

ANALYSIS OF SERVICE QUALITY AND CUSTOMER PERCEIVED ON SATISFACTION WITH CUSTOMER EXPERIENCE AS AN INTERVENING VARIABLE IN PATIENTS OF HOSPITAL IN MEDAN CITY

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Abstract

The purpose of this study is to determine directly and indirectly the relationship between service quality variables, customer perceived satisfaction through customer experience. The population in this study were all patients at hospitals in Medan City, the number of which could not be known with certainty. The sample withdrawal used is accidental sampling. The research sample was taken using the Zikmund formula so that a sample size of 100 respondents was obtained. Data analysis was carried out using structural equation modeling (SEM) techniques with Smart-PLS analysis tools to test the direct and indirect relationships between these variables. The results explain that Service quality directly has a significant effect on customer experience, service quality directly has a significant effect on satisfaction, customer perceived directly has a significant effect on customer experience, customer perceived directly has a significant effect on satisfaction, customer experience directly has a significant effect on satisfaction, service quality indirectly has a significant effect on satisfaction through customer experience, and then customer perceived indirectly has a significant effect on satisfaction through customer experience.

Keywords: *Service Quality, Customer Perceived, Customer Experience, Satisfaction*

1. Introduction

Hospitals play a crucial role in Indonesia's healthcare system. As referral health facilities, hospitals not only function as places of treatment, but also as centers of medical education and research. According to data from the Ministry of Health, the number of hospitals in Indonesia continues to grow in line with the increasing need for public health services. Hospitals in Indonesia are divided into public and private hospitals with various classes based on the facilities and services provided. However, despite the increasing number, challenges in providing quality services are still a major problem, such as limited medical personnel, uneven facilities, and suboptimal patient satisfaction.

Medan City as one of the largest cities in Indonesia has rapid development in the health sector. Various hospitals both government and private are present to fulfill the needs of the community. Several large hospitals such as Haji Adam Malik General Hospital, Santa Elisabeth Hospital, Muri Teguh Hosiptal and Columbia Asia Hospital have become major medical referral centers. However, along with the growth in the number of patients and the increasing public expectations of health services, there are various challenges

related to service quality, patient experience, and customer perceptions of hospitals in Medan City.

In the era of increasingly fierce competition in the healthcare industry, hospitals are not only required to provide good medical services, but must also pay attention to aspects of patient satisfaction and patient experience (customer experience). Patient satisfaction is an important indicator in assessing the success of a hospital. Factors such as medical services, friendliness of health workers, facilities, and ease of administration are aspects that contribute to patient satisfaction. Unfortunately, there are still many complaints from patients regarding hospital services, such as long waiting times, ineffective communication from medical personnel, and inadequate facilities.

Patient satisfaction is one of the main factors in assessing the performance of a hospital. This satisfaction can be measured through several indicators, such as conformity of expectations with the services received, experience during obtaining health services, and comparison with other hospitals (Afrashtehfar et al., 2020; Kalaja, 2023). When patients are satisfied, they tend to return to use the same service and recommend it to others. However, patient satisfaction is not something that is easy to achieve because many aspects affect it, such as service speed, attitude of medical personnel, and supporting facilities (Asamrew et al., 2020; Burgener, 2020). In Medan City, many hospitals still face complaints related to patient satisfaction. Some patients complain about long queues at the emergency room (IGD) and polyclinics, lack of good communication between doctors and patients, and hospital facilities that do not meet comfort standards. In addition, the difference in services between public and private hospitals is also a factor that affects the level of patient satisfaction.

Customer experience or patient experience in receiving hospital services is an important factor. This experience includes patient interactions with medical personnel, ease of administration, comfort of the hospital environment, and a sense of security provided by the health facility (Becker & Jaakkola, 2020; Godovykh & Tasci, 2020). Hospitals that are able to provide a positive experience will more easily gain patient trust. In Medan City, many patients feel that their medical experience is far from what they expected. Some hospitals still experience problems in providing responsive services, providing comfortable facilities, and building effective communication with patients. Many patients complain about convoluted administrative procedures, long waiting times for consultations with doctors, and unclear information about the medical procedures they will undergo.

Hospital service quality includes various aspects such as medical personnel responsiveness, service reliability, patient safety assurance, and medical personnel's concern in handling patients. Good service quality will have a direct impact on the level of patient satisfaction (Marbough et al., 2020; Endeshaw, 2020). If the quality of service is poor, then the level of patient satisfaction will also be low. In Medan City, there are still many patients who feel that the quality of service in hospitals is not optimal. Some hospitals experience a shortage of medical personnel which has an impact on service delays. In addition, some patients also complain about limited facilities and less transparent procedures, causing inconvenience in obtaining health services.

Customer perceived value or patient perception of the hospital is a subjective factor that is influenced by the patient's experience and expectations of health services. If patients feel that the services received match or even exceed expectations, then their perceptions will be positive. However, if the services provided are not worth the costs incurred, then patients tend to have a negative perception (Liu et al., 2021; Uzir et al., 2021). Many patients in Medan City feel that the cost of hospital services is not proportional to the quality of service provided. This is especially true in private hospitals, where patients often complain of high costs without being compensated with superior services compared to government hospitals. This perception may affect patients' loyalty to the hospital and impact the hospital's image in the community.

Based on the above discussion, it can be concluded that service quality, patient experience, and patient perception have a very important role in determining the level of hospital patient satisfaction in Medan City. There are still many challenges that hospitals must overcome to improve service quality, improve patient experience, and build positive perceptions of health services. Therefore, this research is important to analyze the factors that influence patient satisfaction with customer experience as an intervening variable, so that it can provide recommendations for hospitals in improving service quality and patient satisfaction in Medan City.

2. LITERATURE REVIEW

Service Quality

Service quality variables can be interpreted as a measure used to assess the extent to which the services provided by a company or service provider can meet or even exceed customer expectations (Ighomereho et al., 2022; Camilleri, 2021). In this case, service quality not only includes the end result of the service, but also how the service process is provided. Service quality is often defined based on customer perceptions, not just based on the standards set by the company (Ali et al., 2021; Subagja et al., 2023). This means that even though the company has implemented the best service procedures, if customers feel dissatisfied or the service does not match their expectations, then the service quality is considered poor. Therefore, in measuring service quality, many businesses use the Servqual (Service Quality Model) method which compares customer expectations with their experience after receiving the service. Service quality is a differentiating factor that determines the success of a company compared to its competitors. Superior service quality can be an added value for a brand and make customers more likely to choose that company over competitors (Kaur et al., 2023; Alumran et al., 2021; Dam & Dam, 2021).

Customer Perceived

Customer Perceived refers to how customers assess, feel, and understand a product, service, or brand based on their experiences, expectations, and interactions with the company (Ilyas et al., 2021; Liu et al., 2021). Customer Perceived refers to customers' perceptions of the value of a product or service they use. This value is not only seen from the price, but also from the benefits obtained, the perceived quality, and the experience received (Jiang & Hong, 2023; Nguyen et al., 2021). If customers feel that a product provides greater benefits than the price paid, then the value they feel will be higher. Every customer has expectations before using a product or service. Customer Perceived arises when customers compare these expectations with the actual experience they get (Ge et al., 2021; Tuncer et al., 2021). If the perceived experience matches or even exceeds expectations, then customer perception will be positive. Conversely, if the experience does not meet expectations, the customer will feel less satisfied. Customer Perceived has a direct impact on purchasing decisions. If customers feel that a product has more value than competing products, they will be more likely to choose it. Therefore, companies must try to increase customer perceived value through innovation, quality, and better service (Xie et al., 2022; Alimamy & Al-Imamy, 2022; Touni et al., 2022).

Customer Experience

Customer Experience is an important aspect of the business world that focuses on customer interactions with a product, service, or brand (Chauhan et al., 2022; Kurhayadi et al., 2022). Customer Experience is the customer's overall perception of a brand, which is built through various interactions throughout their journey, from product awareness to usage and after-sales service (El Bakkouri et al., 2022; Kim & Kim, 2022). This perception is influenced by emotional, cognitive, and sensory factors that customers feel during interactions with businesses. Customer Experience can also be defined as the quality of each point of interaction between the customer and the company. These interactions can occur across multiple channels, such as physical stores, websites, social media, or customer service (Manyanga et al., 2022; Kumar et al., 2022). The more positive the experience customers have in each interaction, the higher their level of satisfaction and loyalty to the brand. Customer Experience is the result of how companies are able to provide consistent and personalized experiences according to customer needs. When companies are able to understand customer preferences and provide relevant services, the experience will be more meaningful and can create long-term relationships (Nguyen et al., 2022; Roy et al., 2022; Buhalis et al., 2022).

Satisfaction

Customer satisfaction is an important element in the business world that is directly related to how customers rate their experience with a product or service (Eckert et al., 2022; Khan et al., 2022). Customer satisfaction can be defined as the level of customer satisfaction based on their perception of the quality of a product or service. If customers' expectations match or exceed the reality they experience, then they will feel satisfied (Cahaya et al., 2023; Naini et al., 2022). Conversely, if their experience is lower than expected, then

dissatisfaction may occur. Customer satisfaction arises as a result of the customer's evaluation of the comparison between pre-purchase expectations and the performance of the product or service after use. If the perceived reality is better than expected, customers tend to be satisfied and can even become loyal customers (Rane et al., 2023; Mainardes et al., 2023). However, if there is a negative gap, the customer will feel disappointed. Customer satisfaction is one of the main factors that determine a company's success. Businesses that are able to provide positive experiences to customers will find it easier to survive and thrive in the midst of competition. Customer satisfaction is also correlated with increased profitability as satisfied customers are more likely to repurchase and avoid switching to competitors (Venkatakrishnan et al., 2023; Tannady & Purnamaningsih, 2023; Albarq, 2023).

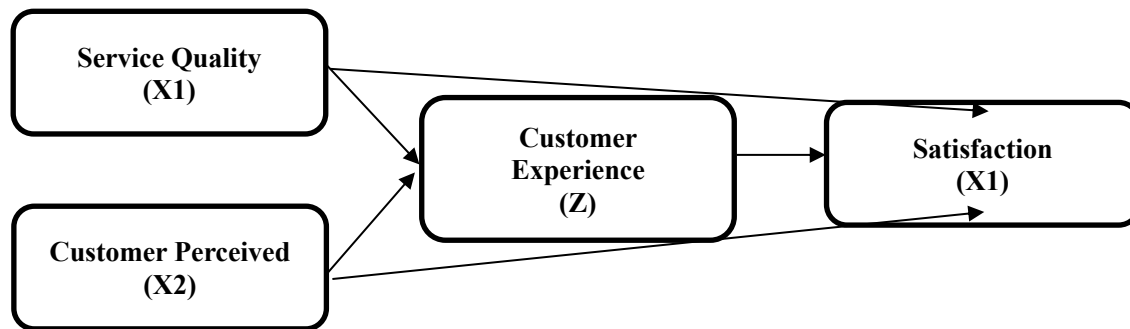


Figure 1. Conceptual Framework

Source: by researchers (2025)

3. MATERIALS AND METHODS

This type of research is causal associative research. Causal associative research aims to determine the relationship or association between two or more variables. This type of research is usually used to see if there is a relationship, correlation, or influence between the variables studied, and how strong the relationship is (Sugiyono, 2021). The types of data used are primary data and secondary data obtained from questionnaires. The population in this study were all patients at hospitals in Medan City, the number of which could not be known with certainty. The sample withdrawal used is accidental sampling. The research sample was taken using the Zikmund formula so that a sample size of 100 respondents was obtained. Data analysis was carried out using structural equation modeling (SEM) techniques with Smart-PLS analysis tools to test the direct and indirect relationships between these variables.

4. RESULTS AND DISCUSSION

a. Outer Model

Convergent Validity

Convergent Validity is an indicator that is assessed based on the correlation between the item score / component score and the construct score, which can be seen from the standardized loading factor which describes the magnitude of the correlation between each measurement item (indicator) and its construct. Individual reflexive measures are said to be high if they correlate > 0.7 with the construct to be measured but the outer loading value between 0.5 - 0.6 is considered sufficient (Hair et al., 2017).

Table 1. Test Results Loading Factor

Variable	Statement Item	Outer Loading	Description
Service Quality (X1)	SQ1	0.871	Valid
	SQ2	0.813	Valid
	SQ3	0.831	Valid
	SQ4	0.857	Valid
	SQ5	0.872	Valid
Customer Perceived (X2)	CP1	0.836	Valid
	CP2	0.822	Valid

Variable	Statement Item	Outer Loading	Description
	CP3	0.870	Valid
	CP4	0.861	Valid
	CP5	0.788	Valid
Customer Experience (Z)	CE1	0.824	Valid
	CE2	0.891	Valid
	CE3	0.790	Valid
	CE4	0.751	Valid
	CE5	0.817	Valid
Satisfaction (Y)	S1	0.837	Valid
	S2	0.833	Valid
	S3	0.783	Valid
	S4	0.835	Valid
	S5	0.881	Valid

Sources: Smart-PLS (2025)

Based on Table 1. above, it is known that there are several statement items that are eliminated because they do not meet the requirements, so that after re-processing the data, all of the statement items above have an outer loading value > 0.7.

Discriminant Validity

Discriminant Validity is a measurement model with reflexive indicators assessed based on crossloading measurements with constructs. If the correlation between the construct and the measurement item is greater than the size of the other constructs, it shows that their block size is better than the other blocks. Meanwhile, according to another method for assessing discriminant validity, namely by comparing the squareroot value of average variance extracted (AVE) (Hair et al., 2017).

Table 2. Test Results Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Satisfaction	0.775
Customer Experience	0.783
Customer Perceived	0.738
Service Quality	0.761

Sources: Smart-PLS (2025)

Based on Table 2. above, it is known that the AVE (Average Variant Extracted) value of each variable is greater than 0.7. So it can be concluded that the variables or constructs used are valid.

Composite Reliability and Cronbach’s Alpha

Composite reliability is an indicator for measuring a construct which can be seen in the latent variable coefficients view. To evaluate composite reliability, there are two measuring tools, namely internal consistency and Cronbach's alpha. In this measurement, if the value achieved is > 0.70, it can be said that the construct has high reliability. Cronbach's Alpha is a reliability test that is carried out to strengthen the results of composite reliability. A variable can be declared reliable if it has a Cronbach's alpha value > 0.70 (Hair et al., 2017).

Table 3. Test Results Cronbach’s Alpha & Composite Reliability

Variabel	Cronbach’s Alpha	Composite Reliability
Satisfaction	0.870	0.916
Customer Experience	0.883	0.951
Customer Perceived	0.868	0.923
Service Quality	0.831	0.909

Sources: Smart-PLS (2025)

Based on Table 3. above, it is known that each research variable has a Cronbach's alpha and composite reliability value > 0.70. Based on the results obtained, it can be stated that the variables used in the study are declared reliable.

Fornell-Larcker Criterion

Table 4. Test Results Fornell-Larcker Criterion

	Satisfaction	Customer Experience	Customer Perceived	Service Quality
Satisfaction	0.911			
Customer Experience	0.792	0.877		
Customer Perceived	0.778	0.762	0.863	
Service Quality	0.848	0.740	0.787	0.899

Sources: Smart-PLS (2025)

Table 4. above shows that the correlation value of the association construct is higher than the other constructs so that it can be said that the model has good discriminant validity. In this case, the FL Criterion value which has the lowest value is customer perceived 0.863 which is greater than other correlations.

b. Inner Model

Inner model analysis is usually also called inner relation or structural model and substantive theory which describes the relationship between latent variables based on substantive theory. Changes in the value of R-square can be used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect (Hair et al., 2017).

Table 5. Test Results R-Square (R²)

Variabel	R Square (R ²)
Customer Experience	0.731
Satisfaction	0.668

Sources: Smart-PLS (2025)

Based on the table above, the R Square value for the customer experience variable is 0.731, this means that the percentage of the influence of service quality and customer perceived on customer experience is 73.1%, while the remaining 26.9% is explained by other variables not examined in this study.

Furthermore, the R Square value for the satisfaction variable is 0.668, this means that the percentage of the influence of service quality, customer perceived, and customer experience on satisfaction is 66.8%, while the remaining 33.2% can be explained by other variables not examined in this study.

c. Hypotesis Test

Direct Effect

Table 6. Test Results Direct Effect

	Original Sample (O)	Sample Mean (M)	Deviation Standard (STDEV)	T Statistic (O/STDEV)	P Values
Service Quality -> Customer Experience	0.318	0.352	0.215	2.173	0.026
Service Quality -> Satisfaction	0.161	0.273	0.264	4.318	0.001
Customer Perceived -> Customer Experience	0.612	0.426	0.148	3.710	0.005
Customer Perceived -> Satisfaction	0.343	0.319	0.157	2.189	0.030

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Deviation Standard (STDEV)</i>	<i>T Statistic (O/STDEV)</i>	<i>P Values</i>
Customer Experience -> Satisfaction	0.552	0.555	0.173	2.325	0.010

Sources: Smart-PLS (2025)

Based on Table 6. above the test results can be used to answer the hypothesis in this study. Hypothesis testing in this study by looking at the coefficient path (original sample), t-statistic value or p-value. With a significance of 5%, the hypothesis can be accepted if the t-statistic > t-table 1.66 (n-k = 100-4 = 96 at 0.5/5%) or the p-value < 0.05. The direct effect can be explained as follows:

- X1 to Z: T-Statistic value (|O/STDEV) = 2.173 and P-Values = 0.026 < 0.05, that is, service quality directly has a significant effect on customer experience.
- X1 to Y: T-Statistic value (|O/STDEV) = 4.318 and P-Values = 0.001 < 0.05, that is, service quality directly has a significant effect on satisfaction.
- X2 to Z: T-Statistic value (|O/STDEV) = 3.710 and P-Values = 0.005 < 0.05, meaning that customer perceived directly has a significant effect on customer experience.
- X2 to Y: T-Statistic value (|O/STDEV) = 2.189 and P-Values = 0.030 < 0.05, that is, customer perceived directly has a significant effect on satisfaction.
- Z to Y: T-Statistic value (|O/STDEV) = 2.325 and P-Values = 0.010 < 0.05, meaning that customer experience directly has a significant effect on satisfaction.

Indirect Effect

Table 7. Test Results Indirect Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Service quality -> customer experience -> satisfaction	0.415	0.424	0.245	3.658	0.000
Customer perceived -> customer experience -> satisfaction	0.378	0.277	0.174	2.717	0.007

Sources: Smart-PLS (2025)

Based on Table 7. above, it is known that service quality indirectly has a significant effect on satisfaction through customer experience with a p-value of 0.000 < 0.05. Furthermore, it is known that customer perceived indirectly has a significant effect on satisfaction through customer experience with a p-value of 0.007 > 0.05.

Total Effect

Table 8. Test Results Total Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Deviation Standard (STDEV)</i>	<i>T Statistic (O/STDEV)</i>	<i>P Values</i>
Service quality -> customer experience -> satisfaction	0.671	0.664	0.227	3.284	0.000
Customer perceived -> customer experience -> satisfaction	0.438	0.317	0.178	1.921	0.002

Sources: Smart-PLS (2025)

Based on Table 8. above, it can be synthesized that the total effect value is as follows:

- a. The total effect of direct and indirect service quality relationships has a significant effect on satisfaction through customer experience with a T-statistics value (O/STDEV) of 4.173 with p-values of $0.000 < 0.05$.
- b. The total effect of the relationship between customer perceived directly and indirectly has a significant effect on satisfaction through customer experience with a T-statistics value (O/STDEV) of 4.173 with p-values of $0.002 < 0.05$.

5. CONCLUSION AND SUGGESTION

Based on the results of the research discussion above, it can be concluded that:

- a. Service quality directly has a significant effect on customer experience.
- b. Service quality directly has a significant effect on satisfaction.
- c. Customer perceived directly has a significant effect on customer experience.
- d. Customer perceived directly has a significant effect on satisfaction.
- e. Customer experience directly has a significant effect on satisfaction
- f. Service quality indirectly has a significant effect on satisfaction through customer experience.
- g. Customer perceived indirectly has a significant effect on satisfaction through customer experience.

Based on the above conclusions, the following suggestions can be made:

- a. The suggestions that can be given by researchers are that hospitals need to ensure that medical personnel provide accurate and professional services, are responsive to patient needs, and create a sense of security through clear communication. Empathy from healthcare staff also plays an important role in providing a more comfortable and personalized experience. In addition, clean, modern and comfortable hospital facilities will increase patients' positive perceptions of the quality of services provided.
- b. The suggestions that can be given by researchers is that empathic and responsive interactions from health workers can increase patient comfort and trust. The application of technology in the registration and consultation system can also speed up the service process. By paying attention to these aspects, hospitals can create a more positive experience, increase patient satisfaction, and build their loyalty to the health services provided.
- c. The suggestions that can be given by researchers is that hospitals need to ensure comfort, effective communication, and fast and responsive services. In addition, innovations in services, such as digitizing registration and online consultation, can increase positive patient perceptions. By understanding patients' expectations and needs, hospitals can create a better experience, increase satisfaction, and build long-term loyalty.
- d. The suggestions that can be given by researchers is that hospitals need to ensure that every interaction with patients provides a positive experience, both in terms of communication, comfort, and service reliability. In addition, transparency of information regarding medical procedures and costs can also increase patient trust. By deeply understanding patient expectations and needs, hospitals can improve service quality and create long-term loyalty.
- e. The suggestions that can be given by researchers is that hospitals should ensure fast and accurate medical services, improve coordination between health workers and patients, and pay more attention to patient comfort. Training medical personnel in friendly and professional service is essential. In addition, the use of technology in registration and consultation systems can reduce waiting times. Periodic evaluation and receiving feedback from patients should also be implemented to optimize services.
- f. The suggestions that can be given by researchers is that patients tend to have a positive perception if the service provided is fast, friendly, and professional. In addition, clear communication between doctors and patients can increase trust and satisfaction. Hospitals also need to pay attention to aspects of cleanliness, accessibility, and ease of administration to provide a better experience. By

understanding patients' expectations and needs, hospitals can sustainably improve their image and patient loyalty.

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