

ANALYSIS OF THE EFFECT OF SERVICE QUALITY AND PRICE ON LOYALTY THROUGH CUSTOMER SATISFACTION "
(Study in Traditional Therapy Clinic Bioenergy Solution Center in Rawamangun)

1st Kanah, 2nd Ir. Ginanjar Syamsuar, ME,
Sekolah Tinggi Ilmu Ekonomi Indonesia, Jakarta
Rusun Tambora III Blok C Lantai IV No.03
Jakarta Barat
kanah488@gmail.com, ginanjar.syamsuar@stei.ac.id

Abstract - *The results of this study prove that: Service quality affects customer satisfaction by 36.3%. Price has an effect on customer satisfaction by 39.2%. Customer satisfaction has an effect on loyalty by 25.8%. In terms of service quality coefficient and price has a significant effect on loyalty through customer satisfaction, while service quality has no direct effect on loyalty significantly. So to increase customer loyalty the clinic must first improve the quality of service.*

The purpose of this study was to analyze the effect of service quality and price on loyalty through customer satisfaction as an intervening variable (the case for customers of the traditional therapy clinic Bioenergy Solution Center in Rawamangun).

The population in this study were customers who came to therapy or went to the traditional therapy clinic of Bioenergy Solution Center in Rawamangun.

The sampling technique used was the probability sampling method, the sample size was determined using the MOE formula because the population was large and it was not known with certainty, the number of samples that could represent the population was 97, and was drawn to 100 people. This study uses path analysis techniques with SPSS version 26.0

Keywords: *Service Quality, Price, Loyalty, Customer Satisfaction*

Abstrak– Tujuan penelitian ini adalah untuk menganalisis pengaruh kualitas pelayanan dan harga terhadap loyalitas melalui kepuasan pelanggan sebagai variabel intervening (kasus pada pelanggan klinik terapi tradisional Bioenergy Solution Center Di Rawamangun).

Populasi dalam penelitian ini adalah pelanggan yang datang terapi atau berobat ke klinik terapi tradisional Bioenergy Solution Center Di Rawamangun.

Teknik pengambilan sampel yang digunakan adalah metode probability sampling besar sampel di tentukan dengan menggunakan rumus MOE karna jumlah populasi berukuran besar dan tidak di ketahui secara pasti maka jumlah sampel yang dapat mewakili populasi sebanyak 97,dan di tarik menjadi 100 orang. penelitian ini menggunakan teknik analisis jalur atau path analysis dengan SPSS versi 26.0

Hasil dari penelitian ini membuktikan bahwa :Kualitas pelayanan berpengaruh terhadap kepuasan pelanggan sebesar 36,3%. Harga berpengaruh terhadap kepuasan pelanggan sebesar 39,2 %.kepuasan pelanggan berpengaruh terhadap loyalitas sebesar 25,8%.Secara koefisien kualitas pelayanan dan harga berpengaruh signifikan terhadap loyalitas melalui kepuasan pelanggan, sedangkan kualitas pelayanan memiliki pengaruh tidak langsung terhadap loyalitas secara signifikan. Maka untuk meningkatkan Loyalitas Pelanggan klinik harus meningkatkan kualitas pelayanan terlebih dahulu

Kata kunci : Kualitas Pelayanan, Harga, Loyalitas, Kepuasan Pelanggan

I. PRELIMINARY

Health is one of the basic needs for the sustainability of human life in addition to other needs such as food, shelter and education, because only in a healthy state can humans live, grow and develop, work and apply their ideas well. To obtain optimal health, people recognize two types of health services, namely modern medical health services and alternative or traditional health services. Medical health service is a type of treatment that uses mass-produced equipment and drugs. Meanwhile, alternative or traditional health services are health services with a community cultural background

The relationship between service quality and customer satisfaction has a very positive effect, service quality is very important to note, because the services provided will be assessed by customers, so that customers have various impressions according to the services provided. If the quality of the services provided is in accordance with the wishes of the customer, it will result in a high sense of satisfaction. Meanwhile, if the quality of service provided is poor, the customer is not satisfied. Therefore, service quality greatly affects customer satisfaction

Established in 2016, the Bioenergy Solution Center always strives to achieve 100% customer satisfaction (internal or external), this is reflected in our services that are committed to be a bioenergy therapy solution for the community. The Bioenergy Solution Center will periodically continue to innovate, improve quality and ensure healing for customers who come to every service session provided.

Bioenergy Solution Center (BioSCent) is a startup company that provides bioenergy-based solutions to everyday challenges that cannot be solved by conventional methods.

Based on the background of the problems described above, the authors are interested in researching "The Effect of Product Quality and After Sales Service on Loyalty Mediated by Customer Satisfaction at PT. Quantum Core Accuracy"

1.1. Formulation of the problem

Based on the above background, the problems that become the problem formulation in this study are:

1. Does service quality have a direct effect on customer satisfaction at the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun?
2. Does price have a direct effect on customer satisfaction at the Bioenergy Traditional Therapy Solution Center in Rawamangun?
3. Does service quality have a direct effect on customer loyalty at the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun?
4. Does price have a direct effect on customer loyalty at the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun?
5. Does customer satisfaction have a direct effect on loyalty at the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun?
6. Does service quality have a direct effect on loyalty through customer satisfaction at the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun?
7. Does price have a direct effect on loyalty through customer satisfaction at the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun?

1.2. Research purposes

In accordance with the background and problem formulation above, the objectives in conducting this research are:

1. To find out how much the direct influence of service quality on customer satisfaction at the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun?

2. To find out how much the direct effect of price on customer satisfaction at the Traditional Therapy Clinic Bioenergy Solution Center in Rawamangun?
3. To find out how big the direct influence of service quality is on customer loyalty at the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun?
4. To find out how much the direct effect of price on customer loyalty at the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun?
5. To find out how much direct influence customer satisfaction has on customer loyalty at the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun?
6. To find out how much direct influence the quality of service has on loyalty through customer satisfaction at the Traditional Therapy Clinic Bioenergy Solution Center in Rawamangun?
7. To find out how big the direct effect of price is on loyalty through customer satisfaction at the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun?

II. LITERATURE REVIEW

2.1. Marketing

Marketing is an activity that is very important in the economy. In today's conditions without marketing it will be difficult to achieve satisfying goals. Knowledge about marketing is important and is needed when the company experiences a decline in sales volume, slow company growth, changing consumer buying patterns and increased competition.

2.2. Marketing Services

According to Kotler in Hurriyati (2015: 27) Services are any action or performance offered by one party to another which is in principle intangible and does not cause transfer of ownership. Based on the above definition, it can be concluded that service marketing is all activities and actions that can only be felt to meet the needs and desires of consumers that do not cause transfer of ownership. The service sector is different from manufacturing, in which services have characteristics that are also very different from baran

2.3. Service quality

One of the ways to improve relationships with customers is to provide consistent quality service at every opportunity and also provide superior service than its competitors. The word " quality " contains many definitions and meanings of these definitions depending on the type of goods or services purchased by the customer and is a characteristic of the attractiveness used in sales

According to Tjiptono, (2017: 90) defines service quality as reflecting the comparison between the level of service delivered by the company compared to customer expectations.

2.4. Price

According to Kotler and Armstrong in Ari defines price as the amount of money asked to get a product or service. Historically, price has been the main factor influencing a buyer's choice. In his book, Ari states that pricing is the most important and complex part of marketing management. On the one hand pricing is a very critical strategic element, important in the marketing mix because it defines perceptions of quality, and is thus an important contributor to product promotion.

2.5. Customer satisfaction

According to Tjiptono (2015: 23), customer satisfaction is a feeling of pleasure or disappointment that someone gets from comparing the performance or perceived product results and expectations. From the definition it can be concluded that customer satisfaction

can be felt by customers depending on the performance of the product or service that is felt or received by the customer as a material to evaluate this performance so that the indirect effect of customer satisfaction is the profit / profit obtained by the company. Increasing customer satisfaction is needed in an increasingly sharp market competition. Therefore, many companies will always try to monitor customer satisfaction which greatly affects the level of customer loyalty and profitability.

2.6. Customer loyalty

According to Sheth and Mitta in Fandy Tjiptono (2015: 211), customer loyalty is a customer's commitment to a brand, store or supplier, based on a very positive attitude and is reflected in consistent repeat purchases.

2.7. Relationship Between Research Variables

2.7.1. The Effect of Service Quality on Customer Satisfaction

At this time consumers or customers do not only see the quality of services to provide satisfaction, but the quality of service is currently important for consumers to services provided by the service to them. Service quality must begin by identifying customer needs and wants which are poured into customer expectations and the final assessment provided by the customer through the information received by the company. So that companies are competing to provide good quality service for customers and consumers.

The quality of service perceived by customers will determine customer perceptions of performance, which in turn will have an impact on customer satisfaction (Tjiptono and Chandra, 2017: 89).

Good service quality will be seen as a tool to gain competitive advantage in order to foster customer satisfaction which provides benefits for users who experience the services provided by the company to its customers.

In the long term, this kind of bonding will allow the company to carefully understand customer expectations and their needs. Thus, the company can increase customer satisfaction where the company maximizes a satisfying customer experience.

2.7.2 The Effect of Service Quality on Customer Loyalty

In order to achieve sustainable excellence related to customer expectations, service quality is a major part of the company's strategy. A good company reputation can be achieved if the services provided by a therapist or employee in every job performed can provide services according to customer needs.

If the quality of service received by consumers or customers is better or the same as what he imagines, then he will tend to try again (Alma, 2016: 282). This condition is a requirement for a company to be able to maintain its existence in an industry, or even be able to build a sustainable competitive advantage.

Customers who are satisfied with the services provided by the company can provide a sense of loyalty or loyalty to continue making transactions with these service users.

2.7.3 The Effect of Price on Customer Satisfaction

Price is the only marketing element that provides income or income for the company (Fandy Tjiptono in Ummul Habibah, 2016).

Price is the amount of money billed for a product and service or the amount of value exchanged by customers to benefit from owning or using a product or service (Kotler and Armstrong, 2009)

According to Fandy Tjiptono (2015: 16), customer satisfaction is a key concept in contemporary marketing theory and practice. In the marketing philosophy, for example, customer satisfaction is seen as the main element that determines the success of a marketing organization, both business and non-profit organizations. Fulfilling customer satisfaction is believed to be a vehicle for realizing organizational goals. From the definition of the

experts above, it can be concluded that the price is the amount of value for money offered to replace customer satisfaction.

2.7.4. Effect of Price on Customer Loyalty

Price is the only marketing element that provides income or income for the company (Fandy Tjiptono in Ummul Habibah, 2016).

Price is the amount of money billed for a product and service or the amount of value exchanged by customers to benefit from owning or using a product or service (Kotler and Armstrong, 2009). offered to replace a service and satisfaction so that customers become loyal

According to Sheth and Mitta in Fandy Tjiptono (2015: 211), customer loyalty is a customer commitment to a brand, store or supplier, based on a very positive attitude and is reflected in consistent repeat purchases.

Building customer loyalty will provide many benefits for the company in the future. Loyalty can be realized through satisfaction by establishing good quality service in the community, providing quality prices, and maintaining customer satisfaction by creating customer loyalty which will strengthen good relationships and cooperation between the company and customers for the long term.

2.7.5. The Effect of Customer Satisfaction on Customer Loyalty

Customer or customer satisfaction is defined as a condition for the fulfillment of the needs, wants and expectations of consumers or customers for a product and service. Satisfied consumers use these services continuously, encourage consumers to be loyal to these products and services and are happy to promote these products and services by word of mouth (Yuniarti, 2015: 233).

Companies that have good service quality and good service quality can cause a sense of customer satisfaction. When customers get their own sense of satisfaction with the services provided by the company, the customers will use these services repeatedly. Loyalty is formed when customers feel satisfaction with the services provided by the company and when consumers or customers feel their wants and needs have been met by the company.

2.8 Hypothesis Development

Hypotheses are temporary answers to research results or they are said to be temporary because the answers given are only based on relevant theories, not based on empirical facts obtained through data collection. The research hypothesis is using qualitative data with a qualitative approach, with the hypothesis:

1. It is suspected that there is a direct influence between service quality and customer satisfaction at the traditional bioenergy solution center clinic customers in Rawamangun.
2. It is suspected that there is a direct influence between service quality and customer loyalty to customers of the traditional bioenergy solution center clinic in Rawamangun.
3. It is suspected that there is a direct influence between price and customer satisfaction in the traditional therapy clinic customers of bioenergy solution center in Rawamangun.
4. It is suspected that there is a direct influence between price and customer loyalty in the traditional bioenergy solution center clinic customers in Rawamangun.
5. It is suspected that there is a direct influence between customer satisfaction and customer loyalty in the traditional therapy clinic of bioenergy solution center in Rawamangun.
6. It is suspected that there is an indirect influence between service quality and loyalty through customer satisfaction in the traditional therapy clinic of bioenergy solution center in Rawamangun.

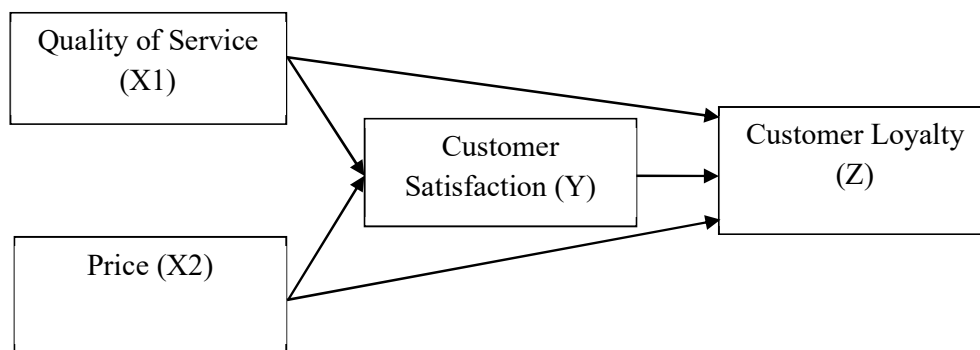
7. It is suspected that there is an indirect effect between price and loyalty through customer satisfaction in the traditional therapy bioenergy solution center customers in Rawamangun.

2.8 Research Conceptual Framework

2.8.1 Identification of research variables

The variables of this study have two disclosure models, namely associative related to independent variables and causal relationship models related to exogenous and endogenous variables. Exogenous variables are all variables for which there are no explicit causes or in the diagram there are no arrows pointing towards it, other than the measurement error section. Meanwhile, endogenous variables are variables that have arrows leading to these variables. The exogenous variables are service quality (X1), price (X2), while the endogenous variables, namely satisfaction (Y) and customer loyalty (Z) can be described in the research paradigm below:

Figure 2.1 Conceptual Framework



2.8.2. A conceptual description of a variable

Service quality reflects the comparison between the level of service delivered by the company and customer expectations. Service quality is realized through fulfilling the needs and desires of customers as well as the accuracy of delivery in balancing or exceeding customer expectations (Tjiptono and Chandra, 2017: 90).

Price is the only marketing element that provides income or income for the company (Fandy Tjiptono in Ummul Habibah, 2016).

Price is the amount of money that is charged for a product and service or the amount of value exchanged by customers to benefit from owning or using a product or service (Kotler and Amstrong, 2009). From the definition of the experts above, it can be concluded that price is a number of values. money offered to replace the ownership rights of a good and service to another party.

According to Fandy Tjiptono (2015: 16), customer satisfaction is a key concept in contemporary marketing theory and practice. In the marketing philosophy, for example, customer satisfaction is seen as the main element that determines the success of a marketing organization, both business and non-profit organizations. Fulfilling customer satisfaction is believed to be a vehicle for realizing organizational goals.

According to Sheth and Mitta in Fandy Tjiptono (2015: 211), customer loyalty is a customer commitment to a brand, store or supplier, based on a very positive attitude and is reflected in consistent repeat purchases.

Building customer loyalty will provide many benefits for the company in the future. Loyalty can be realized through satisfaction by establishing good quality service in the community, providing quality prices, and maintaining customer satisfaction by creating customer loyalty which will strengthen good relationships and cooperation between the company and customers for the long term.

III. RESEARCH METHOD

3.1. Research Strategy

The strategy used in this research is descriptive associative strategy. The associative strategy according to Sugiyono (2012: 11) is to determine the effect between two or more variables where in this study there are 4 variables, namely 2 exogenous variables and 2 endogenous variables, where the exogenous variables are service quality (X1) and price (X2) while the endogenous variables are customer satisfaction (Y) and customer loyalty (Z). Descriptive according to Sugiyono (2016: 23) is a problem formulation relating to the question of the existence of independent variables, either only on one or more variables.

3.2. Population and Sample Research

According to Sugiyono (2014: 80), population is a generalization area consisting of subjects or objects that have certain characteristics and qualities that are determined by researchers to be studied and conclusions can be drawn. In this study the population is new customers or customers who have come and come back to the Traditional Therapy Clinic in Rawamangun. The number is not known, therefore the researchers used the MOE formula and withdrew the number as many as 100 people. The research was carried out at the Bioenergy Solution Traditional Therapy Clinic. Center in Rawamangun at Jl.Tongkol No. 1A, Rawamangun, East Jakarta

In this study, the population taken was large and the number was not known with certainty, so the MOE (Margin Of Error) formula was used.

$$n = \frac{z^2}{4(\text{moe})^2}$$
$$n = \frac{1,96^2}{4(0,1)^2}$$
$$n = 96,04 \text{ atau } 97$$

Information :

n = Number of Samples

z = Z value with a certain level of confidence. In this research level
The confidence used is 95%. So that the value of Z = 1.96

moe = margin of error or the maximum error that can be tolerated (in
this research is 10%)

After conducting research using probability sampling, the number of samples that can represent a total population of 97 customers or 100 customers.

3.3. Data Analysis Methods

3.3.1. Data Processing Methods

In this study, researchers processed data using a computer with version 26 of the Statistical Program for Science (SPSS). This is done in order to make it easier to process statistical data more quickly and accurately.

3.3.2 Data Presentation Methods

In this study, the researcher presented the data in tabular form to make it easier for researchers to analyze and understand the data, so that the data presented was more systematic.

3.3.3 Statistical Analysis of Data

Statistical analysis of the data used in this study is path analysis. In this path analysis, the effect of exogenous variables on endogenous variables can be in the form of direct and indirect effects or (direct and indirect effects), or in other words, path analysis takes into account the direct and indirect effects. Systematically, path analysis follows a structural model pattern. Structural equation or also called a structural model, where each

endogenous variable (Y) is uniquely determined by a set of exogenous variables (X). In this study the endogenous variables are customer satisfaction (Y) and customer loyalty (Z), while the exogenous variables are Service Quality (X1) and Price (X2). Furthermore, the path analysis equation can be seen in the figure below:

Figure 3.1
Structural Equation Path Diagram Model 1

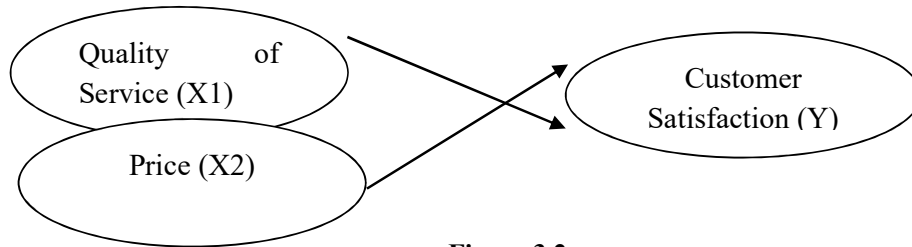
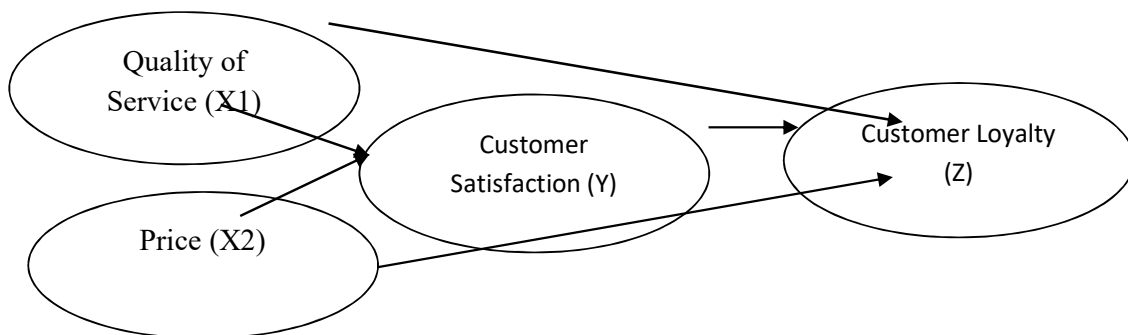


Figure 3.2

Structural Equation Path Diagram Model 2



The path above consists of 2 structural equations, namely where X1 and X2 is an exogenous variable, meanwhile Y and Z are endogenous variables. The structural equation formula can be seen below:

- Structural equation 1
 $Y = \beta_{yx_1} X_1 + \beta_{yx_2} X_2 + \beta_e$
- Structural equation 2
 $Z = \beta_{zx_1} X_1 + \beta_{zx_2} X_2 + \beta_{zy} Y + \beta_e$

Information :

- β = Path coefficient
- X1 = Quality of Service
- X2 = Price
- Y = Customer Satisfaction
- Z = Customer Loyalty
- e1 and e2 = Error

3.4. Hypothesis test

Hypothesis testing is often used to explain the direction of the relationship between the independent and dependent variables. This testing is done using path analysis or a model that has been created. The results of the correlation between constructs were measured by looking at the path coefficients and their significance level. then then will be

compared with the research hypothesis. To see the results of hypothesis testing simultaneously the Path coefficient is used to determine how much the value of each path coefficient is.

A hypothesis can be accepted or rejected, by looking at the statistics that can be calculated through the level of significance, the statistical significance level used in this study is 10% with a confidence level of 0.05 to reject a hypothesis. p-value or probability value, that is, with a value that shows the opportunity for generalizable data in the population, that is, with a correct decision the value is 95% and the probability of a wrong decision is 5%.

1. Effect of X1 on Y
Ho: $\gamma_{1x1} = 0 \beta$ (There is no significant direct effect quality of service to customer satisfaction)
Ha: $\gamma_{1x1} \neq 0 \beta$ (There is a significant direct effect quality of service to customer satisfaction)
2. Effect of X2 on Y
Ho: $\gamma_{1x2} = 0 \beta$ (There is no significant direct effect price to customer satisfaction)
Ha: $\gamma_{1x2} \neq 0 \beta$ (There is a significant direct effect price to customer satisfaction)
3. Effect of X1 on Z
Ho: $\gamma_{2x1} = 0 \beta$ (There is no significant direct effect quality of service to customer loyalty)
Ha: $\gamma_{2x1} \neq 0 \beta$ (There is a significant direct effect quality of service to customer loyalty)
4. Effect of X2 on Z
Ho: $\gamma_{2x2} = 0 \beta$ (There is no significant direct effect price to customer loyalty)
Ha: $\gamma_{2x2} \neq 0 \beta$ (There is a significant direct effect price to customer loyalty)
5. Effect of Y on Z
Ho: $\beta_{y_2y_1} = 0$ (There is no significant direct effect customer satisfaction with customer loyalty)
Ha: $\beta_{y_2y_1} \neq 0 \beta$ (There is a direct and significant effect customer satisfaction with customer loyalty)

To test the direct and indirect effects of exogenous and endogenous variables, it can be seen in the following criteria:

1. Ho is rejected and Ha is accepted, if significant $t < 0.05$
2. Ho is rejected and Ha is accepted, if significant $t > 0.05$

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

Health is a basic right that must be fulfilled in social life. Patients have the right to health care. The right to get health services is a form of fulfillment of human rights (HAM) in the health sector.¹ The community makes various efforts in order to achieve a good health degree through traditional and modern medicine. Before getting to know modern medicine, the Indonesian people had health knowledge for traditional treatment of diseases

The Bioenergy Solution Center Traditional Therapy Clinic serves a variety of medical and non-medical ailments by using skills and thinking, as well as opening services for people who are interested in becoming a therapist. The prices given are relative ranging from 100,000 to 3.5 million but may also not pay a fee if the customer cannot be treated

for various reasons or various factors because basically there are patients who cannot be treated with bioenergy. customers or patients who come from the age of 18 to the elderly

4.2. Overview of Respondents

4.2.1. Grouping of respondents based on gender

Table 4.1

Grouping of respondents based on gender

No.	Gender	total	Percentage%
1	Male	51	0.51
2	Women	49	0.49
		100	100

Source: Primary data that has been processed in 2020

From the data table 4.1 the total number of respondents is 100 people with a percentage, 51% are male-dominated and the remaining 49% are female respondents.

4.2.2. Age grouping of respondents

Table 4.2

Grouping by age

No.	Age	total	Percentage%
1	17-24 years	20	0.20
2	25-35 years	31	0.31
3	36-45 years	29	0.29
4	46-55 Year	18	0.18
5	> 56 years	2	0.02
		100	100

Source: Primary data that has been processed in 2020

From the data table 4.2 the total number of respondents is 100 people with a percentage, 0.20 or (20%), aged 17-24 years and for ages 25-35 years of 0.31 or (31%), and 36-45 years. 0.29 or (29%) and 46-55 years as much as 0.18 or (18%), and 0.02 or (2%) of those over 55 years old. So the most data comes from respondents aged 25-35 years .

4.2.3. Grouping of respondents based on occupation

Table 4.3

Respondent grouping by type of work

No.	Profession	total	Percentage%
1	General employees	37	0.37
2	Student / Student	21	0.21
3	Entrepreneur	14	0.14
4	Housewife	14	0.14
5	Others	14	0.14
		100	100

Source: data that has been processed in 2020

From the data table 4.3, the total number of respondents is 100 people. The largest number of respondents was dominated by private employees, namely 0.37 or (37%) and the second largest number of respondents were students at 0.21 or (21%), the rest were entrepreneurs, housewives and others of 0.14. or (14%).

4.2.4. Grouping based on visiting frequency

Table 4.4

Grouping based on visiting frequency

No.	Frequency	total	Percentage%
1	1-2 times	36	0.36

2	2-3 times	34	0.34
3	3-4 times	20	0.20
4	4-5 times	10	0.10
5	> 5 times	0	0
		100	100

Source: data that has been processed in 2020

From table 4.4 the total number of respondents is 100 people. The largest number of respondents was dominated by the frequency of visiting 1-2 times as much as 0.36 or 36%, and the second highest in the frequency of visiting 2-3 times as much as 0.34 or (34%) the remaining 3-4 times 0.20 or (20 %) and 4-5 times as much as 0.10 or (10%) and no one visited more than 5 times.

4.3 Statistical Analysis of Data

4.3.1 Instrument Test Results

1. Instrument Validity Test Results

This validity test is used to determine whether or not a statement instrument is given to respondents. The questionnaire instrument was given to 100 respondents who came to visit the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun. Testing using the help of the SPSS version 26.0 program. with a validity level value of 0.30.

The following is a table of data processing results for all statements in the service quality instrument which consists of 5 statement items as follows:

Table 4.5
Instrument validity per item for service quality (X1)

Quality of Service (X1)			
No.	R count	Level of validity	Result
1	0.384	0.30	Valid
2	0.607	0.30	Valid
3	0.680	0.30	Valid
4	0.600	0.30	Valid
5	0.480	0.30	Valid

The following is a table of data processing results for all statements in the service quality instrument which consists of 3 statement items as follows:

Table 4.6
Instrument validity per item for Price (X2)

Price (X2)			
No.	R count	Validity	Result
1	0.728	0.30	Valid
2	0.694	0.30	Valid
3	0.701	0.30	Valid

The following is a table of data processing results for all statements in the service quality instrument which consists of 3 statement items as follows:

Table 4.7
Instrument validity per item for Customer Satisfaction (Y)

Customer Satisfaction (Y)			
No.	R count	Validity	Result
1	0.807	0.30	Valid
2	0.670	0.30	Valid
3	0.758	0.30	Valid

The following is a table of data processing results for all statements in the customer loyalty instrument which consists of 4 statement items as follows:

Table 4.8
Instrument validity per item for Customer Loyalty (Z)

Customer Loyalty (Z)			
No.	R count	Validity	Result
1	0.675	0.30	Valid
2	0.820	0.30	Valid
3	0.700	0.30	Valid
4	0.809	0.30	Valid

2. Reliability Test Results

Table 4.9
Reliable Test Results

Variable	<i>Alpha Cronbach</i>	Result
Service quality	0.702	Reliable
Price	0.777	Reliable
Customer satisfaction	0.798	Reliable
Customer loyalty	0.799	Reliable

Source: SPSS version 26 (2020) data processing results.

4.3.2. Results of Data Statistical Analysis

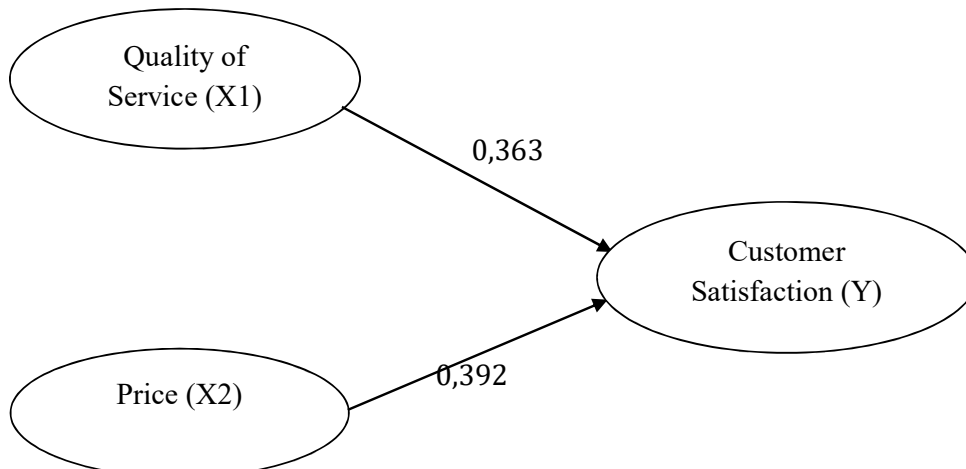
To answer the main problem in this research, it can be done by determining the path diagram based on the variable relationship paradigm as follows:

1. Structural Equations 1

$$Y = \beta_1 X_1 + \beta_2 X_2 + e$$

Information : β = Path Coefficient
 X_1 = Quality of Service
 X_2 = Price
 Y = Satisfaction Customer
 e = Error

Figure 4.1
Results of the Structural Equation Path Diagram Model 1



Model path coefficient 1

1. Referring to the regression output model 1 in the "Coefficients" table, it can be seen that the significant value of the two variables, namely $X_1 = 0,000$ and $X_2 = 0,000$ is less than 0.05. This result concludes that regression model 1, namely variable X_1 and X_2 has a significant effect on Y .
2. The amount of the R Square value contained in the "Model Summary" table is 0.389, this shows that the contribution of the influence of X_1 and X_2 to Y is 38.9% while the remaining 61.1% is the contribution of other variables not input into research. meanwhile for value e_1 can be found with the formula $e_1 = (1-0.389) = 0.7816.\sqrt{\quad}$

2. Structural Equations 2

$$Z = z_{x1} X_1 + z_{x2} X_2 + z_{y1} Y + \beta\beta\beta e_2$$

- Information :
- β = Path Coefficient
 - X_1 = Quality of Service
 - X_2 = Price
 - Y = Kepuasan Customers
 - Z = LCustomer quality
 - e = Errorr

Figure 4.2.
Structural Equation Path Diagram Results 2



Path coefficient of model II

1. Based on the output of regression model II in the Coefficients section, it is known that the significant value of the three variables, namely $X_1 = 0.005$ $X_2 = 0.000$ and $Y = 0.006$ is less than 0.05. These results conclude that regression model II, namely variables X_1 , X_2 , and Y have a significant effect on Z .
2. The amount of the R Square value found in the Model Summary table is 0.497, this indicates that the contribution of X_1 , X_2 and Y to Z is 49.7% while the remaining 50.3% is the contribution of the variables that are not examined. while for value $e_2 = = 0.7092.\sqrt{(1 - 0,497)}$

4.4. Direct and Indirect Hypothesis Test Results

1. Analysis of the effect of X1 on Y: from the above analysis, the significant value of X1 is $0.000 < 0.05$. So it can be concluded that there is a significant effect of X1 on Y directly.
2. Analysis of the effect of X2 on Y: from the above analysis, the significant value of X2 is $0.000 < 0.05$. So it can be concluded that there is a significant effect of X2 on Y directly.
3. Analysis of the effect of X1 on Z: from the above analysis, the significant value of X1 is $0.005 < 0.05$. So it can be concluded that there is a direct significant effect of X1 on Z.
4. Analysis of the influence of X2 to Z: from the above analysis, the significant value of X2 is $0.000 < 0.05$. So it can be concluded that there is a direct significant effect of X2 on Z.
5. Analysis of the effect of Y on Z: from the above analysis, the Y significant value is $0.006 < 0.05$. So it can be concluded that there is a direct significant effect of Y on Z.
6. Analysis of the influence of X1 through Y to Z: it is known that the direct effect of X1 on Y is 0.244. While the indirect effect of X1 through Y on Z is the multiplication of the beta value of X1 to Y and the beta value of Y to Z, namely: $0.363 \cdot 0.258 = 0.093$. Then the total effect given by X1 to Z is: $0.244 + 0.093 = 0.337$. Based on the results of the above calculations, it is known that the value of the direct effect is 0.244 and the indirect effect is 0.093, which means that the value of the direct effect is smaller than the value of the indirect effect. This result shows that indirectly X1 through Y has a significant effect on Z. $\times +$
7. Analysis of the influence of X2 through Y on Z: it is known that the direct effect X2 on Z is 0.373. While the indirect effect of X2 through Y on Z is the multiplication of the beta value X2 to Y and the beta value of Y to Z, namely: $0.392 \cdot 0.258 = 0.101$. Then the total effect given by X2 to Z is the direct effect plus the indirect effect, namely: $0.373 + 0.101 = 0.474$. Based on the results of the above calculations, the direct effect value is 0.373 and the indirect effect is 0.101, which means that the indirect effect is greater than the direct effect value. These results indicate that indirectly X2 through Y on Z has a significant effect on Z. $\times +$

4.5.1 Discussion result

From the results of the research I did at the place where I worked, namely the Traditional Therapy Clinic Bioenergy Solution Center which is located on Jalan Tongkol No. 1A RT 001 RW 005, Rawamangun, East Jakarta 13220. Can not be separated from customer satisfaction and customer loyalty who are satisfied with our performance at the Bioenergy Solution Center Traditional Therapy Clinic, so they are interested in re-therapy and they recommend it to their relatives and friends.

The clinic which was started by Mr. Irwan Effendi in 2016 is assisted by 2 employees and his children. This therapy is done at home which is designed by him with a comfortable concept for therapy. equipped with the ability of a therapist who has passed the examination as a therapist and other factors such as a large parking area, other facilities such as a comfortable therapeutic bed, full ac room, a comfortable waiting room, and other supporting facilities. In addition, the Traditional Therapy Clinic Bioenergy Solution Center also promises accuracy of service and speed of service, besides this traditional therapy clinic is open during working hours from 9:00 am to 17:00 pm, but it can also be according to appointment, which time is more flexible. And the ability of the therapist is not in doubt.

I conducted a survey by giving a questionnaire to every customer who came to support what things made them satisfied to do therapy at our place, because we realized the price we offered was also a support for whether the customer would return to therapy at our place. and for almost 3 months I had 100 customers who came.

In terms of prices we offer starting from Rp. 400,000- Rp. 3,000,000 all of that is in accordance with the level of difficulty and disease experienced, for common ailments such as gout, cholesterol, headaches, diabetes, eye minus, high blood pressure, tonsils, Heart disease, gastric disease and other minor diseases are priced at Rp. 400,000 for one therapy session with a total of 45 minutes of therapy. And for therapy that requires special or repeated therapy, it is in the price range which is quite expensive, range of Rp. 700,000 - Rp. 1,200,000 such as cancer, fractures, height gain, X-shaped or O-shaped legs, benign tumors, mild scoliosis, lordosis, kyphosis, various bone problems and others. there is also aesthetic therapy starting from Rp. 100,000 - Rp. 3,000. 000 is like sharpening the nose, tightening the skin, removing fat and other things. For the price we offer is directly proportional to the quality we provide. even though it is not uncommon in one day there are always at least 2 customers coming and at most up to 5 people or even more. With various diseases and from various cities. Some even come from outside the city. but also sometimes there may be no customers who come at once. But that is on certain days such as old dates or holidays where everyone has time to gather with family. Even so, it is not uncommon in one day that there are always at least 2 customers coming and at most up to 5 people or even more. With various diseases and from various cities. Some even come from outside the city. but also sometimes there may be no customers who come at once. But that is on certain days such as old dates or holidays where everyone has time to gather with family. even though it is not uncommon in one day there are always at least 2 customers coming and at most up to 5 people or even more. With various diseases and from various cities. Some even come from outside the city. but also sometimes there may be no customers who come at once. But that is on certain days such as old dates or holidays where everyone has time to gather with family.

For general illnesses, usually men and women around the age of 30-45 years, while for special illnesses who usually come are customers who are around 35-45 years of age and above, but some are around 28 years old ,, usually dominated by a customers who will register with the police or military to increase their height. Then dominated by aesthetic customers who are often attracted by women and mothers. Aesthetic therapy that is often of interest is tightening the skin and removing fat.

But sometimes there are also customers who come just to consult, usually consultations about the price and how long the therapy will take.

Although there are quite a lot of competitor therapy clinics and the public is not familiar with the traditional therapy clinic bioenergy solution center, there are many reasons why customers prefer treatment or prefer traditional medicine like our traditional therapy clinic, because more or less customers feel tired of going back and forth to the hospital. but there are also no results, there are also customers who are lazy to take medicine, some even feel hopeless, some feel quickly recovered with traditional therapy, some are just curious about therapy, and there are many supporting factors other.

Although not all diseases or complaints we can do with therapy, we still try to provide the best solutions for customers and we try our best in doing therapy.

V. CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of data processing and the results of the discussion above, the authors draw the following conclusions:

That the quality of service provided by the traditional bioenergy solution center in Rawamangun is quite good, in terms of services provided in terms of quality to customer satisfaction. has a meaning that the quality of service provided by the Traditional Therapy Clinic Bioenergy Solution Center in Rawamangun, although quite good but can reflect the comparison between the level of service delivered by the traditional bioenergy solution center therapy clinic in Rawamangun compared to customer expectations so as to provide satisfaction to customers .

This customer satisfaction will encourage the customer to the stage where the customer becomes loyal. Customer loyalty here can be concluded that when the services provided by the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun are deemed to be in accordance with or exceed what customers expect, here it can be seen from customer loyalty or how the customer recommends or refers to others, the customer made repeated purchases, and refused to use any alternative.

Although the prices given by traditional therapy clinics are relatively expensive, customers realize that the prices given by traditional therapy clinics in Rawamangun are in accordance with their expectations.

Prices for customer satisfaction, this means that high prices reflect and have or are in accordance with high service quality and the benefits felt are in accordance with their expectations of customers of the Bioenergy Solution Center Traditional Therapy Clinic in Rawamangun.

5.2. Suggestion

Based on the above conclusions, as a consideration for the Traditional Therapy Clinic Bioenergy Solution Center in Rawamangun, because in this study, the quality of service, the clinic needs to further improve:

1. The company's ability to provide promised services immediately, perform services accurately, and satisfy customers. The speed of employees serving customers must be faster and more accurate.
2. Willingness and desire of employees to assist customers in responding to their requests and providing services responsively.
3. Having empathy in building relationships with customers, effective communication with customers, giving personal attention to customers, and understanding the individual needs of customers.
4. Quality of service with respect to physical facilities, equipment, employees, and means of communication.

To improve service quality that will have an impact on customer satisfaction and loyalty. So the researchers suggested to the Traditional Therapy Clinic Bioenergy Solution Center in Rawamangun to provide accurate and satisfying services to customers by increasing the speed of employees serving and providing services carefully, improving service quality by evaluating complaints directly provided by customers so that all therapists know what are the things that can improve the quality of service. And respect every complaint conveyed by customers, employees serve with a polite and polite attitude and do not differentiate.

Price as a support to increase satisfaction and loyalty needs to be done:

Provide social promotion to customers, either directly or indirectly, in a variety of more creative and innovative ways and the promotion must contain a positive message so that the name of the clinic will stick in the minds of the public or customers.

Give a big discount, for example 50% of the price of Rp. 1,200,000 to Rp. 600,000 or you can also give buy 1 get 1 free for a family who is receiving treatment or therapy. Or you can also give discounts on good days, months or years, for example 11.11 or 12.12 and so on.

5.3. Limitations of Further Research and Development

Based on the research that has been done, there are many shortcomings and limitations, namely the questionnaire used by researchers is still limited and the statements used are still inadequate and incomplete, therefore in further research to be able to improve and add to the statements in this questionnaire .

To develop this research, further researchers are expected to add other factors that can affect customer loyalty, such as promotion, customer trust, environmental influence,

brands, and others. Further researchers can also use other methods in examining customer loyalty, so that the information obtained can be more complete and more varied, so as to provide a broader picture of what can affect customer loyalty.

REFERENCE LIST

- <http://www.hukumonline.com/> government regulation number 103 of 2014, regarding traditional health services.
- Kotler, Philip and Gary Armstrong. (2016). *Marketing Principles. Edii13. Volume 1.* Jakarta: Erlangga
- Kotler, Keller. (2016). *Marketing management. 15e, Boston, Pearson Education.*
- Philip Kotler and Kevin Lane Keller, 2012, *Marketing Management Thirteenth ed. Volume 2 Translation by BOB Sabran MM: Publisher Erlangga.*
- Nani Ernawati, Yupi Yuliawati. In the journal *EKUBIS*, vol 2 No. 1 of 2017, P-ISSN: 0254-351. "The Impact of Services on Loyalty and Trust Moderated by Consumer Satisfaction: A Case of Health Clinics in Bandung City."
- Nurul Anisa JSP, Sugiyono in an international journal *Jurnal Management Science and Research. Vol. 7, No. 5, year 2018, E-ISSN: 2461-0593.* "The Influence of Brand Image, Price and Service Quality on Customer Loyalty and Customer Satisfaction"
- Khornelis Dehotman. In the journal *Eco and Business. Vol 9 No. 1/2018, p-ISSN: 1410-7986, E-9772614-123000.* "The Effect of Service Quality on Patient Satisfaction at the Thamrin Clinical Laboratory, Pekanbaru Branch"
- Achmad Satar, Diah Yulisetiari, Hendriyono Hendriyono, In an International Journal. *Nurseline Journal*, vol.1 No. 1 of 2016, P-ISSN: 2540-7937. "Service Quality, Satisfaction, And Loyalty On Patient Dental Hospital Of Jember University" Riska Arista, Haerawati Idris. In the journal *Public Health Sciences (JIKM)*, vol.10 No. 2 of 2019, E-ISSN: 2548-7949, P-ISSN: 2086-6380. "The relationship between hospital costs, service quality and patient satisfaction."
- Inti Sriani, Hasmin Tamsah, Abubakar Betan. In international journals *journal of management, Vol 2 No. 2 of 2019, E-ISSN: 2614 - 851X.* "The effect of image and service quality on patient satisfaction and loyalty at the Puskesmas Caile, Bulukumba district. "
- Rosiana Rizal, Muslim Suardi, Yuliharsi Yuliharsi. In the journal of pharmaceutical and clinical science vol.3 No. 2 of 2017. P-ISSN: 2407-7062, E-ISSN: 2442-5435. "Effect of Service Quality and Patient Satisfaction of BPJS Kesehatan Participants as Mediation on Patient Loyalty"
- Widya Agustin Setyawati, Muhamad Rifa'i; Cahyo Sasmito. In the journal: *Journal of Political and Social Affairs Vol 10 No. 2 (2018); e-ISSN 2620-8857; p-ISSN 2085-143X,* about "The Influence of Service Quality, Facilities, Prices and Institutional Image on Patient Satisfaction. "
- Ratih Huriyati, *Marketing Mix and Consumer Loyalty*, (Bandung: Alfabeta.cv 2015), Hal. 27.
- Ratih Huriyati, *Marketing Mix and Consumer Loyalty*, (Bandung: Alfabeta.cv 2015), Hal. 28.
- Tjiptono, F. and G. Chandra. 2017. *Strategic Management. Edition 3.* Yogyakarta: Andi Offset.
- Tjiptono, Fandy. 2012. *Marketing Strategy.* Yogyakarta: ANDI.
- Alm, B. 2016. *Marketing Management and Services Marketing*, Bandung: Alfabeta.
- Yuniarti, VS 2015. *Consumer Behavior.* Bandung: Faithful Library.
- Sugiyono. 2017. *Quantitative, Qualitative, and R & D Research Methods.* Bandung: Alfabeta