweigh or match the costs incurred to obtain it.		Price compatibility with the benefits felt by consumers/patients is quite appropriate.
2.	Location	Access.	which is easily traversed or easily accessible by public transportation facilities	Doctor Niko's general practice is easily accessible in Surabaya with access to public transportation facilities that are easily available.
		Visibility.	i.e. the location can be seen clearly from the roadside or normal visibility.	Doctor Niko's general practice has a location on the edge of the highway that can be seen clearly with normal visibility.
		Parking Area	Spacious, secure and comfortable parking lots for both two-wheelers and four-wheelers.	The parking lot available at Doctor Niko is large enough for both 2-wheelers and 4-wheelers.
3.	Treatment Decision	Perceived needs	Perceived needs Before deciding to make a decision, consumers will first feel that there is a problem or a need that must be met.	When I was sick, I decided to go to Dr. Niko's general practice because of the professional service and quality medicine.
		Activities before treatment	Activities before treatment Consumers will seek information about goods or services after feeling a need that must be met, location and price. In this case, the reference group factor, promotion and product information are very influential so that consumers make decisions.	I find information about the opening schedule, facilities, and address of Doctor Niko's general practice through social media or from my neighbors and friends.

Source: Primary Processed Data, 2024

RESULTS

Data Analysis

Instrument Test

The research test in this study is the validity and reliability test of all research variables, namely the Price Variable (X_1), Location (X_2), on Treatment Decisions (Y). In this study, the calculation process for the validity and reliability test of the questionnaire results that have been filled in by 96 respondents will be processed using MS. Excel and SPSS Program version 25.

Validity Test

The validity test is employed to assess the questionnaire's validity. The questionnaire is deemed legitimate if the questions it contains are capable of measuring a specific aspect that is intended to be assessed in the questionnaire. In order for an instrument item to be regarded legitimate, it must have a positive validity index value and an amount of 0.3 or higher [11].

Table. 2 Validity Test Results

Variables	Indicator	r_{Count}	r_{tabel}	Description
Price (X_1)	**X1.1**	0,791	0,3	VALID
	X1.2	0,795	0,3	VALID
	X1.3	0,726	0,3	VALID
Location (X_2)	**X2.1**	0,769	0,3	VALID
	X2.2	0,707	0,3	VALID
	X2.3	0,852	0,3	VALID
Treatment Decision (Y)	**Y**1	0,934	0,3	VALID
	Y2	0,930	0,3	VALID

Source: Primary Processed Data, 2024

Based on the provided table, it is evident that all variables, including the Price Variable, Location Variable, and Treatment Decision Variable, are considered legitimate. This is due to the fact that the Corrected Item to Total Correlation value, or the calculated R value, exceeds 0.3.

Reliability Test

This reliability measurement can be done using the Cronbach Alpha coefficient, and if the Alpha value obtained exceeds 0.6, it indicates that the questionnaire can be considered a reliable measuring instrument.

Table. 3 Reliability Test Results

Variables	*Cronbach's Alpha*	Description
Price	0,659	*Reliable*
Location	0,666	*Reliable*
Treatment Decision	0,849	Very *Reliable*

Source: Primary Processed Data, 2024

According to the data provided, the Cronbach Alpha value for the variables Price and Location examined is greater than 0.600. Based on the findings of this study, it can be inferred that the two variables are deemed reliable. Additionally, the Treatment Decision variable has an Alpha value of 0.849, which above the threshold of 0.81, indicating a high level of reliability. This data can be utilized for measurement and later research purposes.

Static Analysis

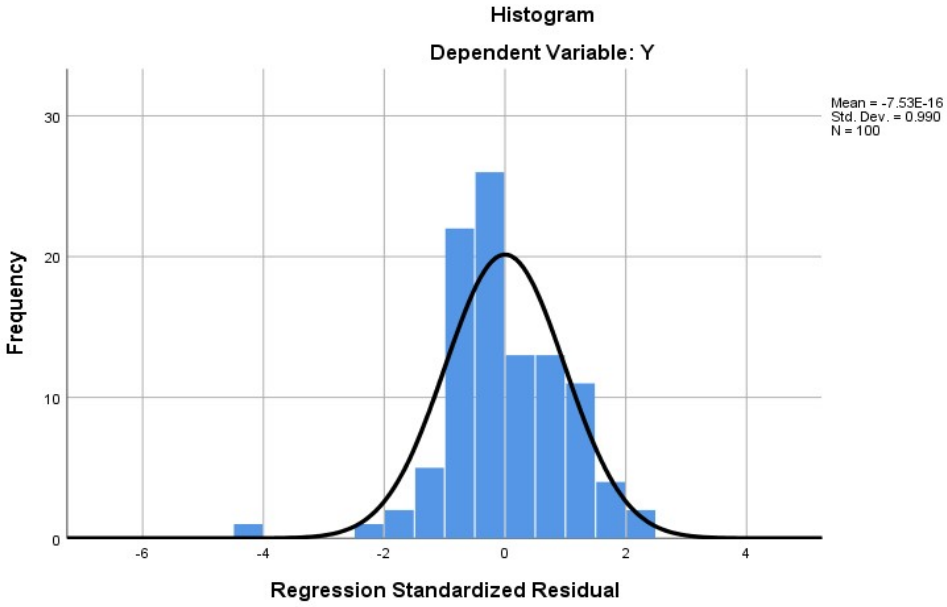
Classical Assumption Test

In order to ensure unbiased findings from regression analysis, it is necessary to satisfy numerous fundamental assumption tests, including normality testing, multicollinearity testing, and heteroscedasticity testing. After conducting tests on all classical deviations using the research data, the following explanation can be provided:

Normality Test

Normality testing is used to evaluate whether the distribution of dependent and independent variables in a regression model is normal or close to normal. A commonly employed method for this purpose is the utilization of the Kolmogorov-Smirnov (K-S) test, which is capable of ascertaining if the distribution of the data follows a normal distribution. If the p-value of this test is greater than 0.05, then it is probable that the data follows a normal distribution. Alternatively, if the significance value is below 0.05, the data is deemed to be non-normally distributed. Apart from using the K-S test, the Normal P-P Plot Graph can also be used to assess data normality. If the points on the graph are spread evenly along the diagonal line, then the data tends to have a normal distribution.

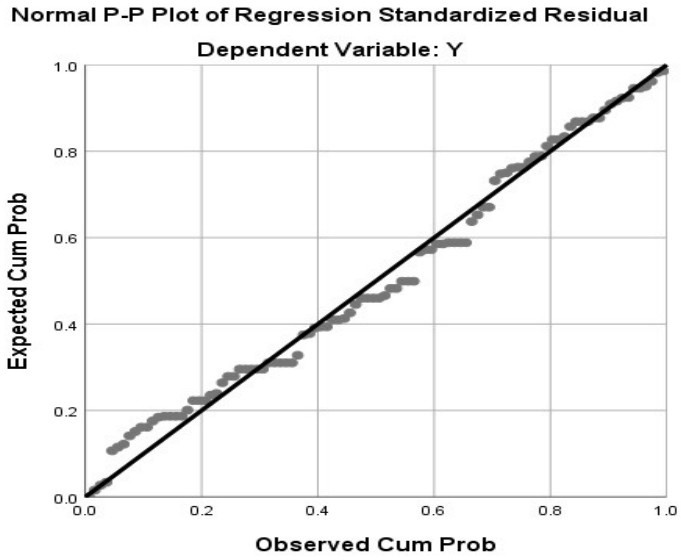
The normality test can also be seen from the histogram graph. If the histogram curve shows a bell-shaped pattern, then the data can be considered to have a normal distribution. The results of the normality test using SPSS 25.0 show the following results:



Source: Primary Processed Data, 2024

Figure 1. Normality Test

According to the histogram, the residual data exhibits a normal distribution, forming a symmetrical bell-shaped curve.



Source: Primary Processed Data, 2024

Figure 2. Normal P-P Plot Graph

The presence of data points that are scattered around and follow the direction of a diagonal line indicates that the data in this study is derived from a population that follows a normal distribution.

Table 5. Normality Test Results (Kolmogorov-Smirnov Test)

One-Sample Kolmogorov-Smirnov Test	*Unstandardized Residual*
Asymp. Sig. (2-tailed)	0,2

Source: Primary Processed Data, 2024

Based on the table provided, the Asymp Sig (2-tailed) value of 0.200 is higher than the alpha value of 0.05 (5%). Therefore, it can be concluded with certainty that the data follows a normal distribution.

Multicollinearity Test

In order to evaluate the potential presence of multicollinearity in the research model, we can examine the tolerance value or Variance Inflation Factor (VIF). The widely employed thresholds are a tolerance greater than 0.10 and a VIF (Variance Inflation Factor) less than 10.00. If the tolerance value exceeds the specified limit and the VIF value falls below the specified limit, it can be inferred that there is no presence of multicollinearity among the independent variables. The table below displays the outcomes of the multicollinearity testing:

Table 6. Multicollinearity Test Results

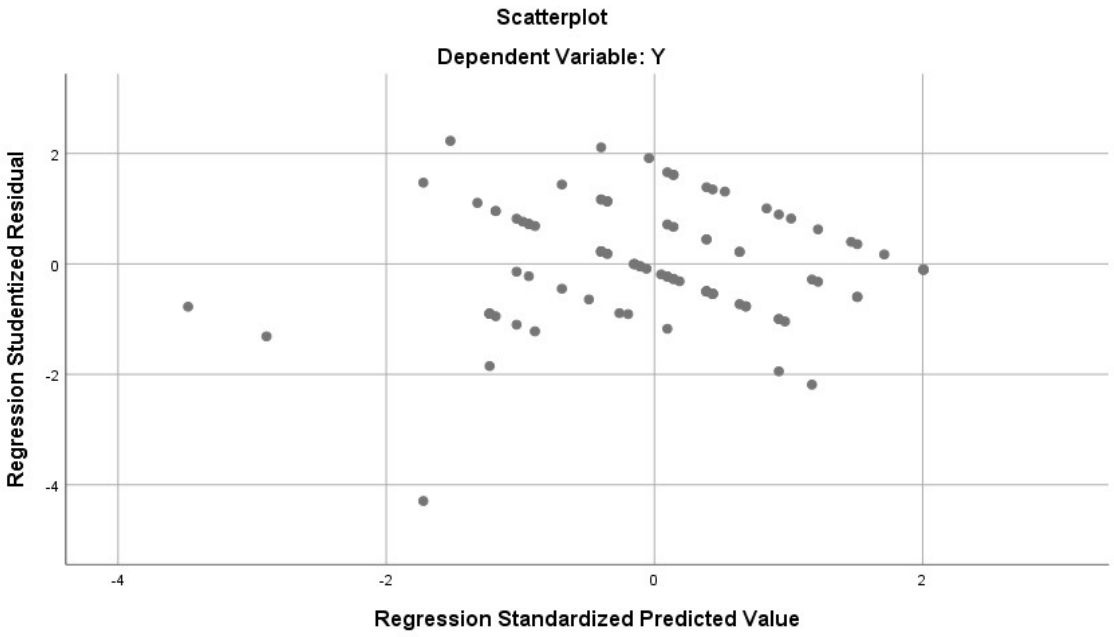
Variables	*Tolerance*	VIF
X1	0,72	1,388
X2	0,72	1,388

Source: Primary Processed Data, 2024

Based on the table provided, it is evident that the tolerance value for variable X_1 is greater than 0.10, specifically 0.720, and the tolerance value for variable X_2 is also 0.720. The VIF value of X_1 is less than 10.00, namely 1.388, and the value of X_2 is also 1.388. Therefore, it may be inferred that the data follows a normal distribution and there are no indications of multicollinearity.

Heteroscedasticity Test

A method for identifying heteroscedasticity involves creating a Scatter Plot of the residuals. If the data points in the Scatter Plot are distributed randomly and lack a discernible pattern, it suggests the absence of heteroscedasticity. Below are the findings of the heteroscedasticity test:



Source: Primary Processed Data, 2024

Figure 3. Heteroscedasticity Test Results

Based on these results, the distribution of points on the Scatter Plot is above and below the zero line without forming a clear pattern. This suggests that the regression model does not exhibit heteroscedasticity, because the residual variability tends to be constant and does not change systematically along with the predictor values.

Multiple Linear Regression Test

Multiple linear regression tests can determine whether there is a relationship between the variables of Price and Location and their impact on treatment decisions. Multiple regression is employed to assess the validity of the hypotheses put forward in this study:

Table 7. Multiple Linear Regression Test

Model	*Unstandardized Coefficients*	
	B	*Std. Error*
(Constant)	2.215	0,664
X1	0,241	0,062
X2	0,285	0,058

Source: Primary Processed Data, 2024

The computations yield the multiple linear regression equation:

$$Y = 2.215 + 0.241\ X_1 + 0.285\ X_2 + \varepsilon$$

Coefficient of Determination (R^2)

The coefficient of determination (R^2) quantifies the extent to which the model can account for the variability in the dependent variable.

Table 8. Test Coefficient of Determination (R^2)

Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	0.679	0.460	0.449	1.067

Source: Primary Processed Data, 2024

According to the provided table, the coefficient of determination (R^2) is 0.460. This indicates that the factors, Price and Location, have a significant impact of 46.0% on Treatment Decisions. The remaining 54.0% is influenced by additional factors that were not included in this study.

DISCUSSION

The Effect of Price on Treatment Decisions

The t-test results show that price has a p-value of 0.000 on treatment decisions. This finding shows that the right and affordable price will increase patients' treatment decisions. When patients seek treatment, they will consider the price of services with the benefits they get. If the patient assesses that the service at the place of treatment is worth the price paid, the decision to use the place of treatment will be more confident. This finding aligns with the research conducted by Petra Surya Mega Wijaya, Hardono, and Maria Novelita Raja Happy, which demonstrates that the price variable has a substantial impact on the decision to utilize a treatment facility [12].

The Effect of Location on Treatment Decisions

The p-value result of location on treatment decisions is 0.000, this implies that location is an important factor that can influence a patient's decision in choosing a place of treatment to be used. A strategic location, easily accessible by private and public vehicles, safe and quiet will strengthen patients in choosing a place of treatment. This discovery aligns with the studies carried out by Petra Surya Mega Wijaya, Hardono, and Maria Novelita Raja Happy.The user's text is incomplete and does not provide any information [12].

The Effect of Price and Location on Treatment Decisions

The F test calculation data in the table above shows that the calculated F value is 41.377, which has a significant value of 0.000. Therefore, it can be concluded that H_3 is supported, indicating that the variables Price (X_1) and Location (X_2) collectively exert a favorable and statistically significant impact on patients' decision-making about outpatient treatment at Dr. Niko's General Practice, located in Jl Tengger Surabaya. It can be concluded that the existence of affordable prices and also a strategic location can increase patient treatment decisions at Dr. Niko's General Practice Jl Tengger Surabaya.

CONCLUSION

The study on the Effect of Price and Location on Outpatient Treatment Decisions at General Practice Doctor Niko Jl. Tengger Surabaya has yielded the following conclusions:

1. Price has a positive and significant effect on Outpatient Treatment Decisions at General Practice Doctor Niko Jl. Tengger Surabaya.
2. Location has a positive and significant effect on Outpatient Treatment Decisions at General Practice Doctor Niko Jl. Tengger Surabaya.
3. Price and location have a positive and significant effect on outpatient treatment decisions at the General Practice of Doctor Niko Jl. Tengger Surabaya.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Attinna Marhanifah: Conceptualization, Supervision, Data Curation, Formal Analysis, Project Administration, Writing-original Draft, and Writing-review Editing. **Ariadi Santoso**: Conceptualization, Resources, Software, Validation, Visualization, Funding Acquisition, Investigation, and Writing-original Draft. **Yogi Yunanto**: Writing-review Editing.

DECLARATION OF COMPETING INTEREST

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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DATA AVAILABILITY

Data will be made available in request.

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