The Effect of Price and Service on Consumer Loyalty through Consumer Satisfaction as a Moderation Variable in Pt. Global Health Screening Center

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Abstract: *This research was held at PT. Global Health Screening Center which is engaged in the field of health services (laboratory). This study was conducted to examine and analyze the effect of price and service on consumer loyalty through customer satisfaction as a moderating variable at PT. Global Health Screening Centre. This study uses a quantitative approach and the nature of explanatory research. The population of this research is the customers of PT. Global Health Screening Centre. The sampling technique in this study will use the accidental sampling technique, which is set as many as 40 customers who are found in a period of two months. The data analysis method used is structural equation modeling. The results showed that price and service quality had a significant effect on consumer loyalty, consumer satisfaction had no effect on consumer loyalty, price and service had no effect on consumer loyalty through customer satisfaction as a moderating variable.*

Keyword: *Price, Service, Loyalty, Customer Satisfaction.*

I. Introduction

At the present time, companies that are established regardless of their form and nature, whether engaged in trade, industry or services, will try to achieve the goals that have been set. Of course, achieving this goal is not easy, because there are so many levels of competition. Especially when the development of technology and progress in the industrial sector is very rapid, of course there are various obstacles that must be faced. In this case, the management must manage the existing resources within the company in order to function effectively and efficiently.

The important thing needed to create a sustainable relationship is customer loyalty. However, customer loyalty depends on how much satisfaction comes from the service or output organization. Satisfied or dissatisfied customers may tell people about their experience.

According to Rangkuti & Freddy, "Consumer loyalty is consumer loyalty to companies, brands and products [1]. Sutisna, defines loyalty as a favorable attitude towards a brand that is presented in a consistent purchase of that brand over time [2]. According to Tjiptono, "customer loyalty is a customer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases" [3]. From this understanding it can be interpreted that brand loyalty is obtained because of a combination of satisfaction and complaints. Meanwhile, customer satisfaction comes from how much the company's performance is to create satisfaction by minimizing complaints so that long-term purchases are made by consumers.

According to Nana Herdiana A, simply the definition of price is the amount of money used as a medium of exchange to obtain goods or services. Price can also be said as a determination of the value of goods in the minds of consumers [4]. Meanwhile, according to Oentoro in Sudaryono, price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time [5].

According to the American Marketing Association in Assauri, Sofjan, Marketing is defined as the result of work performance in business activities that are directly related to the flow of goods or services from producers to consumers [6].

According to Deliyanti Oentoro, in Sudaryono, pricing strategies that influence consumer psychology are: 1. Prestige pricing (persistent prices), 2. Odd pricing (odd prices), 3. Multiple-Unit Pricing (rebate prices), 4. Price Lining (price line) [5].

This research was conducted at PT. Global Health Screening Center which is a company engaged in health services. Every customer who wants to register will input his personal data and telephone number into

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the company's system, but so far this data has not been used by the company to invite customers to reuse the company's services so that in the last 3 years it can be seen if the number of customers has decreased from year to year.

Table 1.1 Number of Customers of PT. Global Health Screening Center

Year	Number of Customers
2018	284
2019	191
2020	157

Source : PT. Global Health Screening Centre, 2021

From the table above, it can be seen the number of customers who use the services of PT. The Global Health Screening Center tends to decline every year which indicates a problem with customer loyalty. Basically the purpose of a business organization is to produce goods or services that satisfy the needs of consumers. In other words, the company strives to create satisfied customers. Providing superior service is a winning strategy because it generates more new customers, loses less customers, is more insulated from price competition, and has fewer errors requiring service performance and satisfying customer needs. Service quality maintains the confidence of consumers and is important for competitive advantage. Excellent service can also be encouraging because it requires building an organizational culture in which people are challenged to show their potential and are recognized and appreciated. Service is the core value component that drives any company to success.

The health services offered by PT. Global Health Screening Center in the form of Hermatology services, liver function, serum protein, urine analysis, cancer screening, arthritis test, heart profile, stool, thyroid profile, blood sugar test, lipid profile, kidney function, fluid analysis, culture/microbiology, X -Ray photo, electrolyte, immuno serology, endocrine/hormone, drug test, pancreas profile, ultrasound and others. For this health service, it is complete, but there are still complaints from some consumers who ask for an MRI check that is not yet available at PT. Global Health Screening Centre. The company also provides sampling services and sample results to patients' homes with an additional fee of Rp. 100,000, - and a minimum purchase of Rp. 500,000, - but does not serve sampling for consumers who request services related to Covid-19. When compared to services at other clinics, they do not charge additional fees for sampling and sample results to patients' homes, and services are not limited to tests related to Covid-19.

The disadvantage of the services provided by the company is that the lab results that are promised to consumers are not appropriate, so that consumers feel disappointed because they have to go back and forth to take lab results. In addition, consumers feel that the explanation of lab results explained by company employees is less detailed and complete so that consumers have to spend more money to consult a specialist. Satisfaction is the level of one's feelings after comparing the perceived performance (results) compared to their expectations. So the level of satisfaction is a function of the difference between perceived performance and one's expectations. Satisfaction is related to loyalty where consumers who feel satisfied with the prices and services offered by the company will be loyal.

Based on the problems that occur in the company, the researchers are interested in conducting research in this company entitled "The Effect of Prices and Services on Consumer Loyalty through Consumer Satisfaction as a Moderating Variable at PT. Global Health Screening Centre".

II. Theories

Consumer Loyalty

Sangadji and Sopiah, loyalty is a persistent customer commitment to re-subscribe or re-purchase a selected product or service consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behavior change [7].

According to Suchaeri, loyalty is evidence of the emotion of repeat buying behavior into a relationship [8]. Loyalty is closely related to the concept of a relationship. The length of time a customer does business with a company is one indicator of loyalty. According to Hasan, customer loyalty is a behavior that is tied to a product, including the possibility of renewing the brand contract in the future, how likely is the customer to change their support for the brand, how likely is the customer's desire to increase the positive image of a product [9].

According to Priansa, consumer loyalty is a long-term commitment of consumers, which is manifest in the behavior and attitude of being loyal to the company and its products, by consuming it regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by consumers [10]. Based on some of the definitions above, it can be concluded that consumer loyalty is a consumer's commitment to a brand, store, supplier based on a very positive attitude and is reflected in consistent

repeat purchases.

Theory About Price

According to Tjiptono and Chandra, price can be defined as the amount of money (monetary unit) and/or other (non-monetary) aspects that contain certain utilities needed to get a product [11]. According to Supranto and Limakrisna, price is the amount of money someone has to pay to get the right to use the product [12].

According to Hasan, prices are all forms of monetary costs sacrificed by consumers to obtain, possess, utilize a number of combinations of goods and services from a product [13]. According to Kurniawan, price is an exchange rate issued by buyers to obtain goods or services that have use value and their services [14]. According to Priansa, price is the amount of value that consumers exchange for the benefits of owning or using a product whose value is determined by the buyer and seller through bargaining or is set by the seller for the same price to all buyers [15]. From this understanding, the researcher concludes that price is the amount of value or money given to customers for ownership or use of products, services, or services of a product.

Theory About Service

According to Tjiptono and Chandra, service quality reflects all dimensions of product offerings that generate benefits for customers. Based on some of the definitions above, it can be concluded that service quality is all actions or performance that can be offered by the company to customers which are essentially intangible and do not result in any ownership but can be felt by customers [16].

Theory About Consumer Satisfaction

According to Hasan, satisfaction or dissatisfaction is a comparison between the perceived product and what is predicted before the product is purchased-consumed [17]. If what is felt by consumers exceeds expectations, consumers will feel satisfied, otherwise if what is felt is lower than expectations, consumers will feel dissatisfied. According to Zeithaml et al, customer satisfaction is a consumer satisfaction response, namely a consideration that the features of the goods or services, or the goods or services themselves, provide a level of satisfaction related to pleasant consumption [18]. From the description above, it can be concluded that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected product performance (results) to the expected performance (or results). If performance is below expectations, consumers are dissatisfied.
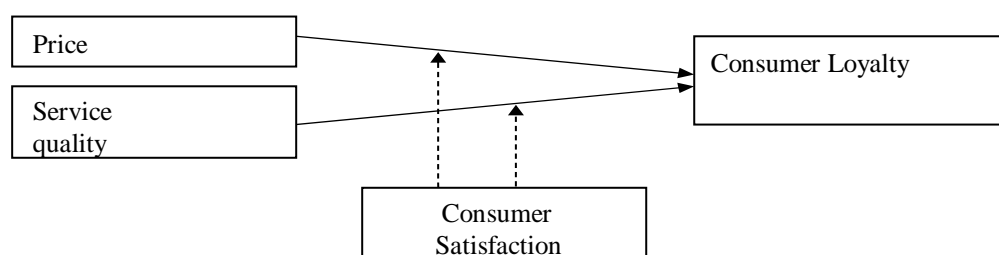

Figure 1.1

According to Sugiyono, the hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the question sentence [19]. The hypotheses of this research are:
1.   1. Price affects consumer loyalty at PT. Global Health Screening Centre.
2.   2. Service quality has an effect on consumer loyalty at PT. Global Health Screening Centre.
3.   3. Consumer Satisfaction can moderate the effect of price on consumer loyalty at PT. Global Health Screening Centre.
4.   4. Consumer Satisfaction can moderate the influence of Service Quality on consumer loyalty at PT. Global Health Screening Centre.

III. Methodology
The specifications of the PLS model according to Wiyono are as follows [20].
Outer model: The outer model or measurement model describes the relationship between the indicator block and its latent variables. The outer model itself describes the specification of the relationship between latent variables (exogenous and endogenous as well as moderators) with indicators of the latent variable itself.

Inner model: Inner model or structural model describes the causal relationship between latent variables which is

built based on the substance of the theory. The inner model shows the relationship between the latent variables themselves, namely the relationship of exogenous, endogenous and moderating variables.

Weight relation: The weight relation score shows the relationship between the variance values between indicators and their latent variables, so it is assumed to have a mean value equal to zero and a variance equal to one to eliminate constants in the quality equation.

The steps of analysis using PLS in this study are as follows:
Validity test
Validity consists of external validity and internal validity. External validity shows that the results of a study are valid which can be generalized to all different objects, situations, and times. Internal validity shows the ability of research instruments to measure what should be measured from a concept [21].

Construct validity
Construct validity shows how well the results obtained from the use of a measurement are in accordance with the theories used to define a construct [21]. The strong condition between the construct and the question items and the weak relationship with other variables is a way to test construct validity. Construct validity consists of convergent validity and discriminatory validity.

Convergent validity
Convergent validity occurs if the scores obtained from two different instruments measuring the same construct have a high correlation [21]. Hair et. al suggested that the rule of thomb which is usually used to make an initial check of the factor matrix is ± 0.30 considered to have met the minimum level, for loading ± 0.40 it is considered better, and for loading > 0.50 it is considered practically significant. Thus, the higher the loading factor value, the more important the role of loading in interpreting the factor matrix. The rule of thomb used for convergent validity is outer loading > 0.70, communality > 0.50 and Average Variance Extracted (AVE) > 0.50.

Discriminant Validity
Discriminant validity occurs when two different instruments that measure two predicted uncorrelated constructs produce scores that are indeed uncorrelated [21]. The model has sufficient discriminant validity if the AVE root for each construct is greater than the correlation between other constructs in the model.

Reliability Test
In addition to the validity test, PLS performs a reliability test to measure the internal consistency of the measuring instrument. Reliability shows the accuracy, consistency and precision of a measuring instrument in making measurements [21]. The reliability test in PLS can use two methods, namely the Cronbach's alpha method and composite reliability. Cronbach's alpha measures the lower limit of the reliability value of a construct, while composite reliability measures the actual value of the reliability of a construct.
The structural model in PLS is evaluated by using R^2 for the dependent construct, the path coefficient values or t-values for each path to test the significance between constructs in the structural model [21]. The value of R^2 is used to measure the level of variation of changes in the independent variable to the dependent variable. The higher the R^2 value, the better the prediction model of the proposed research model. The value of the path coefficient or inner model shows the level of significance in hypothesis testing. The path coefficient or inner model score indicated by the T-statistic value must be above 1.96 for the two-tailed hypothesis and above 1.64 for the one-tailed hypothesis for hypothesis testing at 5 percent alpha and 80 percent power.

Hypothesis test
 In PLS, the researcher uses decision making based on p-values
1) p-values 0.05 then H0 is accepted and Ha is rejected
2) p-values < 0.05 then H0 is rejected and Ha is accepted

IV. Evaluation
Coefficient of Determination (R^2)
The value of R Square is used to measure the level of variation of changes in the independent variable to the dependent variable. According to Hair, Ringle, & Sartedt, the value of R square above 0.75 has a strong influence, 0.5 - 0.74 has a moderate effect and 0.25 - 0.49 has a weak effect. With the help of the Smart PLS 3.0 program, the R square test output was found as follows [22]:

Table 1.2 Output Smartpls R Square

	R Square	R Square Adjusted
Loyalitas Konsumen	0.287	0.183

source: the results of the data processing software SmartPLS 3

From the table above, it can be seen that the magnitude of the coefficient of determination (R2) is 0.287 which means that 28.7% of the dependent variable of consumer loyalty can be explained by the independent variables of price and service quality. The remaining 71.3% can be explained by other variables.

The magnitude of the coefficient of determination (R2) for the effect of price and service quality on consumer loyalty is 28.7%, this means that the magnitude of the influence of price and service quality on consumer loyalty is weak.

The Effect of Price on Consumer Loyalty at PT. Global Health Screening Centre.
From the results of the Bootstrapping output that has a direct effect, it shows that the results of testing the price variable on consumer loyalty have a T-Statistics value of 2.243, so H1 is accepted because T-Statistics is greater than T-Value 1.96. These results are in accordance with research conducted by Pangaila et al., which showed that price had a significant positive effect on customer loyalty [23]. In general, consumers tend to choose companies that offer their products at relatively low and consistent prices.

The Effect of Service Quality on Consumer Loyalty at PT. Global Health Screening Centre.
From the results of the Bootstrapping output that has a direct effect, it shows that the results of testing the service quality variable on consumer loyalty have a T-Statistics value of 2.398, then H1 is accepted because T-Statistics is greater than T-Value 1.96. Kandampully who argues that customers will be loyal to the company if the company has the ability to create and maintain good emotional relationships in the long term with its customers by providing the best quality service that is able to win the hearts of customers so as to make customers loyal to the company [24].

The Effect of Price on Consumer Loyalty through Consumer Satisfaction as a Moderating Variable at PT. Global Health Screening Centre.
From the results of the Bootstrapping Output the indirect effect, shows the test results of the price variable have no effect on consumer loyalty through consumer satisfaction as a moderating variable because it has a T-Statistics value of 0.543, then H0 is accepted because T-Statistics is smaller than T-Value 1.96.
Consumer satisfaction is influenced by two factors, namely consumer expectations of the performance of a product, and the reality received by consumers after consuming the product. Consumers will feel dissatisfied, if the performance of the product does not match their expectations. However, if the performance of the product/service exceeds expectations, the consumer will be very satisfied or happy. In the research, it is not proven that consumer satisfaction moderates the effect of price on purchasing decisions, this is because PT. The Global Health Screening Center pays less attention to factors that affect consumer satisfaction, for example the price of services is more expensive than the price offered by other companies.

The Effect of Price on Consumer Loyalty through Consumer Satisfaction as a Moderating Variable at PT. Global Health Screening Centre.
From the results of Output Bootstrapping the indirect effect, shows the results of testing the service quality variable have no effect on consumer loyalty through customer satisfaction as a moderating variable has a T-Statistics value of 0.682, then H0 is accepted because T-Statistics is smaller than T-Value 1.96. The fact that consumers are dissatisfied with the quality of existing services, this is because the quality of service received is not in accordance with consumer expectations. In the study, it was not proven that satisfaction moderated the effect of service quality on consumer loyalty, it could be because PT. The Global Health Screening Center pays less attention to factors that affect consumer satisfaction, such as notification of medical check-up results as soon as the results come out and the length of time waiting to get services at PT. Global Health Screening Center due to the lack of skilled employees in serving their customers.

V. Conclusions
From the results of the analysis, it can be concluded that there is an effect of price on consumer loyalty at PT. Global Health Screening Center means that if prices increase, consumer loyalty will also increase. There is an effect of service quality on consumer loyalty at PT. The Global Health Screening Center means that if the quality of service increases, consumer loyalty will also increase. There is no indirect effect of price on

consumer loyalty through customer satisfaction as a moderating variable. There is no indirect effect of service quality on consumer loyalty through customer satisfaction as a moderating variable.

VI. Future Scope

1.	It is recommended that companies pay attention to the price of services offered to their customers more adjusted to the prices of services offered by other clinics, for example by providing vouchers for certain check-up discounts, providing price packages for several medical check-ups or providing cash back with minimum purchase requirements. .

2.	Based on the value of descriptive statistics, currently customers are comfortable with the services provided by PT. Global Health Screening Centre, it would be better if the quality of this service was continuously improved by providing more sophisticated and newest equipment, increasing the speed of service for medical check up results.

3.	In order for customer loyalty to continue to increase, it is recommended that companies make memberships or provide member loyalty so that the patient's medical check-up history can also be better controlled.

4.	Consumer satisfaction cannot moderate the relationship between price and service provided to consumer loyalty at PT. Global Health Screening Centre, so the implication is that consumer satisfaction is only obtained if the expectations and reality received by consumers are the same, but by not moderating consumer satisfaction between price and service on customer loyalty, in fact consumers are not satisfied with the prices and services offered, for example, companies rarely hold promo prices and services in the explanation of test results that are still unsatisfactory

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