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Effect of Service Innovation on Consumer Satisfaction with Quality of Service and Perceived Value as Intervening Variables

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Abstract

The purpose of this research is to find out the effect of service innovation on consumer satisfaction with service quality and perceived value as intervening variables. This research is quantitative. The study was conducted in the inpatient room of Regional General Hospital dr. R. Soedjono Selong. The population is all service users in the Emergency Department of Regional General Hospital dr. R. Soedjono Selong. A sample of 100 people was taken with the Non-Probability Sampling technique, with partial least square (PLS). The results showed that: (1) Service innovation has a significant effect on consumer satisfaction; (2) Service innovation has a significant effect on perceived value; (3) Service innovation has a significant effect on the quality of service; (4) Quality of service has a significant effect on perceived value; (5) Perceived value has a significant effect on consumer satisfaction; (6) Quality of service has a significant effect on consumer satisfaction; (7) Quality of service mediates the influence between service innovation and consumer satisfaction; and (8) Perceived value mediates the influence between service innovation and consumer satisfaction. This study recommends hospitality in this hospital.

Keywords: *Service Innovation; Consumer satisfaction; Quality of service; Perceived Value*

Introduction

The development of hospitals in developing countries such as Indonesia is very rapid today because the human need for health facilities is increasing as the economy advances. Based on data from the Ministry of Health, the number of hospitals throughout Indonesia in 2010 amounted to 1,632 units and increased to 2,813 units at the end of 2018. The number consists of 2,269 public hospitals and 544 specialized hospitals (Databoks, 2019). Along with these developments, awareness of the importance of health makes consumers try to find health care providers that are following their wishes.

Based on Law No. 44 of 2009, hospitals are defined as health care institutions that organize individual health services in a complete manner that provide inpatient, outpatient, and emergency services. Hospitals are established in every city and district, Regional General Hospital dr. R. Soedjono Selong was established in 1912 which started from the practice of dr. R. Soedjono to the present day. On

August 31, 2020, along with East Lombok's 125th Birthday rose from type C to type B, this increase in ratings made the Regional General Hospital dr. R. Soedjono Selong become a patient referral center from health centers and other type C hospitals. The increase in ratings from type C to type B is also required to improve maximum service to the community. When viewed visitation data from 2019 and 2020 experienced a decrease in fluctuating with various factors, consisting of inpatient visits 0.69%, outpatients 0.82%, emergency departments, 83%. From the advice box and complaints found a bad stigma circulating in the community against the IGD services of this hospital such as unfriendly, slow, difficult referral of health centers and do not provide solutions. The results of the inpatient satisfaction survey who had received services at IGD showed the same complaints. To solve the problem, since August 31, 2021, the hospital has established Public Safety Center (PSC)/Call Center 119 as an innovation in its services aimed at providing pre-hospital services such as emergency case pick-up services, internal information such as availability of beds/ rooms, doctors guarding, availability of bloodstock and home care for patients who need intensive care at home.

This research stems from the inconsistency of previous research such as research conducted by Muslichati (2015) found that the quality of service and service innovation has a partial and simultaneous effect on consumer satisfaction. While the different opinions expressed by Suci (2018) state that there is no significant influence between service innovation to consumer satisfaction, according to him the most important security check factor in shaping consumer satisfaction. Then research conducted by Melisa (2020) found that service innovation has a significant effect on perceived value, according to him, innovation will certainly increase the value of the products and services offered. But in contrast to research conducted by Meuthia (2019) found that product innovation does not have a significant effect on perceived value, according to him, brand image plays an important role in shaping perceived value, weaving material innovation will remove its characteristics from a product. Research conducted by Rahman (2019) found that innovation has a simultaneous and partial effect on the quality of service, according to him, innovation in the service process can improve the quality of service received by consumers. But in contrast to research conducted by Meuthia (2019) states that product innovation does not have a significant effect on the quality of service. Research conducted by Wu (2014) found that the increase in perceived value then results in customer satisfaction based on a positive relationship between perceived value and customer satisfaction, according to him, the perceived value will affect consumer satisfaction. But in contrast to research conducted by Boonlertvanich (2011) at banks in Gresik with 400 respondents found that the direct influence of perceived value on consumer loyalty yields significant results, but the coefficient of direct influence is lower when compared to the total indirect influence mediated satisfaction, according to him the influence of perceived value on customer satisfaction will be low in non-primary bank consumers.

Literature Studies and Hypothesis

1. Consumer Behavior Theory

According to Kotler and Keller (2008), consumer behavior is the way that chooses, buys, and uses a product of goods or services carried out by individuals, groups, and organizations to meet their needs and desires. Meanwhile, consumer behavior according to Schiffman and Kanuk (2008) suggests that consumer behavior is a way for a person to make decisions to buy goods or use the services they receive by using the time, money, and effort they have to meet their needs. In the context of tourism, the success of marketing relates to the knowledge of decision making process on buying and using a tourism product (Athar, 2020).

2. Effect of Service Innovation On Consumer Satisfaction

One of the strategies implemented by companies engaged in service is to innovate in their services (Anwardin, et al., 2021). Service innovation can improve marketing performance. This service

innovation aims to accelerate the company's service work system. So that consumers do not have to wait to get the service they expect. According to Delafrooz et al (2013), service innovation can make consumers very satisfied with the services provided by the company, this happens because the company can provide updates in the delivery of services both from the technology used to serve consumers, improved interaction with consumers needed to maintain communication with consumers and the development of services provided to consumers. A study conducted by Muslichati (2015) stated that the quality of service and service innovation has a partial and simultaneous effect on consumer satisfaction.

H1: Service Innovation has a significant impact on Consumer Satisfaction

3. Effect of Service Innovation On Perceived Value

Innovation is the result of thinking by companies that aim to meet all consumer needs. Therefore, innovation efforts will result in the formation of customer value (Kandampully, 2002). According to Nasution and Mavondo (2008), Innovation is defined as the production of new ideas to create sustainable customer value, and the adoption of these ideas in new products, new processes, and managerial procedures. Research conducted by Suci (2018) showed that customer value is influenced by consumer satisfaction and service innovation.

H2: Service Innovation has a significant impact on Perceived Value

4. The Impact of Service Innovation On Service Quality

Hilda (2014) states that the service innovation strategy is a way or effort to implement breakthroughs or ideas made by service providers to achieve goals and meet the needs of service recipients and contribute to service users in terms of service quality. In research conducted by Antanegoro (2017) stated that there is a significant relationship between service innovation to service quality, the better service innovation carried out, the quality of service provided to KKB BCA customers in the Cilegon branch will be higher.

H3: Service Innovation has a significant impact on service quality.

5. Effect of Service Quality On Perceived Value

According to Nasution (2004), the quality of service is the level of excellence expected and control over the level of excellence to meet the customer's wishes. In research conducted by Putra (2018) showed that the better the quality of service provided will have an impact on the increasing perceived value felt by consumers. The results of this study are the following statements expressed by Caruana et al. (2000) and Varki and Colgate (2001), Sureshchander et al. (2002) said that the company's ability to provide good quality service will further increase consumer perceived value. Manoj and Sunil (2011) stated that the company's ability to provide good product or service quality further increases perceived consumer value.

H4: Quality of Service has a significant impact on Perceived Value

6. Perceived Value's Effect On Consumer Satisfaction

Research conducted by Wu (2014) said that the increase in perceived value then results in consumer satisfaction based on a positive relationship between perceived value and consumer satisfaction. It can be said that when the value felt by consumers is good automatically the consumer will feel satisfied. So that consumer satisfaction is felt high because of the value felt during getting service. In research conducted by Kumadji (2013) showed that good quality of service will provide good Perceived Value and provide customer satisfaction, improving Perceived Value will also provide customer satisfaction.

H5: Perceived Value has a significant effect on Consumer Satisfaction

7. Effect of Quality of Service On Consumer Satisfaction

Mulyaningsih and Suasana (2016) stated that providing good quality service will create satisfaction for its customers. This is supported by research conducted by Kumiawan (2012) said that physical affection (tangible) has a positive influence on consumer satisfaction. If the service has good physical affection, then consumer satisfaction will increase. Research conducted by Culiberg and Rojsek (2010) states that the empathy dimension has a positive and significant influence on consumer satisfaction. Studies conducted by Mahendra (2015) prove that the responsiveness dimension has a positive influence on consumer satisfaction.

H6: Quality of service has a significant effect on consumer satisfaction.

Based on the above exposure, the empirical model in this study is presented in the following image:

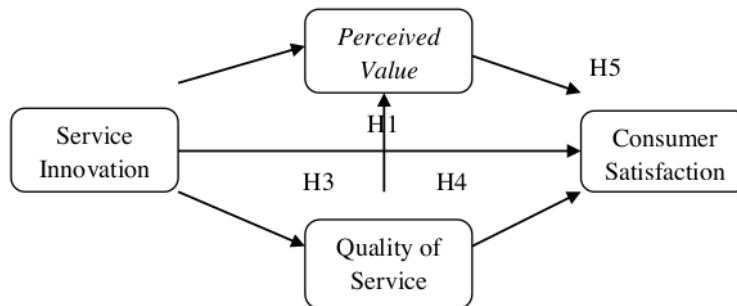


Figure 1. Conceptual Framework

Research Methods

This type of research is quantitative and includes a type of causality (causal) associative research. Quantitative approaches are used to identify all the concepts to which research is aimed (Malhotra, 2009). Respondents in this study were patients or families of patients who had received services at the Emergency Department of Regional General Hospital dr. R. Soedjono Selong. The sample number is 100 people. Hair et al (2010) suggested that the appropriate sample size ranged from 100-200 respondents.

The validity and reliability test is conducted using IBM SPSS version 23 before examining the model in full. Variables are said to be valid and reliable if they give The Value of Cronbach's Alpha (α) and Composite Reliability ≥ 0.70 . (Hair et al., 2013). The structural Equation Modeling (SEM) method is implemented to fully test models using Smart PLS software version 20, mediation effect testing using Sobel tests.

Results and Discussion

Result

The study gathered responses from 100 respondents. The characteristics of respondents vary widely, the results are as follows: Female respondents (53%) The majority of respondents aged between 20-30 years (45%), the majority are self-employed (49%). More data can be found in Table 1.

Table 1. Characteristics of Respondents

Variable	Description	Sum	%
Gender	Male	47	47%
	Female	53	53%
Age	20-30 year	45	12%
	31-40 year	32	67%
	41-50 year	23	21%
Job	PNS	36	36%
	Self-employed	49	49%
	Students	15	15%

1. Measurement Model (Outer Model)

The outer model is used to test the validity of the construct and the reliabilities of the instrument. According to Abdillah, Willy, and Jogiyanto (2015) outer model or measurement model describes the relationship between groups of indicators with their latent variables. Based on AVE and communality values, all of the study's variable indicators are declared to qualify for convergent validity. Where AVE and communality are all variables above the cut-off value of 0.5. Items are declared to be of convergent validity if the values are AVE and communality > 0.5 and outer loading > 0.6. (Hair et al., 2013)

Table 2. Indicator Measurement Model

Code	Variable	Outer Loading	Cronbach's Alpha	Composite reliability	AVE
	Service Innovation		0.862	0.896	0.591
IV1	The Public Safety Center (PSC)/Call Center 119 can bring a new atmosphere to the hospital.	0.751			
IV2	The Public Safety Center (PSC)/Call Center 119 makes changes to the service process better.	0.723			
IV3	The Public Safety Center (PSC)/Call Center 119 makes my referral process faster.	0.740			
IV4	The Public Safety Center (PSC)/Call Center 119 makes my interaction better with the officers at the Emergency Department of Regional General Hospital dr. R.Soedjono Selong.	0.803			
IV5	The establishment of Public Safety Center (PSC)/Call Center 119 is a vision, mission, goal, and new strategy of Regional General Hospital dr. R.Soedjono Selong in improving his service.	0.811			
IV6	With the Public Safety Center (PSC)/Call Center 119 is a change in management related to information in the Emergency Department of Regional General Hospital dr. R.Soedjono Selong	0.780			
			0.910	0.923	0.522



Code	Variable	Outer Loading	Cronbach's Alpha	Composite reliability	AVE
Quality of Service					
KP1	I am always given information by officers before they take action.	0.761			
KP2	Officers arrive to serve on time.	0.702			
KP3	Officers provide information about self-protection equipment.	0.701			
KP4	The officer provides the service with sincerity.	0.727			
KP5	The officer is friendly in my service.	0.696			
KP6	Officers built a relationship with me.	0.726			
KP7	Officers are polite during service.	0.755			
KP8	The officer asked me for permission before doing the service.	0.713			
KP9	The officer provided counseling regarding the complaints I felt.	0.671			
KP10	The officer provided counseling regarding the complaint that I was quick and responded to the complaints I felt.	0.743			
KP11	The officer always asks about the needs related to the complaints I feel.	0.747			
Perceived Values					
PV1	I feel the benefits of it forming Public Safety Center(PSC)/Call Center 119.	0.738	0.787	0.862	0.609
PV2	I am comfortable with the service I have been given since its formation Public Safety Center(PSC)/Call Center 119.	0.817			
PV3	I have felt a lot of convenience since the establishment of the Public Safety Center. (PSC)/Call Center 119.	0.768			
PV4	I get a service that is following the costs I have incurred since the Existence of Public Safety Center (PSC)/Call Center 119.	0.798			
Consumer Satisfaction					
KK1	I am satisfied with the performance of the services in the Emergency Department of Dr.R.Soedjono Selong Regional General Hospital since the establishment of Public Safety Center (PSC)/Call Center 119.	0.737	0.861	0.893	0.544
KK2	Emergency Department of Regional General Hospital dr. R.Soedjono Selong is always innovating to improve its services.	0.736			
KK3	Emergency Department of Regional General Hospital dr. R Soedjono Selong has complete facilities.	0.768			
KK4	Emergency Department of Regional General Hospital dr. R.Soedjono Selong always	0.817			

Code	Variable	Outer Loading	Cronbach's Alpha	Composite reliability	AVE
	provides the best service.				
KK5	I am satisfied to get services at the Emergency Department of the Regional General Hospital dr. R.Soedjono Selong.	0.701			
KK6	I get a lot of benefits from the services I receive at the Emergency Department of Regional General Hospital dr. R.Soedjono Selong.	0.711			
KK7	Emergency Department of Regional General Hospital dr. R.Soedjono Selong provides quality service since the Public Safety Center (PSC)/Call Center 119.	0.687			

2. Structural Model (Inner Model)

After the evaluation of measurements (outer model) is fulfilled, then it is necessary to evaluate the structural model (inner model). The following are the results of the evaluation of structural models in this study.

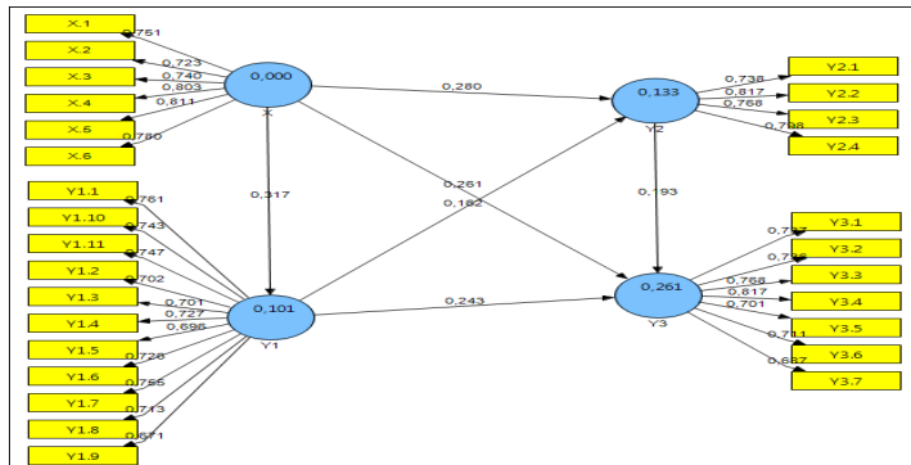


Figure 2 Structural Model (Inner Model)

Obtained the path coefficient or weight of the effect of the Service Innovation variable (IV) on Consumer Satisfaction (KK) is 0.261, the weight of the effect of service quality variable (KP) of 0.243, and the weight of influence of perceived value (PV) variables by 0.193.

The PLS Structural Model can be assessed by looking at the R-Square value of each endogenous variable as the predictive strength of the structural model. Based on the picture above obtained R-Square value of 0.261, meaning that the variation in the value of consumer satisfaction variables can be explained by variations in the value of service innovation, service quality, perceived value is 27%. It is difficult to generalize an acceptable R-Square value as this depends on the complexity of the model and the research discipline. An R^2 value of 0.20 is considered high for disciplines such as consumer behavior (Hair et al., 2014).

Effect size is the absolute value to measure the contribution of a predictor variable to a response variable removed from the model. Changes in R^2 values can be used to see if the effect of exogenous latent variables on endogenous latent variables has a substantive effect. Effect size (F^2) is grouped into three categories: weak (0.02), moderate (0.15), and large (0.35) (Sholihin & Ratmono, 2013).

Table 3. Effect Size Exogenous Latent Variable

Model	Overall R^2	Exclude Variable	R^2 Exclude	F^2	Category
2	0.133	X	0.068	0.075	Kecil
		Y1	0.111	0.025	Kecil
3	0.261	X	0.209	0.070	Kecil
		Y1	0.211	0.068	Kecil
		Y2	0.237	0.032	Kecil

The magnitude of the variable effect size of service innovation, service quality, and perceived value to consumer extinction variables is 0.070, 0.068, and 0.032, respectively, or all categorized as having a small effect size on consumer satisfaction.

Hypothesis Test

If the t-Statistics value is higher than the t-Table value, it means the hypothesis is supported. For a 95 percent (alpha 5%) confidence rate, the t-table value for the two-tailed hypothesis is ≥ 1.96 (Jogiyanto, 2009). The results of structural model testing can be seen in the image below:

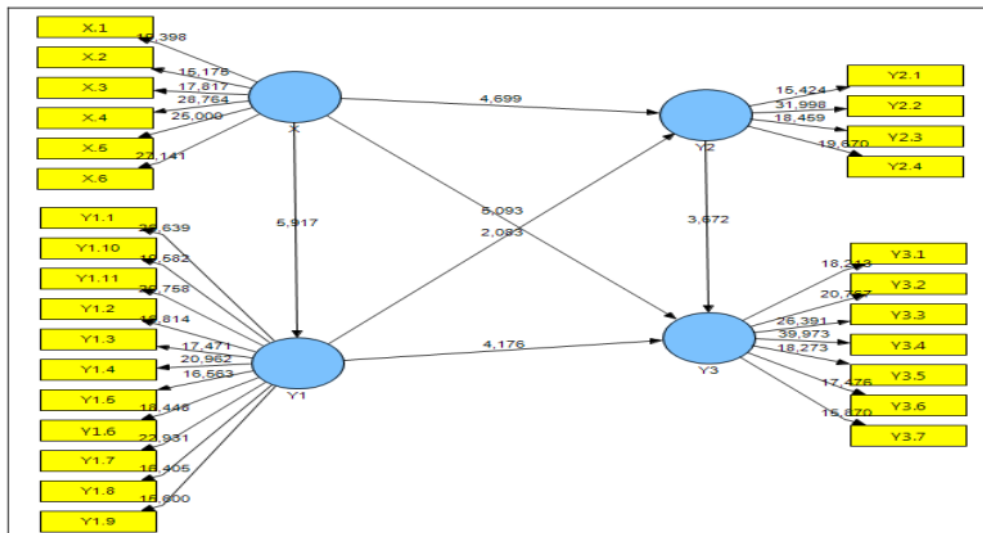


Figure 3. Bootstrapping Resampling Method Output

1. Effect Of Service Innovation, Service Quality, Perceived Value On Consumer Satisfaction

The results of the hypothesis test for H1 obtained a t-calculated value (5,093) > 1.96 so that H1 was received, service innovation had a significant effect on consumer satisfaction. The results of the hypothesis test for H2 obtained a t-calculated value (5,917) > 1.96 so that H2 was accepted, service innovation had a significant effect on the quality of service. The results of the hypothesis test for H3 obtained a t-calculated value (4,699) > 1.96 so that H3 was accepted, service innovation had a significant effect on perceived value. The results of the hypothesis test for H4 obtained a t-calculated value (2,082) >

1.96 so that H4 was received, the quality of service had a significant effect on perceived value. The results of the hypothesis test for H5 obtained a t-count value (4,176) > 1.96 so that H5 is received, the quality of service has a significant effect on consumer satisfaction. The results of the hypothesis test for H6 obtained a t-calculated value (3,672) > 1.96 so that H6 was received, the perceived value had a significant effect on consumer satisfaction.

Table 4 Summary of Hypothesis Test Results

Hypothesis	Effect	t-stat	Decision	Information
H1	$X \rightarrow Y_3$	5,093	H1 Accepted	Significant
H2	$X \rightarrow Y_1$	5,917	H2 Accepted	Significant
H3	$X \rightarrow Y_2$	4,699	H3 Accepted	Significant
H4	$Y_2 \rightarrow Y_1$	2,082	H4 Accepted	Significant
H5	$Y_1 \rightarrow Y_3$	4,176	H5 Accepted	Significant
H6	$Y_2 \rightarrow Y_3$	3,672	H6 Accepted	Significant

2. Quality of Service, Perceived Value Mediates the Influence of Service Innovation and Consumer Satisfaction

In hypothesis 7 test results of the Sobel test showed a value of Z of 2.914 or greater than 1.96 so that H7 was accepted, the weight of indirect influence of service innovation on consumer satisfaction through the mediation of service quality was significant. In other words, the quality of service mediates the influence of service innovation on consumer satisfaction. Hypothesis 8 Sobel test results showed a Z value of 3.422 or greater than 1.96, so H8 was accepted, weighting the indirect influence of service innovation on consumer satisfaction through mediation perceived significant value. In other words, perceived value mediates the effect of service innovation on consumer satisfaction.

Discussion

The findings of this study revealed that the better service innovation carried out, the higher the level of consumer satisfaction at regional general hospitals dr. R.Soedjono Selong, as well as vice versa, the lower the service innovation carried out, the lower the level of consumer satisfaction at regional general hospital dr. R.Soedjono Selong. The dominant indicator of service innovation in this study is the innovation of service products, namely the existence of emergency care centers that provide pick-up services for emergency cases so that the community is facilitated in first aid at the scene to increase life expectancy in patients with emergency cases. This is in line with the statement expressed by Delafrooz et.al (2013) said that service innovation can make consumers very satisfied with the services provided by the company, this happens because the company can provide updates in the delivery of services both from the technology used to serve consumers, improved interaction with consumers needed to maintain communication with consumers and the development of services provided to consumers.

The research findings revealed that both service innovations carried out were able to meet the desires and needs of consumers, especially related to the availability of rooms that consumers could get before they were referred to the Regional General Hospital dr. R.Soedjono Selong. The advantages of this service innovation are expected to be able to instill value for consumers so that consumers indirectly feel the difference obtained after comparing with other hospitals. The results of this study are in line with Kandampully's statement (2002) which states that innovation is the result of thinking by companies that aim to meet all consumer needs. Therefore, innovation efforts will result in the formation of customer value.

Data analysis results on service quality variables are in a good category. Then in statistical testing shows service innovation has a significant influence on the quality of service. This means that the better service innovation carried out, will improve the quality of service in the Emergency Department of

Regional General Hospital dr. R.Soedjono Selong. Responsiveness reflects the accuracy of service providers who are willing to help patients and effective communication. The results of this study show that the Public Safety Center (PSC)/Call Center 119 can provide services that are following the needs and desires of consumers and can meet consumer expectations for the excellence of services provided. The response of service providers is very valuable for consumers, one of which is the invitation service for emergency cases and home care for cases that require special attention that is still at home. This finding is following Hilda's statement (2014) which states that the service innovation strategy is a way or effort to implement breakthroughs or ideas made by service providers to achieve the goals and meet the needs of service recipients and contribute to service users in terms of service quality. Many service providers use innovative strategies in their services to be able to compete with their competitors in improving the quality of their services.

8
The study's findings revealed that perceived value had a significant effect on consumer satisfaction. This means that the better-perceived value received, the higher the level of customer satisfaction of service users in the Emergency Department of Regional General Hospital dr. R.Soedjono Selong. Consumers feel they get a lot of convenience and benefits where this can be a value for consumers in the Emergency Department of Regional General Hospital dr. R.Soedjono Selong. This study proves the results of previous research conducted by Wu (2014) said that the increase in perceived value then results in consumer satisfaction based on a positive relationship between perceived value and consumer satisfaction. It can be said that when the value felt by consumers is good automatically the consumer will feel satisfied (Athar, et al., 2021). So that consumer satisfaction is felt high because of the value felt during getting services.

2
The results of the data analysis showed that the quality of service had a significant effect on consumer satisfaction. This means that the better the quality of service, the higher the level of customer satisfaction of service recipients in the Emergency Department of Regional General Hospital dr. R.Soedjono Selong. Vice versa, if the quality of service is lower then the lower the level of consumer satisfaction. Indicators of service quality consist of physical evidence (tangible), assurance, reliability (reliability), empathy (empathy), responsiveness, where the consumer response of service users in the Emergency Department of Regional General Hospital dr. R.Soedjono against the five indicators is in a good category. The most dominant is empathy where this indicator assesses the consumer's response in assessing the decency of officers when performing services. The ethics of officers when providing services is very important in providing services such as: friendly in serving, fostering trusting relationships, being polite, always asking permission before taking action, fast and responsive in responding to complaints expressed, and asking about the needs related to complaints that are felt is a competence that has been owned by officers in the Emergency Installation of Regional General Hospital dr. R.Soedjono Selong.

11
This is in line with research conducted by Mulyaningsih and Suasana (2016) stated that providing good quality service will create satisfaction for its customers. This is supported by research conducted by Kurniawan (2012) said that physical affection (tangible) has a positive influence on consumer satisfaction. If the service has good physical affection, then consumer satisfaction will increase.

Quality of service and perceived value were found to significantly mediate the relationship between service innovation and consumer satisfaction. This means that the better service innovation is carried out, the higher the level of customer satisfaction if the quality of service and perceived value received by consumers is also good.

Conclusion

This research generates theoretical impacts from the relationship of four variables: service innovation, service quality, perceived value, and consumer satisfaction. Where the quality of service and

perceived value can mediate the relationship between service innovation and consumer satisfaction. The findings are in line with research conducted by Suariedewi (2016) which only uses three variables, namely: perceived value, quality of service, and customer satisfaction. Perceived value can mediate the relationship between service quality and consumer satisfaction.

This research modifies the application of consumer behavior theory and explores the influence of service innovation, service quality, perceived value in the context of consumer satisfaction. This study provides empirical evidence related to the influence of service innovation on government-owned hospitals. Service innovation in this context is Public Safety Center (PSC)/Call Center 119, service innovation has a significant influence on consumer satisfaction, service quality, and perceived value. This service innovation can answer the needs and desires of consumers of service users in the Emergency Department of Regional General Hospital dr. R.Soedjono Selong.

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