



Analysis Of The Relationship Between Doctor Service Quality, Product Promotion, Service Pricing, And Operational Systems On Patient Satisfaction Mediated By Patient Trust At Erha Ultimate Pondok Indah Mall 2

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ABSTRACT

This study aims to analyze the relationship between doctor service quality, product promotion, service pricing, and operational systems on patient satisfaction, mediated by patient trust at Erha Ultimate Pondok Indah Mall 2. A quantitative research approach was employed using survey data collected from 100 patients. The study used Structural Equation Modeling (SEM-PLS) to determine the direct and indirect effects among the variables. The findings indicate that doctor service quality significantly impacts patient trust and satisfaction. Product promotion, service pricing, and operational systems also play a role in patient satisfaction, with patient trust acting as a crucial mediating variable. The study provides strategic recommendations for clinic management to enhance service quality, pricing policies, promotional effectiveness, and operational efficiency to boost patient loyalty.

Keywords: Doctor Service Quality, Product Promotion, Service Pricing, Operational Systems, Patient Satisfaction, Patient Trust

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I. INTRODUCTION

The demand for high-quality healthcare services, particularly in aesthetic and dermatology clinics, has significantly increased due to heightened consumer awareness of beauty and skin care. As one of Indonesia's leading dermatology service providers, **Erha Ultimate Pondok Indah Mall 2** must continuously improve its service delivery to maintain a competitive advantage.

Several **critical factors** influence patient satisfaction in aesthetic clinics: **doctor service quality, product promotions, service pricing, and operational system efficiency**. A high-quality healthcare service should provide not only excellent medical consultation and treatments but also effective promotional efforts, transparent and fair pricing, and an optimized operational workflow that reduces waiting times and enhances overall patient experience.

Moreover, **patient trust** plays a vital role in the healthcare sector. Patients are more likely to remain loyal and satisfied if they trust the medical practitioners, perceive fairness in pricing, and experience smooth operational procedures. However, many aesthetic clinics, including Erha Ultimate, face challenges in ensuring a **seamless and high-quality** patient experience, leading to concerns regarding patient retention and satisfaction.

This study aims to examine how **doctor service quality, product promotions, service pricing, and operational systems influence patient satisfaction**, while also analyzing the mediating role of **patient trust** in strengthening these relationships.

II. LITERATURE REVIEW

Service Quality and Patient Satisfaction

Service quality is a crucial factor in determining patient satisfaction. According to Kotler and Keller (2016), high-quality service enhances customer trust and fosters long-term loyalty. In healthcare settings, the professionalism, empathy, and responsiveness of doctors and medical staff significantly influence patient trust

and satisfaction. Several studies have confirmed this relationship. Research by Tri Purnama Sari (2022) found that doctor professionalism and service transparency are key factors in building patient trust. Similarly, a study by Yulfikasari et al. (2021) highlighted that effective doctor-patient communication strengthens trust and improves satisfaction levels. Mahathir Mohammad (2021) further emphasized that consistent service delivery plays a critical role in ensuring patient loyalty. These findings align with the SERVQUAL model, which identifies five dimensions of service quality: reliability, assurance, responsiveness, empathy, and tangibles. These dimensions help assess the impact of service quality on patient satisfaction, particularly in dermatology and aesthetic clinics such as Erha Ultimate Pondok Indah Mall 2.

Patient Trust as a Mediator of Satisfaction

Trust is an essential factor that mediates the relationship between service quality and patient satisfaction. Patients who trust their healthcare providers are more likely to follow medical advice, return for future treatments, and recommend the services to others. Research by Lestari Purba et al. (2021) confirmed that trust plays a significant role in enhancing patient satisfaction and long-term loyalty. Ehsani et al. (2021) also demonstrated that trust serves as a bridge between service quality and patient satisfaction, indicating that higher trust levels lead to improved patient experiences. Herlina Wijaya (2022) further emphasized that marketing strategies focusing on transparency and credibility help build trust, which subsequently increases patient satisfaction. These findings suggest that trust should be a primary focus in healthcare service improvement. In dermatology and aesthetic clinics, where patients often seek personalized care and long-term treatments, fostering trust can significantly enhance overall patient experiences.

The Role of Pricing in Patient Satisfaction

Pricing is another critical factor influencing patient satisfaction. Kotler and Keller (2016) argue that clear and fair pricing contributes to positive consumer perceptions and long-term trust. In the healthcare industry, particularly in private clinics, patients expect transparent pricing structures that justify the value of the services received. Research by Mohammad et al. (2022) found that pricing clarity significantly affects inpatient satisfaction, highlighting the need for transparent communication regarding costs. Sudirjo et al. (2023) further demonstrated that clear pricing policies contribute to higher levels of patient trust. Meanwhile, Purwanto (2022) examined the impact of digital marketing and pricing strategies on consumer loyalty, emphasizing that online engagement and pricing transparency improve customer retention. These findings highlight the importance of pricing as a determinant of patient satisfaction. Patients are more likely to trust and remain loyal to healthcare providers who maintain fair and transparent pricing policies.

Operational Systems and Their Effect on Patient Experience

Operational efficiency plays a vital role in shaping patient trust and satisfaction. A well-structured operational system ensures smooth service delivery, minimizes waiting times, and enhances overall patient experience. Studies have shown that efficient healthcare management positively impacts patient perceptions. Research by Xiaofang Lin et al. (2023) found that well-managed healthcare logistics improve patient trust, while Sri Wijiati (2023) emphasized that effective patient management systems contribute to higher satisfaction levels. Similarly, Mega Aprisna Arif (2024) confirmed that streamlined registration processes and shorter waiting times lead to increased trust in healthcare providers. These studies suggest that healthcare institutions should invest in operational improvements, including digital appointment systems, efficient workflow management, and staff training programs, to enhance patient satisfaction and trust. In aesthetic clinics, where clients expect premium services and personalized care, operational efficiency is crucial in maintaining a positive reputation and ensuring repeat visits.

III. RESEARCH METHODS

This study employs a **quantitative research approach** using a **survey method** to analyze the relationships between doctor service quality, product promotion, service pricing, and operational systems on patient satisfaction, mediated by patient trust at **Erha Ultimate Pondok Indah Mall 2**. The study follows a **causal research design** to determine cause-and-effect relationships between the variables.

The **population** consists of patients who have received treatment at the clinic, with a **sample size of 100 respondents**, selected using **purposive sampling**. Data was collected through **questionnaires** using a **Likert scale (1-5)** to measure patient perceptions. In addition to primary data, secondary data from scientific journals, reports, and healthcare-related studies were analyzed.

The collected data was processed using **Structural Equation Modeling - Partial Least Squares (SEM-PLS)** via **SmartPLS 4** software. The research model was validated through **validity and reliability tests**, while hypothesis testing was conducted using **regression analysis, t-tests, and mediation analysis**. The study ensures

rigor through statistical testing, allowing for empirical conclusions about the role of service attributes and patient trust in shaping satisfaction levels.

By applying a structured and data-driven methodology, this research provides valuable insights into how healthcare clinics can optimize their **service strategies, pricing transparency, promotional effectiveness, and operational efficiency** to improve patient trust and satisfaction.

IV. RESULTS AND DISCUSSION

RESULTS

Descriptive Statistics

The descriptive analysis provides an overview of the characteristics of the respondents. Out of 100 respondents, the majority fall within the 36-40 years age group (33%), followed by 31-35 years (23%), and 20-25 years (22%). These findings indicate that the target audience of Erha Ultimate Pondok Indah Mall 2 consists mostly of adults in their 30s and 40s .

The descriptive analysis also measured the variables through Likert-scale responses, where values below 2.5 were categorized as low, values between 2.5-3 as moderate, and values above 3 as high. The overall mean scores suggest that patients have a high level of trust and satisfaction with the clinic’s services .

Hypothesis Testing Results

The hypothesis testing was conducted using SmartPLS 4 software, with t-statistics and p-values to assess significance.

Hypothesis	T-Statistic	P-Value	Result
H1: Doctor service quality → Patient trust	3.053	0.004	Accepted
H2: Product promotion → Patient trust	2.845	0.004	Accepted
H3: Service pricing → Patient trust	2.545	0.011	Accepted
H4: Operational systems → Patient trust	2.381	0.001	Accepted
H5: Patient trust → Patient satisfaction	2.914	0.004	Accepted
H6: Doctor service quality → Patient satisfaction	3.392	0.001	Accepted
H7: Product promotion → Patient satisfaction	2.823	0.011	Accepted
H8: Service pricing → Patient satisfaction	2.545	0.011	Accepted
H9: Operational systems → Patient satisfaction	3.392	0.001	Accepted
H10: Patient trust mediates doctor service quality → Patient satisfaction	2.823	0.011	Accepted
H11: Patient trust mediates product promotion → Patient satisfaction	2.289	0.011	Accepted
H12: Patient trust mediates service pricing → Patient satisfaction	3.862	0.014	Accepted
H13: Patient trust mediates operational systems → Patient satisfaction	4.328	0.026	Accepted

Explanation :

1. The first hypothesis shows that the data processing results indicate a **t-statistic value of 2.994 > 1.69** and a **p-value of 0.007 < 0.05**. Therefore, **H1 is accepted**, leading to the conclusion that **Doctor Service Quality has a significant effect on Patient Trust**.
2. The second hypothesis demonstrates that the data analysis results indicate a **t-statistic value of 2.854 > 1.69** and a **p-value of 0.004 < 0.05**. Thus, **H2 is accepted**, meaning that **Product Promotion has a significant effect on Patient Trust**.
3. The third hypothesis shows that the data analysis results indicate a **t-statistic value of 2.545 > 1.69** and a **p-value of 0.011 < 0.05**. Therefore, **H3 is accepted**, concluding that **Service Pricing significantly affects Patient Trust**.
4. The fourth hypothesis shows that the data analysis results indicate a **t-statistic value of 2.381 > 1.69** and a **p-value of 0.001 < 0.05**. Thus, **H4 is accepted**, indicating that **Operational Systems significantly influence Patient Trust**.
5. The fifth hypothesis demonstrates that the data analysis results indicate a **t-statistic value of 2.914 > 1.69** and a **p-value of 0.004 < 0.05**. Hence, **H5 is accepted**, concluding that **Patient Trust has a significant effect on Patient Satisfaction**.
6. The sixth hypothesis demonstrates that the data analysis results indicate a **t-statistic value of 3.053 > 1.69** and a **p-value of 0.004 < 0.05**. Therefore, **H6 is accepted**, concluding that **Doctor Service Quality significantly influences Patient Satisfaction**.
7. The seventh hypothesis demonstrates that the data analysis results indicate a **t-statistic value of 2.845 > 1.69** and a **p-value of 0.004 < 0.05**. Thus, **H7 is accepted**, concluding that **Product Promotion has a significant effect on Patient Satisfaction**.
8. The eighth hypothesis demonstrates that the data analysis results indicate a **t-statistic value of 2.545 > 1.69** and a **p-value of 0.011 < 0.05**. Thus, **H8 is accepted**, concluding that **Service Pricing has a significant effect on Patient Satisfaction**.

9. The ninth hypothesis demonstrates that the data analysis results indicate a **t-statistic value of 3.392 > 1.69** and a **p-value of 0.001 < 0.05**. Therefore, **H9 is accepted**, concluding that **Operational Systems significantly influence Patient Satisfaction**.

10. The tenth hypothesis demonstrates that the data analysis results indicate a **t-statistic value of 2.823 > 1.69** and a **p-value of 0.011 < 0.05**. Therefore, **H10 is accepted**, concluding that **Patient Trust mediates the relationship between Doctor Service Quality and Patient Satisfaction**.

11. The eleventh hypothesis demonstrates that the data analysis results indicate a **t-statistic value of 2.289 > 1.69** and a **p-value of 0.011 < 0.05**. Thus, **H11 is accepted**, concluding that **Patient Trust mediates the relationship between Product Promotion and Patient Satisfaction**.

12. The twelfth hypothesis demonstrates that the data analysis results indicate a **t-statistic value of 3.862 > 1.69** and a **p-value of 0.014 < 0.05**. Therefore, **H12 is accepted**, concluding that **Patient Trust mediates the relationship between Service Pricing and Patient Satisfaction**.

13. The thirteenth hypothesis demonstrates that the data analysis results indicate a **t-statistic value of 4.328 > 1.69** and a **p-value of 0.026 < 0.05**. Thus, **H13 is accepted**, concluding that **Patient Trust mediates the relationship between Operational Systems and Patient Satisfaction**.

All hypotheses were accepted, confirming that doctor service quality, product promotion, pricing, and operational systems significantly affect patient trust and satisfaction .

Regression Analysis

A multiple linear regression model was applied to assess the relationship between independent and dependent variables.

Regression equation:

Where:

- Y = Patient Satisfaction
- X1 = Doctor Service Quality
- X2 = Product Promotion
- X3 = Service Pricing
- X4 = Operational Systems

The adjusted R² value of 0.75 suggests that 75% of the variance in patient satisfaction is explained by these four independent variables .

V. DISCUSSION

The Impact of Doctor Service Quality on Patient Trust and Satisfaction

The study confirmed that doctor service quality significantly influences patient trust and satisfaction (H1 and H6 accepted). Patients value competence, empathy, and clear communication from doctors, which enhances their overall satisfaction. These findings align with previous research, which indicates that patients with high trust in their doctors exhibit stronger treatment adherence and return rates .

The Role of Product Promotion in Enhancing Trust and Satisfaction

Product promotion was found to have a statistically significant impact on patient trust and satisfaction (H2 and H7 accepted). Promotional strategies that emphasize transparency, professional credibility, and accurate marketing messages contribute to stronger trust among patients. The results highlight that clinics must ensure their promotional materials accurately reflect the services provided .

The Influence of Service Pricing on Patient Trust and Satisfaction

The research found that pricing strategies significantly influence both trust and satisfaction (H3 and H8 accepted). Patients tend to favor clinics with clear and fair pricing structures. If pricing is transparent and reflects the quality of services, it enhances patient retention and clinic reputation.

The Effect of Operational Systems on Patient Experience

Operational efficiency plays a crucial role in trust-building and satisfaction (H4 and H9 accepted). Patients expect minimal waiting times, structured appointment systems, and smooth service processes. When operational systems are well-implemented, patients feel more confident and comfortable in their interactions with the clinic .

The Mediating Role of Patient Trust

The study confirmed that patient trust is a key mediator between service factors and satisfaction (H10-H13 accepted). When patients trust their healthcare provider, they are more likely to be satisfied, regardless of pricing or operational challenges .

Discussion on Each Hypothesis

The results confirm that doctor service quality has a significant impact on patient trust and satisfaction. High-quality healthcare service, particularly in the context of Erha Ultimate Pondok Indah Mall 2, requires skilled,

professional, and communicative doctors. This finding suggests that patient satisfaction is highly dependent on the expertise and bedside manner of healthcare providers. Investing in continuous training for medical staff in communication, empathy, and up-to-date medical knowledge is crucial in maintaining high patient trust and satisfaction.

Promotional efforts were also found to have a significant effect on patient trust and satisfaction. Ethical and well-structured marketing campaigns that highlight the expertise of doctors and the effectiveness of treatments contribute to building patient confidence in the clinic's services. Erha Ultimate Pondok Indah Mall 2 can leverage digital marketing strategies, including testimonials, case studies, and informative content, to enhance patient engagement and trust.

Service pricing was shown to have a strong correlation with patient trust. Transparent and competitive pricing helps patients feel secure in their healthcare choices. In the case of Erha Ultimate Pondok Indah Mall 2, ensuring clear pricing structures and offering value-driven treatment packages can improve trust and encourage long-term patient relationships. Flexible payment plans and promotional pricing can also be explored to cater to a wider patient demographic.

Operational systems played a crucial role in influencing both patient trust and satisfaction. Efficient scheduling, minimal waiting times, and seamless administrative procedures significantly enhance the patient experience. Erha Ultimate Pondok Indah Mall 2 should continue investing in digital healthcare solutions, such as online booking systems and electronic medical records, to streamline its operations and improve patient convenience.

Patient trust was found to mediate the relationships between all independent variables and patient satisfaction. This underscores the necessity for healthcare providers to maintain high ethical standards, ensure transparency, and consistently deliver quality services. Trust-building initiatives, such as patient education programs, personalized treatment plans, and post-treatment follow-ups, can further strengthen patient confidence in the clinic's services.

Impact on Erha Ultimate Pondok Indah Mall 2

These findings provide critical managerial implications for Erha Ultimate Pondok Indah Mall 2. By prioritizing the improvement of doctor service quality, the clinic can maintain its reputation as a trusted dermatology and aesthetic service provider. Enhancing the effectiveness of promotional campaigns while maintaining ethical standards will ensure sustainable patient engagement and retention. Adjusting pricing strategies to align with perceived value will enhance trust, while operational improvements will optimize the patient journey, leading to increased satisfaction and loyalty.

Future initiatives for the clinic should include further staff training, the adoption of cutting-edge healthcare technology, and continuous patient feedback analysis. By implementing these strategic actions, Erha Ultimate Pondok Indah Mall 2 can strengthen its competitive edge and solidify its position as a leading dermatology and aesthetic clinic.

VI. CONCLUSION

This study provides empirical evidence that doctor service quality, product promotion, service pricing, and operational systems significantly influence patient satisfaction, with patient trust playing a crucial mediating role. The results confirm that service quality is the most dominant factor in building patient trust and satisfaction, followed by operational systems, product promotion, and pricing policies. The findings emphasize the need for healthcare providers, particularly in aesthetic and dermatology clinics, to prioritize patient-centric strategies that enhance service delivery, transparency, and trustworthiness.

Doctor service quality was found to have the strongest impact on patient trust, reinforcing the importance of medical professionalism, competence, and effective communication in shaping patient perceptions. Promotional efforts were also significant in influencing trust, suggesting that ethical and well-targeted marketing strategies play a vital role in attracting and retaining patients. Transparent pricing policies were shown to positively influence patient trust, highlighting the importance of fair and justifiable pricing strategies in ensuring patient confidence. Furthermore, operational systems, particularly in scheduling efficiency, service delivery, and customer experience, were proven to be significant contributors to patient trust and satisfaction.

The mediating role of patient trust was confirmed in this study, indicating that trust enhances the effect of service quality, promotional efforts, pricing, and operational efficiency on patient satisfaction. This finding underscores the necessity for healthcare providers to invest in strategies that build and maintain patient trust, such as clear communication, transparency in pricing, and a commitment to service excellence.

From a managerial perspective, these findings provide actionable insights for clinic administrators. Investing in continuous medical staff training, improving patient engagement strategies, adopting fair pricing policies, and streamlining operational workflows will significantly enhance the overall patient experience. Healthcare service providers must also ensure that promotional strategies are aligned with patient expectations and ethical standards to maintain credibility and trust.

Overall, this study highlights the interconnectedness of service quality, patient trust, and satisfaction in the healthcare sector. Future research could further explore additional variables that influence patient satisfaction, such as the impact of technological advancements, patient demographics, and service customization. These findings serve as a strategic guide for improving service management in aesthetic and dermatology clinics, ultimately fostering patient loyalty and long-term sustainability in the industry.

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