



The Influence Of Price, Trust, And Quality Of Service On The Decision To Use Oriskin Medan Clinic Services

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Abstract

This study aims to investigate the influence of price, trust, and service quality on decisions to use Oriskin Medan Clinic services. This research is an attempt to understand the factors that influence individual choices in choosing health services at this clinic. Data was collected through a survey involving a sample of Oriskin Medan Clinic patients. The results of this study reveal that price, level of trust in the clinic, and service quality contribute significantly to the decision to use clinic services. These findings highlight the importance of these aspects in influencing patient preferences in choosing a health clinic. Managerial implications and recommendations for healthcare practitioners are also discussed in this study to improve patient experience and sustainability of Oriskin Medan Clinic. This study can provide useful insights for stakeholders in the healthcare industry to develop more effective strategies in maintaining and increasing market share.

Keywords : *Price Influence, Trust in Healthcare, Quality of Service, Decision Making, Oriskin Medan Clinic Services*

Introduction

Having beautiful and beautiful facial skin is the dream of many people in the world, regardless of gender. Women, despite having greater pressure in terms of beauty values, also strive to meet beauty standards. In this modern era, various beauty products have emerged that meet women's practical needs. Beauty clinics, such as the Oriskin Clinic in Medan City, have emerged as a solution to overcome high beauty demands. These clinics must ensure quality of service, business permits, competent medical services, adequate equipment, as well as the use of halal certified products and BPOM permits.

In the tight competition in Medan City, improving service quality is essential for beauty clinics. Service quality is not only to compete but also to satisfy consumers. Consumers' desires in deciding to use a product are influenced by factors such as price, trust and service quality. Consumer satisfaction is the key to maintaining loyalty.

Consumer trust is very important. Trust grows over time and mutual understanding. A high level of trust between consumers and companies creates long-distance relationships and consumer loyalty. However, several consumers at the Oriskin Clinic were disappointed regarding time, product availability and handling of complaints. Therefore, companies must ensure consumer trust with good service.

Service quality also influences consumer decisions. Service quality is measured by the extent to which the company meets consumer hopes and expectations. Oriskin tries to improve the quality of service with the resources it has, such as medical personnel, cleaning staff and receptionists who provide the best service. However, there are problems with different treatment of the same type of service, which can annoy consumers.

This research will examine the influence of price, trust, and service quality on decisions to use services at the Oriskin Clinic. It is hoped that the results of this research can help Oriskin Clinic to correct deficiencies in its product offerings and improve service and sales.

Literature Review

Use Decision

The usage decision is a synonym for the purchasing decision, because usage is usually attached to service products while purchasing is more directed towards goods products. Many experts provide opinions regarding usage decisions such as the following:

- 1) According to Kotler and Armstrong (2019), purchasing decisions are a stage in purchasing decisions where consumers carry out actual purchasing activities.
- 2) According to Peter and James (2018) stated that purchasing decisions are the stages of consumers in making decisions to buy various products and brands which start with recognizing needs, searching for information, evaluating information, making a purchase, and then evaluating post-purchase decisions.
- 3) According to Kotler and Armstrong (2019), purchasing decisions are a component of consumer behavior, where
- 4) consumer behavior is a study of what a person or group is like in determining, buying, consuming, and what products, ideas or experiences are like to satisfy consumer needs.

The consumer decision process does not end with a purchase, but everything related to the purchase makes the consumer experience the use of the item.

Price

The amount of money that must be paid by consumers in order to obtain the desired product or service can be defined as price. However, there are several expert views or opinions regarding price, including: according to Kotler and Armstrong (2019), price is the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits of owning or using the product or service. . Meanwhile, according to Swastha Basu (2019), price is the amount of money needed to get a combination of goods and services.

Trust

In order for a relationship to exist and be able to last for a long time, both parties must



build a strong foundation, namely trust. Trust or trust cannot just be acknowledged by someone, but must be built at the start of a relationship and can be proven.

There are several experts who expressed opinions about trust, including the following:

- 1) Wiedyani and Prabowo, (2019) state that customer trust is the customer's response to evaluating the perceived discrepancy between expectations and actual performance in their use.
- 2) According to Yustinus Wahyudi & Gatot Sasongko, (2019) Trust is one of the dimensions of social capital along with norms and social networks. The function of trust is to form bonds in a relationship or relationship in a network. Relations between individuals require trust in order to produce cooperative relationships that are mutually beneficial and enable the achievement of goals.
- 3) According to Kotler and Keller (2019) consumer trust is as follows: Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence. This means that Trust is a company's willingness to rely on business partners. It depends on a number of interpersonal and interorganizational factors, such as perceived competence, integrity, honesty, and corporate benevolence

service quality

The amount of competition in an effort to win the market in the hope of increasing sales brings positive changes in the business world because they compete in providing the best service for every consumer. This changed the perception of many people who initially adhered to a product and sales philosophy to a marketing philosophy. In the marketing process, service quality is something that is very crucial because there will be a dominant factor in creating a feeling of satisfaction or dissatisfaction with customers.

Method Study

Based on the background of the problem previously explained, this research design is a type of quantitative research. According to Sugiyono (2019) Quantitative research is research that is full of nuances in numbers in data collection techniques in the field. In terms of its objectives, this research is quantitative research. The reason researchers use a quantitative approach in this research is related to the data source used which comes from customers based on the questionnaires given which are then processed into numerical data whose variables can be measured. Data is obtained by measuring the value of one or more variables in a sample or population through a questionnaire.

Operational Definition of Variables

a. Independent variables (Independent)

The independent variable (independent) is the variable that influences or is the cause of the change or emergence of the dependent variable. In this research there are 3 independent variables, namely Price (X1), Trust (X2), and Service Quality (X3).



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b. Dependent Variable

Variables that are influenced or that are a result, due to the existence of the independent variable. In this study the dependent variable is the decision to use (Y).

Operational Definition

Table 1. Operational Definitions of Price (X1), Trust (X2), Quality of Service (X3), and Usage Decisions (Y)

Variable	Operational Definition	Indicator
Price (X1)	Price is the amount of money charged for a good or service or the amount of money that consumers exchange for the benefits of owning or using the product or service. (Kotler and Armstrong)	1. Affordability 2. Price match 3. Price match 4. Price according to ability or price competitiveness (Kotler and Armstrong)
Trust (X2)	Trust is a company's willingness to rely on business partners. It depends on a number of interpersonal and interorganizational factors, such as the perception of competence, integrity, honesty, and virtue of the company (Kotler dan Keller)	1. <i>Benevolence</i> 2. <i>Ability</i> 3. <i>Integrity</i> 4. <i>Willingness to depend</i> , (Kotler dan Keller)
Quality of Service (X3)	A dynamic situation that is closely related to products, services, human resources, as well as processes and environments that can at least meet or even exceed the expected quality of service. (Tjiptono)	1. <i>Reliability</i> 2. <i>Responsiveness</i> 3. <i>Insurance</i> 4. <i>Pathy</i> 5. <i>Tangible</i> , (Tjiptono)
Usage Decision (Y)	That purchasing decision is a stage in purchasing decision making where consumers make actual purchase activities. (Kotler and Armstrong)	1. Stability in the use of a product 2. Habits in buying products 3. Speed in buying a product (Kotler and Armstrong)

Results and Discussion

Based on the processed research data above, the data to discuss the formulation of the problem is as follows:

Affect the price of consumers' decisions to use Oriskin Clinic services

- 1) Price affects the decision to use Oriskin Medan clinic services. This can be seen from the value of the results of the test analysis that has been carried out, it is known that the Price variable (X1) has a regression value of 0.236 which indicates that price has a positive effect on the decision to use services. In addition, the result of the t test shows that the calculated t value of the price variable (X1) of 3.492 is greater than the table t value of 1.985, and the significance t value of the price variable (X1) of 0.001 where this value is much



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smaller than the significant threshold t of the variable The price is 0.05. So it can be interpreted that, the test results meet the equation of the calculated t value $>$ the table t value and the sig value < 0.05 , maka H_0 rejected H_a accepted. Based on these results, it can be concluded that Hypothesis 1 (one) in this study is tested and acceptable, namely the price variable has a positive and significant effect on the decision to use Oriskin Medan clinic services. This proves that price plays an important role in sales at Oriskin Medan clinic. Thus, research is expected to encourage Oriskin clinics (open mind) to determine prices and set them wisely based on values that compete with other clinics and in accordance with the benefits and needs that will be obtained by patients.

- 2) Gain confidence in consumers' decisions to use Oriskin Medan Clinic services. The trust variable affects the decision to use Oriskin Medan clinic services as seen from the results of the test analysis value that has been carried out stating that the trust variable (X3) has a regression value of 0.149 which indicates that trust has a positive effect against the decision to use services. In addition, it can be proven again by the t test showing that the t value of the calculated confidence variable (X3) is 2.178 with the table t value of 1.985 so that it can be said that the t value is calculated $>$ t of the table, and the significance value t of the confidence variable (X2) is 0.032 where this value is much smaller than the significant threshold t of the price variable which is 0.05. Therefore, the test results meet the equation of the calculated t value $>$ table t value and the sig value < 0.05 , maka H_0 rejected H_a is accepted which means that Hypothesis 1 (one) in this study is tested and acceptable, namely Variabel trust has a positive and significant influence on the decision to use Oriskin Medan clinic services. This proves that trust plays an important role in sales at Oriskin Medan clinic, therefore it is expected that Oriskin clinic with an open mind to do everything well and professionally related to activities operations to foster customer trust.
- 3) Do you affect the quality of service on consumers' decisions to use Oriskin Medan Clinic services? The quality variable affects the decision to use Oriskin Medan clinic services as seen from the results of the test analysis value that has been carried out stating that the service quality variable (X3) has a regression value of 0.197 which indicates a positive effect on decision to use services. In addition, it can be proven again by the result of the t test showing that the calculated t value possessed for the variable to the decision using (X3) is 4.853 with a table t value of 1.985 so that the equation is known that the t value is calculated $>$ t table, and the significance value t of the decision variable using (X3) is 0.000 where this value is much smaller than the significant threshold t of the price variable which is 0.05. Based on the above values with the determination of the calculated t value $>$ the table t value and the sig value < 0.05 , maka H_0 rejected H_a is accepted so that Hypothesis 1 (one) in this study is tested and acceptable, namely Variabel kualitas service has a positive and significant influence on the decision to use Oriskin Medan clinic services. This proves that the quality of service plays an important role in sales at Oriskin Medan clinic, therefore it is expected that Oriskin clinic with an open mind to do everything well and professionally related to operational activities is done well and views the quality that good to give to customers.
- 4) Do you affect the price, satisfaction, and quality of service together on consumers'



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decisions to use Oriskin Medan Clinic services? From the simultaneous significant analysis of the variables of price, trust and service quality that the F value is calculated at 40,967, while the F table is 2,700 which means that the variables of price, trust and service quality simultaneously affect the decision to use. Then the significant value is much smaller than 0.05, which is $0.000 < 0.05$, which means that price, trust and service quality have a significant effect on service quality. Conclusions on the variables of price, trust and quality of service simultaneously affect the decision to use.

Conclusion

Based on the results of research and discussion about the Effect of Price, Trust, Service Quality on the Decision to Use Oriskin Medan Clinic Services, the following conclusions can be drawn:

- 1) Price variables have a significant effect on the decision to use Oriskin Medan clinic services. This can be seen from the value of the results of the test analysis that has been carried out it is known that the value of t calculated by the price variable (X1) of 3,492 is greater than the table t value of 1.985, and the significance value of t from the price variable (X1) of 0.001 where this value is much smaller than the significant threshold t of the price variable which is 0.05. So it can be concluded that price variables have a positive and significant effect on the decision to use Oriskin Medan clinic services.
- 2) The Trust variable has a significant effect on the decision to use Oriskin Medan clinic services. This can be seen from the value of the results of the test analysis that has been carried out it is known that the value of t calculated variable Trust (X2) 2.178 is greater than the value t of the table of 1.985, and the significance value t of the variable confidence (X2) of 0.032 where this value is much smaller than the significant threshold t of the confidence variable which is 0.05. So it can be concluded that trust variables have a positive and significant effect on the decision to use Oriskin Medan clinic services.
- 3) Price variables have a significant effect on the decision to use Oriskin Medan clinic services. This can be seen from the value of the results of the test analysis that has been carried out, it is known that the value of t calculated variable Decision Using (X3) 4.853 is greater than the table t value of 1.985, and the significance value t of the Decision Using variable (X3) of 0.000 where this value is much smaller than the significant threshold t of the decision variable using which is 0.05. So it can be concluded that the decision variables use a positive and significant influence on the decision to use the services of Oriskin Medan clinic.
- 4) From the simultaneous significant analysis of the variables price, trust and service quality have a calculated F value of 40,976, while the Ftable of 2,700 which means that the variables of price, trust and service quality simultaneously affect the decision to use. Then the significant value is much smaller than 0.05, which is $0.000 < 0.05$, which means that price, trust and service quality have a significant effect on service quality. Conclusions on the variables of price, trust and quality of service simultaneously affect the decision to use.



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