

The Influences of Service Quality, Location, and Service Cost Toward Consumer Satisfaction at Ranomea Health Center, East Amurang District, South Minahasa Regency

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Abstract: A community health center is a functional health organization which is a center for community health development, fostering community participation, providing comprehensive and integrated services to the community in its working area in the form of main activities. The purpose of this research is to determine the influence of service quality, location and service costs on consumer satisfaction at the Ranomea Community Health Center, Kec. East Amurang, South Minahasa Regency. This research method uses quantitative research. The population in this research was 8244 while the research sample was 99 respondents. Data analysis used multiple regression analysis with SPSS. The research results show that there is a significant influence of Service Quality, Cost and Location simultaneously on Customer Satisfaction received

Keywords: Service Quality, Location, service costs and Customer Satisfaction

INTRODUCTION

Background

As time goes by, human needs continue to develop. Nowadays, society is starting to include new needs as their basic needs. One of these needs is the need for health services, because health is one of life's needs which is very important in supporting daily activities. If someone is not healthy, their daily activities will be disrupted so that they cannot function properly. As the socio-economic conditions of

society improve, this also influences people's mindset which is increasingly critical of very vital things, especially in terms of health.

Increasing public awareness of the importance of health is one of the reasons that the need for health infrastructure is also increasing, apart from that, people will also be smarter in choosing the best health service providers that suit what they want and need. The thriving growth of health service providers such as hospitals, clinics, medical centers, etc., is proof that producers have responded and seen business opportunities in the community's need for health services.

A community health center is a functional health organization which is a center for community health development, fostering community participation, providing comprehensive and integrated services to the community in its working area in the form of main activities. The Community Health Center carries out efforts that are comprehensive, integrated, evenly accepted and affordable by the community, with the active participation of the community and using the results of the development of appropriate science and technology,

Service quality is a profit strategy to attract more new customers, retain existing customers, avoid customer turnover and create special advantages. Companies that prioritize good service quality will have an impact on customer satisfaction. Service quality is an effort to create comfort for consumers so that consumers feel they have more value than expected. Consumer expectations are an important factor, service quality that is closer to consumer satisfaction will provide more expectations and vice versa. With the quality of service provided, consumer satisfaction will indirectly be realized.

Service quality is an important factor in the utilization of health services. Assessment of good service quality is not limited to physical healing of illnesses, but also to the attitude, knowledge and skills of officers in providing services, communication, information, courtesy, punctuality, responsiveness and the availability of adequate physical environmental facilities.

Apart from service quality, service costs are also other factors that influence consumer satisfaction. Cost is an important factor in sales. Many companies go bankrupt because they set inappropriate prices. The price set must be in accordance with the consumer's economy, so that consumers can buy the goods.

A strategic location influences a person's desire to carry out an inspection because of its strategic location, located in the business flow, and so on. Decisions about location, both for service companies, can determine the success of a company. Business location is the main thing that every company needs to consider.

The strength or weakness of patient satisfaction depends on the service process provided. Before providing services to patients, the health center, such as nurses, midwives, doctors along with registration officers and pharmacists, should carry out several checks and remind each other the importance of 5S (Smile, Greet, Greet). , Polite and Polite) to avoid conflicts between patients and medical staff.

All these conditions reduce public trust, even though the government established health centers with the aim of providing health services to the community.

Based on the background explanation above, the author is interested in researching "InfluenceService quality,Location, and service feesinfluence on Consumer Satisfaction at the Ranomea District Health Center. East Amurang, South Minahasa Regency."

Research purposes

1. To analyzeThe influence of service quality on consumer satisfaction at the Ranomea District Health Center. East Amurang, South Minahasa Regency.
2. To analyzeThe influence of location on consumer satisfaction at the Ranomea District Health Center. East Amurang, South Minahasa Regency.
3. To analyzeThe influence of service costs on consumer satisfaction at the Ranomea District Health Center. East Amurang, South Minahasa Regency.
4. To analyze influenceService quality,Location, and Service Fees forConsumer Satisfaction at Ranomea District Health Center. East Amurang, South Minahasa Regency

LITERATURE REVIEWS**Marketing Management**

Marketing Management is an activity of planning, placing, focusing and supervising or managing marketing activities in an organization in order to achieve organizational goals effectively and efficiently. Marketing management has the function of analyzing the market and its marketing area, so as to determine how big the market is and how big the threats must be experienced. (Agustina Shinta, 2011).

Consumer Satisfaction**Understanding Consumer Satisfaction Consumer satisfaction**

According to Tjiptono (2014) satisfaction comes from the Latin words "satis" (meaning good enough, adequate) and "facio" (doing or making). In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate.

According to Tjiptono (2014) consumer satisfaction is the level of a person's feelings after comparing the performance (or results) they feel compared to their expectations. According to Pratama, AW and Maya, A., (2019) Consumer satisfaction depends on product performance that meets consumer expectations. If the product provided is far from expectations, consumers will be dissatisfied. If the product provided is in accordance with consumer expectations, the consumer will feel satisfied. If the product provided exceeds the consumer's expectations, the consumer feels very satisfied. According to Sembiring, Suharyono and Kusumawati (2014) customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing expectations with the reality obtained.

From the definitions of the experts above, it can be concluded that consumer satisfaction is the consumer's happy or pleased attitude that is shown after feeling and using the product they have purchased. If the product perceived by consumers does not meet expectations, consumers will not get satisfaction. And vice versa, if the product meets expectations, consumers will get maximum satisfaction.

Service quality

According to Syaiful and Wangdra (2018) service quality is an activity to create benefits to bring about changes in accordance with customer desires so that the service provides its own benefits for

consumers. When providing the best quality service, there are benefits to be gained, namely increasing patient trust. Providing good service is an important point of a product or service. Furthermore, providing quality services can encourage people to always use services consistently to meet or exceed patient expectations.

From the explanation above, it can be concluded that service quality is the ability to satisfy the patient's expected needs, but depends on the characteristics of the service and the things made by the service provider to meet customer expectations in terms of good attitude, speed, accuracy and suitability of what is provided. expected by patients so that it will have an impact on patient satisfaction.

Service Quality Indicators

According to Syaiful and Wangdra, (2018) there are several indicators of service quality, namely:

1. Reliability, perceived by customers from the ability and accuracy when providing services quickly, precisely and accurately, has an impact on customer satisfaction.
2. Responsiveness, the quality of service provided in terms of awareness that comes from within the staff or employees in helping customers and providing service seriously.
3. Assurance, the quality of service carried out with ability or knowledge, politeness and the ability to generate customer confidence or trust.
4. Empathy, quality of service which is reflected in a firm attitude but caring about what customers need, by providing convenience when communicating, being attentive and knowing the needs of each patient.
5. Tangibles, the quality of service that can be seen directly, such as a comfortable building, the neatness of the officers, and the discipline of the officers.

Location

According to Zimmerer and Scarborough (2009), in choosing location criteria for retail and service businesses, not many important decisions are taken. Because the success of a service company depends on the stability of the company's flow. Entrepreneurs must consider the convenience and preferences of target customers. The following considerations that service entrepreneurs need to make are:

1. Size of trading area
2. Retail suitability
3. Competition level
4. Retail saturation index
5. Transport network
6. Physical, racial, or emotional barriers
7. Political obstacles (legislation).

Location Indicator

According to Tjiptono (2006) location indicators are:

1. Access, is a location that is easy to pass and accessible by public transportation.
2. Visibility, is a location or place that can be seen clearly over a distance normal view.
3. Spacious parking area, parking area that concerns safety and comfort consumer.

4. Expansion means that there is a large enough space for business expansion in the future day.

Cost

Costs are a form of sacrifice of economic resources expressed in units of money, where this has occurred or may occur in a company's efforts to obtain goods or services (Purwaji at.al, 2018). According to Dunia at.al, (2018), costs are expenses to obtain goods or services that are useful in the future, or have use in more than one accounting period.

Cost is an object that is processed by cost accounting to produce two interpretations, namely: broadly and narrowly (Mulyadi, 2018). Broadly speaking, expenses are a form of sacrifice of economic resources, expressed in terms of units of money, and which have already occurred or which have the potential to occur with a certain target.

Cost Concept

The concept of costs is different costs for different purposes, which means that when the goals to be achieved are different, the cost classification used will not be the same. According to Riwayadi (2017), different goals indicate there will be differences in decision making. A business cannot apply just one cost classification to make every decision in the company because every decision taken has a different objective.

Previous Research

Review of Previous Research Research related to the title of this research report has been carried out by other researchers before. The following is research that has been carried out previously which is the reference for this research:

1. Difa Nurulia Savitri, Wahyu Hidayat, Reni Shinta Dewi (2015) The Influence of Service Quality, Location, and Tariffs on Satisfaction of Inpatients at Lestari Raharja Hospital, Magelang City (Study Cases of Non-Insurance Inpatients) Quality of Service (X1), Location (X2), Rates (X3) Satisfaction of Inpatients at Lestari Raharja Hospital, Magelang City (Case Study of Non-Insurance Inpatients) (Y). This research uses cross tabulation analysis tools, correlation test, determination, simple linear regression, multiple regression, t test and f test. The results of this study show that the variables service quality, location and rates have a significant influence on the satisfaction of inpatients at Lestari Raharja Hospital, Magelang City.

2. Facilities Evanjelina Manu Lena (2018) The Influence of Service Quality and Hospital Facilities on Patient Satisfaction (Case Study of Karitas Weetabula Hospital Patients, Southwest Sumba, Service Quality (X1), Hospital Facilities (X2) Patient Satisfaction (Case Study of Hospital Patients Southwest Sumba Weetabula Charity) (Y) .This research uses descriptive analysis, linear analysis, and classical assumption tests The results of this research show that the variables Quality of Service and Facilities have a significant influence on Patient Satisfaction (Case Study of Patients at Karitas Weetabula Hospital, Southwest Sumba). The similarities and differences in this research have similarities in analyzing the quality of services and facilities in patient satisfaction

3. Jarliyah Harfika, Nadiya Abdullah (2017) The Influence of Service Quality and Facilities on Patient Satisfaction at the Southwest Aceh District General Hospital ". Service Quality (X1) Facilities

(X2) Patient Satisfaction at the Southwest Aceh District General Hospital ". (Y) This research uses multiple linear regression analysis tools. The results of this research show that the variables Quality of Service and Facilities have a significant influence on Patient Satisfaction at the Southwest Aceh District General Hospital. The similarities and differences in this research have similarities in analyzing Service Quality, DanFacilities in Patient Satisfaction

Research Model and Hypothesis

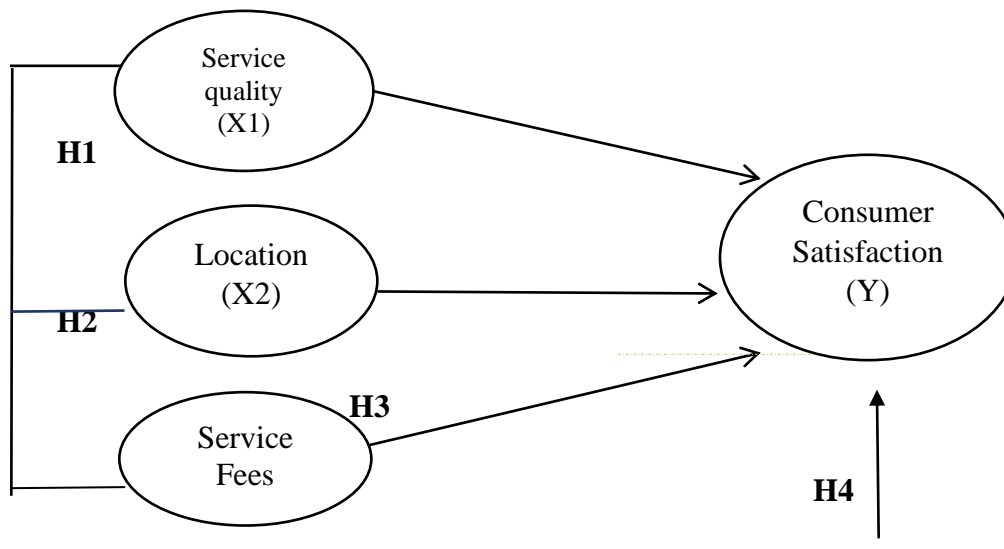


Figure 1 Research Model and Hypothesis

Source: Processed concept, 2023

H1: It is suspected that service quality influences consumer satisfaction at the Ranomea District Health Center. East Amurang, South Minahasa Regency.

H2: AllegedlyLocationinfluence on Consumer Satisfaction at the Ranomea District Health Center. East Amurang, South Minahasa Regency.

H3: Allegedlyservice feeinfluence on Consumer Satisfaction at the Ranomea District Health Center. East Amurang, South Minahasa Regency.

H4: Alleged Quality of Service,Location, and service feesinfluence on Consumer Satisfaction at the Ranomea District Health Center. East Amurang, South Minahasa Regency.

RESEARCH METHODOLOGY

Location and Research Objects

A research location is a place where researchers find certain phenomena there and are designated as a setting for research. According to Moleong (2018) explains that in choosing a research location, it is guided by an empirical theory which is then formulated into temporary data and later the data will be compared and confirmed with the data found when the researcher has entered the research location. This research will be carried out at the Ranomea Community Health Center, East Amurang District, South Minahasa Regency

Method of collecting data

1. **Observations.**This method is used to carry out observations and interviews on an object directly and in detail to obtain correct information regarding the research object.

2. **Field Research.** This method is carried out by distributing questionnaires to respondents. The questionnaires were distributed to outpatients.

3. **Library Research.**This method is carried out by examining various theories that are relevant to the preparation of this research, such as data sourced from various references such as books and scientific journals in the form of theories about patient satisfaction, service quality, costs and location.

Population and Sample

Population

According to (Sujarweni, 2015: 80) population is all objects/subjects that have certain qualities and characteristics that have been determined by researchers to understand and obtain conclusions based on the explanation above, so the population in this study is outpatients totaling 8244 patients in 2023.

Sample

According to (Sujarweni, 2015:81) The sample is part of the population that has the same characteristics and has the same opportunity to be researched. Due to limited time and energy, researchers did not use the entire population. Sampling used purposive sampling. Samples selected from the population are considered to represent the entire population. So, to decide on the number of samples from the existing population, it must be in accordance with standardized requirements.

Because of the large population, a formula is needed to obtain a smaller sample, but one that can represent the entire population. As a guideline in determining the sample size of a population, researchers use the Slovin formula, namely:

$$n = \frac{N}{1 + N(e)^2}$$

n = Number of samples

N = Number of population

e² = Fault tolerance

The population (n) is 9031 patients and the error rate is 10%, and is calculated using the Slovin formula above, so the sample that will be generated and used is:

$$n = \frac{N}{1 + Ne^2}$$

$$n = 8244 / (1 + (8244 \times (0.1)^2))$$

$$= 8244 / (1 + (8244 \times 0.01))$$

$$= 8244 / 83.44$$

$$n = 98.80 \text{ rounded to } 99$$

RESEARCH RESULTS AND DISCUSSION

Table 1. Characteristics of Respondents

| No | Characteristics | Classification | Amount | Percentage |
|----|-----------------|----------------|-----------|-------------|
| 1 | Gender | Man | 45 | 45.45% |
| | | Woman | 54 | 54.55% |
| | | Total | 99 | 100% |
| 2 | Age Group | < 30 Years | 30 | 30% |
| | | > 30 Years | 69 | 70% |
| | | Total | 99 | 100% |

Source: Processed Data (2023)

Validity test

In the following table are the results of the research instrument validity test.

Table 2. Validity Test Results

| Variable | Indicator | Correlation (r) | | |
|----------------------|-----------|-----------------|-------|--------|
| | | R | Sig | Status |
| Service Quality (X1) | X1.1 | 0.900 | 0,000 | Valid |
| | X1.2 | 0.631 | 0,000 | Valid |
| | X1.3 | 0.910 | 0,000 | Valid |
| | X1.4 | 0.875 | 0,000 | Valid |
| | X1.5 | 0.912 | 0,000 | Valid |
| | X1.6 | 0.956 | 0,000 | Valid |
| | X1.7 | 0.887 | 0,000 | Valid |
| | X1.8 | 0.942 | 0,000 | Valid |
| | X1.9 | 0.951 | 0,000 | Valid |
| | X1.10 | 0.938 | 0,000 | Valid |
| | X1.11 | 0.942 | 0,000 | Valid |
| | X1.12 | 0.946 | 0,000 | Valid |
| | X1.13 | 0.946 | 0,000 | Valid |
| | X1.14 | 0.915 | 0,000 | Valid |
| | X1.15 | 0.921 | 0,000 | Valid |
| | X1.16 | 0.892 | 0,000 | Valid |
| | X1.17 | 0.882 | 0,000 | Valid |
| | X1.18 | 0.880 | 0,000 | Valid |
| | X1.19 | 0.916 | 0,000 | Valid |
| | X1.20 | 0.899 | 0,000 | Valid |
| | X1.21 | 0.904 | 0,000 | Valid |
| Location (X2) | X2.1 | 0.826 | 0,000 | Valid |
| | X2.2 | 0.824 | 0,000 | Valid |
| | X2.3 | 0.800 | 0,000 | Valid |

| | | | | |
|--------------------------|-------|-------|-------|-------|
| | X2.4 | 0.804 | 0,000 | Valid |
| | X2.5 | 0.813 | 0,000 | Valid |
| | X2.6 | 0.848 | 0,000 | Valid |
| | X2.7 | 0.851 | 0,000 | Valid |
| | X2.8 | 0.874 | 0,000 | Valid |
| | X2.9 | 0.820 | 0,000 | Valid |
| | X2.10 | 0.892 | 0,000 | Valid |
| | X2.11 | 0.781 | 0,000 | Valid |
| | X2.12 | 0.648 | 0,000 | Valid |
| Cost (X3) | X3.1 | 0.694 | 0,000 | Valid |
| | X3.2 | 0.678 | 0,000 | Valid |
| | X3.3 | 0.682 | 0,000 | Valid |
| | X3.4 | 0.344 | 0,000 | Valid |
| | X3.5 | 0.808 | 0,000 | Valid |
| | X3.6 | 0.779 | 0,000 | Valid |
| | X3.7 | 0.421 | 0,000 | Valid |
| | X3.8 | 0.518 | 0,000 | Valid |
| | X3.9 | 0.758 | 0,000 | Valid |
| | X3.10 | 0.454 | 0,000 | Valid |
| | X3.11 | 0.767 | 0,000 | Valid |
| | X3.12 | 0.811 | 0,000 | Valid |
| | X3.13 | 0.490 | 0,000 | Valid |
| | X3.14 | 0.800 | 0,000 | Valid |
| | X3.15 | 0.642 | 0,000 | Valid |
| | X3.16 | 0.808 | 0,000 | Valid |
| | X3.17 | 0.793 | 0,000 | Valid |
| | X3.18 | 0.658 | 0,000 | Valid |
| Patient Satisfaction (Y) | Y1 | 0.830 | 0,000 | Valid |
| | Y2 | 0.819 | 0,000 | Valid |
| | Y3 | 0.744 | 0,000 | Valid |
| | Y4 | 0.829 | 0,000 | Valid |
| | Y5 | 0.855 | 0,000 | Valid |
| | Y6 | 0.846 | 0,000 | Valid |
| | Y7 | 0.606 | 0,000 | Valid |
| | Y8 | 0.689 | 0,000 | Valid |
| | Y9 | 0.500 | 0,000 | Valid |
| | Y10 | 0.821 | 0,000 | Valid |

Source: Processed Data (2023)

Partial Test (t Test)

Table 3. T test

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 30,068 | 5,717 | | 5,259 | ,000 |
| | Service quality | -.018 | ,049 | -.038 | -.377 | ,707 |
| | Location | ,065 | ,082 | ,081 | ,800 | ,425 |
| | Cost | ,061 | ,032 | ,192 | 1,889 | ,062 |

a. Dependent Variable: Consumer Satisfaction

Source: Processed Data (2023)

Based on table 3, the results of the regression equation are obtained as follows:

$$\hat{Y} = 30.068 + -0.18 X_1 + 0.65 X_2 + 0.61 X_3 + e$$

The equation in the regression above shows that the relationship between the independent variable and the dependent variable is partial, from this equation it can be concluded that:

The constant value is 30.068. This means that if there is no change in the variables of service quality, location and cost (the values of X1 X2 and X3 are 0), then patient satisfaction is 30.068.

Table 4. Coefficient of Determination

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | .825a | ,681 | ,671 | 3.73885 |

a. Predictors: (Constant), Cost, Service Quality, Location

Source: Processed Data (2023)

Based on table 4 above, it shows that the coefficient of determination value = 0.671. This shows that the simultaneous contribution between Quality of Service, Cost and location on patient satisfaction of $(0.671 \times 100\%) = 67.1\%$. So, 67.1% of the variance in the Consumer Satisfaction variable (Y) is explained by the variables Service Quality (X1), Location (X2) and Cost (X3). The remaining 32.9% is explained by other variables not discussed in this research.

Discussion

The influence of service quality on consumer satisfaction

Based on the table of linearity test results, it shows that the line between the variable Customer Satisfaction (Y) and Service Quality (X1) at deviation from linearity is 1.104 and the probability value

is 0.365, thus the Service Quality variable (X1) has a linear influence on the Consumer Satisfaction variable (Y).

It can be concluded that there is a relationship that tends to be linear between service quality and consumer satisfaction. That is, to the extent that service quality increases or decreases, consumer satisfaction tends to change proportionally. This provides a positive view of efforts to improve service quality as a strategy to increase consumer satisfaction.

Based on these findings, organizations or companies can focus on improving service quality as a strategic step to maximize consumer satisfaction. Efforts to understand the specific elements of service quality that most influence consumer satisfaction can be a focus for improvement and development. A deeper understanding of these dynamics can provide valuable guidance for process improvements, employee training, or policy development that can improve service quality and, ultimately, consumer satisfaction.

The Influence of Location on Consumer Satisfaction

Based on the results of the linearity test, it shows that the line between the variable Consumer Satisfaction (Y) and Location (X2) in deviation from linearity is 0.671 and the probability value is 0.786, thus the variable Location (X2) has a linear influence on the variable Consumer Satisfaction (Y).

As a result of this analysis, companies or organizations can consider location-related aspects that may influence consumer satisfaction linearly. Further understanding of the specific elements within a location that can increase or decrease consumer satisfaction can be the basis for making strategic decisions regarding location improvements or modification of certain aspects.

In order to gain a deeper understanding, further research or analysis involving additional variables and specific contexts can be carried out. This can help identify specific factors within locations that significantly influence consumer satisfaction, thereby providing further guidance for community health centers in designing optimal location strategies to increase consumer satisfaction.

The Effect of Costs on Consumer Satisfaction

Based on the results of the linearity test, it shows that the line between the Consumer Satisfaction (Y) and Cost (X3) variables at deviation from linearity is 0.867 and the probability value is 0.603, thus the Cost (X3) variable has a linear influence on the Consumer Satisfaction variable (Y).

As a result of this analysis, community health centers or organizations can consider that increasing or managing costs can have a linear effect on consumer satisfaction. This may include strategies to optimize operational costs, increase efficiency, or manage product or service costs to remain competitive and meet consumer expectations.

The influence of service quality, cost location on consumer satisfaction

Based on the results of the analysis, it can be seen that F_{count} is 1,462. It turns out that the value of $F_{count} > F_{table}$ or $(62.301 > 3.088)$ with a significant level is 0.230, which means it is smaller than 0.05 or $0.00 < 0.05$, so H_4 is accepted and H_0 is rejected, so the hypothesis states that there is a significant influence on Service Quality, Cost and location simultaneously influence customer satisfaction.

Based on the results of the analysis, the value of the coefficient of determination = 0.671. This shows that the simultaneous contribution between Quality of Service, Cost and location on patient

satisfaction of $(0.671 \times 100\%) = 67.1\%$. So, 67.1% of the variance in the Consumer Satisfaction variable (Y) is explained by the variables Service Quality (X1), Location (X2) and Cost (X3). The remaining 32.9% is explained by other variables not discussed in this research.

CLOSING

Conclusion

In this research, an analysis was carried out on the influence of service quality, location and cost on consumer satisfaction. The following are the conclusions from the results of this research:

1. Based on the results of the linearity test, it was found that the service quality variable (X1) has a linear influence on the consumer satisfaction variable (Y). The deviation from linearity is 1.104 with a probability of 0.365 indicating that the relationship between service quality and customer satisfaction is linear.

2. Linearity analysis shows that the location variable (X2) also has a linear influence on the consumer satisfaction variable (Y). The deviation from linearity is 0.671 with a probability of 0.786, confirming that the relationship between location and consumer satisfaction is linear.

3. The cost variable (X3) also shows a linear influence on consumer satisfaction (Y), with a deviation from linearity of 0.867 and a probability of 0.603. This shows that changes in costs are directly proportional to changes in consumer satisfaction.

4. The results of the analysis show that there is a significant simultaneous influence between service quality, location and cost on consumer satisfaction. The hypothesis stating that there is a significant influence is accepted, while the null hypothesis is rejected. With Fcount being greater than Ftable, a significance level of 0.230 (which is smaller than 0.05), it can be concluded that these three variables together make a significant contribution to consumer satisfaction. The coefficient of determination of 67.1% indicates that 67.1% of the variance in consumer satisfaction (Y) can be explained by the variables service quality (X1), location (X2), and cost (X3). The remainder, around 32.9%, is explained by other factors not discussed in this study.

Suggestion

1. For Community Health Centers. Improving the quality of service at the Ranomea Community Health Center can be the main focus. Training and development of service staff to ensure they have adequate skills and knowledge in providing services to consumers. Apart from that, paying attention to aspects of communication, empathy and responsiveness in service can have a positive impact on consumer satisfaction. Evaluating the location of the Community Health Center and ensuring optimal accessibility for consumers can increase their satisfaction. Pay attention to whether the location of the Community Health Center suits the needs and preferences of the local community. Ensuring facilities are adequate and easily accessible to consumers can make a positive contribution to satisfaction.

2. For Researchers. Actively involve the Community Health Center in the research process. Close collaboration with relevant parties can help researchers gain better access to data and a deeper understanding of the context of health services at the Puskesmas. Research can be more comprehensive and provide a more significant contribution to understanding the factors that influence consumer

satisfaction at the Ranomea Community Health Center, East Amurang District, South Minahasa Regency.

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