
*Analysis of the Effect of Price, Location and Service Quality On
Customer Satisfaction On PT. Water Laboratory Nusantara Indonesia*

Miranda Beverly Reppie

*Program Studies Master of Management, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
beverly.reppie@gmail.com*

Silvia L. Mandey

*Program Studies Master of Management, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
Silvyalmandey@unsrat.co.id*

Arrazi Hasan Jan

*Program Studies Master of Management, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
arrazihasanjan@gmail.com*

Abstract: PT environmental laboratory. Water Laboratory Nusantara (WLN) Indonesia as a provider of environmental quality services must prioritize aspects that aim to meet customer satisfaction. Customer satisfaction is one of the factors or indicators that shows that an environmental testing laboratory has been able to provide excellent service to its customers. Achieving customer satisfaction is one of the goals of a company organization. Price, location and service quality are important factors that can influence customer satisfaction. This research aims to analyze the influence of price, location and service quality on customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia. The independent variables in this research are price (X1), location (X2) and service quality (X3); while the dependent variable is customer satisfaction (Y). The population in this study was 80 customers who used services from PT. Water Laboratory Nusantara (WLN) Indonesia. Sampling in this study used a non-probability sampling technique, namely saturated sampling, where the entire population in this study was taken as a sample. The data collection method uses a questionnaire with a Likert scale measurement scale. This type of research is quantitative with the analytical methods used, namely validity test, reliability test, classical assumption test, multiple linear regression, hypothesis test, correlation and determination test with the SPSS version 25 application. The results of this research show that the variables price (X1), location (X2) and service quality (X3) have a positive effect on customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia, both partially and simultaneously.

Key words: Customer Satisfaction, Price, Location, Service Quality

INTRODUCTION

Background. One important aspect that can influence the effectiveness and efficiency of environmental management in a country or region is the availability of an environmental testing laboratory. Environmental laboratories play a role in maintaining a balance between business progress and environmental sustainability, in terms of providing accurate data and information to support responsible business policies and decisions.

PT. Water Laboratory Nusantara (WLN) Indonesia is a testing laboratory equipped with advanced technology and equipment to carry out various types of environmental testing which includes analysis of the quality of water, soil, air and various other environmental parameters, founded in Manado in 2008. At that time, there was no there are adequate testing laboratories in North Sulawesi. In 2009, PT. WLN Indonesia received accreditation from KAN with number LP-433-IDN as an environmental laboratory that complies with the ISO 17025:2017 standard (General Requirements for Competency of Testing and Calibration Laboratories) in its operations. In the same year, PT. WLN Indonesia is registered as an environmental laboratory by the Ministry of the Environment (KLHK), making it one of the recommended laboratories in Eastern Indonesia.

PT. WLN Indonesia as a provider of environmental quality services, must prioritize aspects aimed at meeting customer satisfaction. Customer satisfaction is one of the factors or indicators that shows that the environmental testing laboratory has been able to provide excellent service to its customers. Price, location and service quality are important factors that can influence customer satisfaction at PT. WLN Indonesia. Testing prices must be competitive with other laboratories. Service quality in terms of adequate laboratory facilities, competent personnel, fast Turn Around Time (TAT), ease of service, are several important indicators for environmental testing laboratories to create customer satisfaction in order to survive in business competition. Location of PT laboratory. WLN Indonesia, which is strategic because it is located in the capital of North Sulawesi Province and is the gateway to Eastern Indonesia, can also provide added value for companies to increase customer satisfaction.

Over time, environmental testing laboratories outside Manado began to expand into the Sulawesi, Maluku and Papua areas because they saw the large potential of companies using environmental testing laboratory services. According to November 2023 data from the National Accreditation Committee (KAN), there are 1,863 registered testing laboratories that have been accredited in Indonesia (<https://kan.or.id/>). Meanwhile, data from Pufaster of the Ministry of Environment and Forestry in October 2023, there are 236 laboratories that have been registered as environmental laboratories in Indonesia (<https://pusfaster.bsilhk.menlhk.go.id/>). Based on the data obtained, it shows that PT. WLN Indonesia currently has quite a lot of competing laboratories. PT. WLN Indonesia must improve its service to customers in order to compete with other laboratories. According to data from PT. WLN Indonesia, the number of samples and customers has decreased after Covid-19 which is shown in the image below.

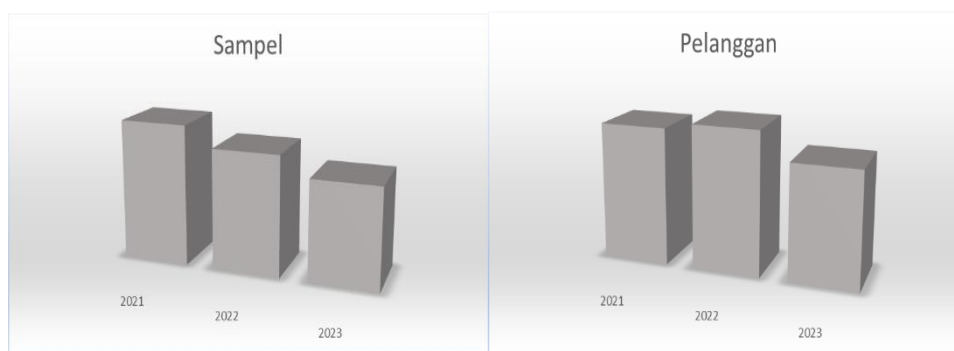


Figure 1. Total Samples and Customers of PT. WLN Indonesia

Source: Processed data, 2023

Based on this data, PT. WLN Indonesia needs to know or assess the impact of services, in relation to customer behavior, in the context of changes triggered by the presence of other testing laboratories and after the Covid-19 pandemic ends. Based on the background above, this research is entitled "Analysis of the Effect of Price, Location and Service Quality on Customer Satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia".

Research purposes

The objectives of this research are as follows:

1. To analyze the effect of price on customer satisfaction at PT. WLN Indonesia partially.
2. To analyze the influence of location on customer satisfaction at PT. WLN Indonesia partially.
3. To analyze the influence of service quality on customer satisfaction at PT. WLN Indonesia partially.
4. To analyze the influence of price, location and service quality on customer satisfaction at PT. WLN Indonesia simultaneously.

LITERATURE REVIEWS

Customer satisfaction

According to Tjiptono (2019: 117) customer satisfaction is the cognitive situation of buyers who feel valued equal or not equal to the sacrifices they have made. Customer satisfaction as a consumer response to the evaluation of perceptions of the difference between initial expectations (or certain performance standards) and the actual performance of the product as perceived after product consumption. According to Kotler & Armstrong (2017:39), customer satisfaction depends on the product performance perceived by the buyer against the buyer's expectations. If product performance falls short of expectations, then customers are dissatisfied. If performance meets expectations, then the customer is satisfied. If performance exceeds expectations, then the customer is very satisfied or happy.

Price

Price is the only element in the marketing mix that produces income, while the others produce costs. Price is also one of the most flexible elements of the marketing mix, where prices can change quickly (Kotler & Armstrong, 2017: 308). According to Malau (2018:126), prices are the basic measuring tool of an economic system because prices influence the allocation of production factors. Meanwhile, Alma (2014: 169) believes that price perception is the value of goods and services expressed in money.

Location

Kotler and Keller (2009) define location as everything that indicates the various activities that the company will carry out, in order to make products or services always available and easy to obtain by target consumers. According to Heizer (2017), location decisions often start with choosing where to operate. Heizer further stated that location is a significant cost and revenue driving factor, location often has the power to determine (or destroy) a company's business strategy.

Service quality

According to Tjiptono (2021:139), quality, if managed properly, contributes positively to the realization of customer satisfaction and loyalty. Quality provides added value in the form of special motivation for customers to establish long-term, mutually beneficial relationships with the

company. Quality and profitability are closely related. Quality can also reduce costs, where the costs of producing quality products are much smaller than the costs incurred if the company fails to meet quality standards (Tjiptono, 2021). Quality affects the performance of a product or service; therefore, it is closely related to customer value and satisfaction (Kotler & Armstrong, 2017).

Previous Research

Indraswati et al (2023). Research entitled The Effect of Marketing Mix on Service Satisfaction and Interest in Revisiting General Patients in Outpatient Hospital Labuang Baji Makassar in 2022. The results of the research show that there is an influence between the independent variables together (simultaneously) on the dependent variable, namely product, price, people, promotion and physical evidence.

Lubis et al (2022). Research entitled Marketing Mix Analysis on Outpatient Satisfaction at Medan Haji General Hospital. The results of the study show that there is a significant influence between price, place, people and process on outpatient satisfaction at the Haji General Hospital in Medan

Nasution et al (2019). Research entitled The Effect of Marketing Mix on Patient Satisfaction in Prima Vision Medan Special Hospital in 2019. The results of the research show that product, place, people and physical evidence have a positive effect on patient satisfaction, and the most influential are physical evidence and product. This shows the importance of physical evidence and products provided by hospitals.

Research Model and Hypothesis

Research Model

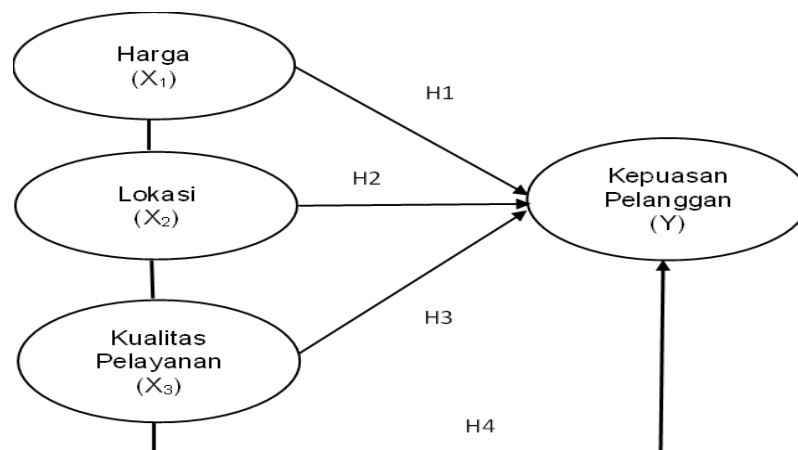


Figure 2. Research Model Framework

Source: Processed data, 2023

Figure 2 shows the factors that influence customer satisfaction. Price, location and service quality are framed as independent variables, which are factors that influence customer satisfaction. Furthermore, this research was designed to analyze the influence of three variables, namely price, location and service quality on customer satisfaction at PT. WLN Indonesia. Customer satisfaction was chosen as the dependent variable.

Hypothesis

H1: It is suspected that price influences customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia.

H2: It is suspected that location has an influence on customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia.

H3: It is suspected that service quality has an influence on customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia.

H4: It is suspected that price, location and service quality influence customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia.

RESEARCH METHODS

The type of research used is quantitative research. This research design is a survey and is classified as associative research; through filling out a questionnaire or questionnaire to collect information. According to Sugiyono (2017:63), associative research is research that aims to determine the relationship between two or more variables. In associative research, it is stated that the relationship between variables and the object under study is causal, so that there are independent (influencing variables) and dependent (influenced) variables in it. From these variables, we then look for how much influence the independent variable has on the dependent variable (Sugiyono, 2017:64). The variables raised in this research include the independent variables, namely, price (X1), location (X2), and service quality (X3); while the dependent variable (Y) is customer satisfaction.

Location and Place of Research

This research was conducted in Manado, namely PT. Water Laboratory Nusantara (WLN) Indonesia from November to December 2023.

Method of collecting data

1. Primary data. Primary data in this research was obtained from distributing questionnaires to customers from PT. WLN Indonesia via Google form. The questionnaire filled out by the customer includes the name of the customer organization and answers to questions related to the variables.
2. Secondary Data. Secondary data for this research was obtained from books, journals, previous research and relevant literature. This secondary data is used as background, literature study, research methods and discussions.

Population and Research Sample

Based on data in October 2023, the population in this study was 80 customers who used services from PT. WLN Indonesia. Sampling in this research used a non-probability sampling technique, namely, saturated sampling. According to Sugiyono (2017:144), saturated sampling is a sampling technique that pays attention to the saturation value of the sample. A saturated sample is also often interpreted as a sample that has been maximized, because increasing the number no matter how much will not change the representativeness of the population. The number of samples in this study was 80 respondents, where all of the population were customers at PT. Water Laboratory Nusantara (WLN) Indonesia was taken as a sample.

Data analysis

In this research, the analytical methods used are classical assumption testing, multiple linear regression, hypothesis testing, correlation and determination tests with the SPSS version 25 application.

Research Instrument

The measurement scale used in this research is the Likert Scale. The Likert scale used has seven categories starting from Strongly Disagree or Absolutely Disagree to Strongly Agree or Completely Agree (Munshi, 2014: 9).

RESEARCH RESULTS AND DISCUSSION

Research result

Classic assumption test

Normality test

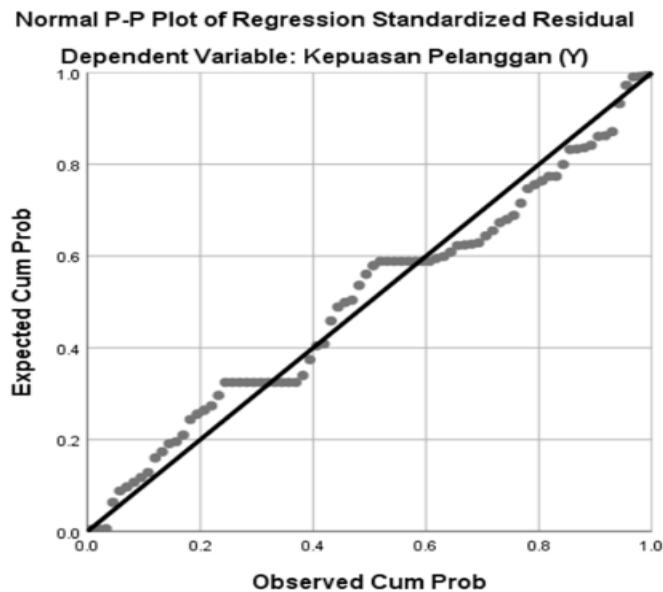


Figure 3. Normal PP Plot Graph of Normality Test Results

Source: Data processed by SPSS 25, 2023

Figure 3 shows that the Normal PP of Regression Standardized Residual graph depicts the distribution of data around a diagonal line and the distribution follows the direction of the diagonal line of the graph, so the regression mode used in this research meets the Normality assumption.

Multicollinearity Test

Table 1. Multicollinearity Test Results

| Model | Collinearity Statistics | |
|-------------------------|-------------------------|-------|
| | Tolerance | VIF |
| 1 (Constant) | | |
| Harga (X1) | .436 | 2.293 |
| Lokasi (X2) | .692 | 1.445 |
| Kualitas Pelayanan (X3) | .513 | 1.950 |

a. Dependent Variable: Kepuasan Pelanggan (Y)

Source: Data processed by SPSS 25, 2023

The price variable (X1) has a Tolerance value of 0.436 and a VIF value of 2.293, which means a Tolerance value ≥ 0.10 and a VIF value ≤ 10.00 , so it is stated that there are no symptoms of multicollinearity. The location variable (X2) has a Tolerance value of 0.692 and a VIF value of 1.445, which means a Tolerance value ≥ 0.10 and a VIF value ≤ 10.00 , so it is stated that there are no symptoms of multicollinearity. The service quality variable (X3) has a Tolerance value of 0.513 and a VIF value of 1.950, which means a Tolerance value ≥ 0.10 and a VIF value ≤ 10.00 , so it is stated that there are no symptoms of multicollinearity.

Heteroscedasticity Test

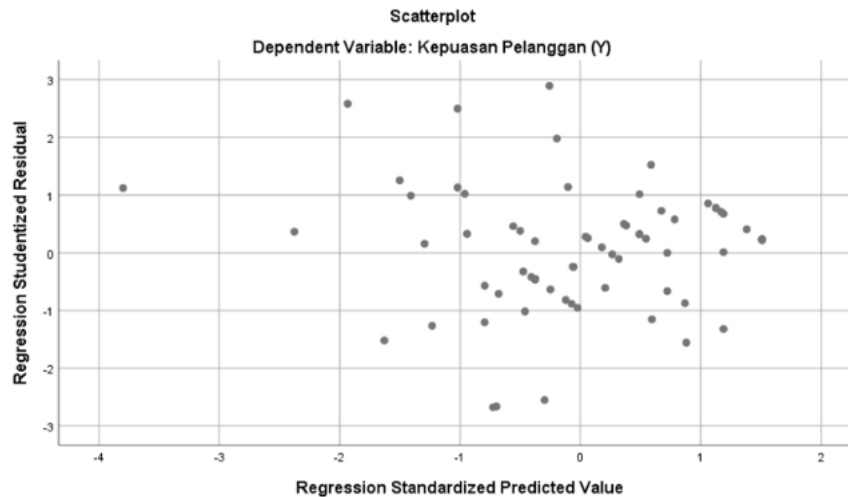


Figure 4. Heteroscedasticity Test Results

Source: Data processed by SPSS 25, 2023

Figure 4 shows that the results of the heteroscedasticity test show that in the scatterplots, regression standardized predicted value image, there is no clear pattern and the points are spread above and below the number 0 on the Y axis. This shows that in this study there was no heteroscedasticity.

Multiple Linear Regression Analysis

Table 2. Results of Multiple Linear Regression Analysis

| Model | | Unstandardized Coefficients | |
|-------|-------------------------|-----------------------------|------------|
| | | B | Std. Error |
| 1 | (Constant) | 6.916 | 2.174 |
| | Harga (X1) | .405 | .100 |
| | Lokasi (X2) | .269 | .118 |
| | Kualitas Pelayanan (X3) | .109 | .027 |

a. Dependent Variable: Kepuasan Pelanggan (Y)

Source: Data processed by SPSS 25, 2023

Constant value (α) of 6,916, meaning that if the independent variables, namely price, location, service quality, have a value of 0 (zero), then customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia is worth 6,916. The regression coefficient value for the price variable (X1) is 0.405, which means that every time the price increases by 1, there will be an increase in customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia has a value of 0.405, assuming other variables are constant. The regression coefficient value for the location variable (X2) is 0.269, which means that for every increase in location by 1, there will be an increase in customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia has a value of 0.269, assuming other variables are constant. The regression coefficient value of the service quality variable (X3) is 0.109, which means that for every increase in service quality by 1, there will be an increase in customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia has a value of 0.109, assuming other variables are constant.

Correlation and Determination Coefficient Test

Table 3. Results of Determination Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .814 ^a | .663 | .649 | 1.528 | 1.767 |

a. Predictors: (Constant), Harga (X₁), Lokasi (X₂), Kualitas Pelayanan (X₃).

b. Dependent Variable: Kepuasan Pelanggan (Y)

Source: Data processed by SPSS 25, 2023

The results of the correlation coefficient or R are 0.814, this shows that the relationship between price (X₁), location (X₂), and service quality (X₃) on customer satisfaction (Y) at PT. Water Laboratory Nusantara (WLN) Indonesia has a relationship of 81.4%, and it can be seen that the coefficient of determination value is at an Adjusted R Square value of 0.649. This means that the ability of the independent variable to explain the dependent variable is 64.9%, the remaining 35.1% is explained by other variables not discussed in this research. It can also be seen that the results of the Coefficient of Determination or R square are 0.663 which shows that 66.3% of price (X₁), location (X₂), and service quality (X₃) affect customer satisfaction (Y) at PT. Water Laboratory Nusantara (WLN) Indonesia while the remaining 33.7% is influenced by other variables not examined in this research.

Hypothesis testing

Table 4. Test Results (F)

ANOVA^a

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 348.517 | 3 | 116.172 | 49.750 | .000 ^b |
| | Residual | 177.470 | 76 | 2.335 | | |
| | Total | 525.988 | 79 | | | |

a. Dependent Variable: Kepuasan Pelanggan (Y)

b. Predictors: (Constant), Harga (X₁), Lokasi (X₂), Kualitas Pelayanan (X₃)

Source: Data processed by SPSS 25, 2023

The Fcount value is 49,750 with the Ftable value being 2.49 so that the Fcount value \geq Ftable or $49,750 \geq 2.49$ and the significance level is $0.000 \leq 0.05$, so it can be concluded that the variables price (X₁), location (X₂), and service quality (X₃) together the same has a significant effect on customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia, so the four H_a hypothesis can be accepted.

Table 5. Test Results (t)

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 6.916 | 2.174 | | 3.181 | .002 |
| Harga (X1) | .405 | .100 | .410 | 4.065 | .000 |
| Lokasi (X2) | .269 | .118 | .183 | 2.285 | .025 |
| Kualitas Pelayanan (X3) | .102 | .027 | .351 | 3.769 | .000 |

i. Dependent Variable: Kepuasan Pelanggan (Y)

Source: Data processed by SPSS 25, 2023

Coefficients significant value of price (X1) obtained a t value of $4.065 \geq t$ table 1.664, and sig $0.000 \leq 0.05$ so it can be concluded that H1 is accepted which means there is a positive and significant influence of price (X1) on customer satisfaction (Y) at PT. Water Laboratory Nusantara (WLN) Indonesia, so the one Ha hypothesis can be accepted. coefficients significant value of location (X2) obtained a t value of $2.285 \geq t$ table 1.664, and sig $0.025 \leq 0.05$ so it can be concluded that H2 is accepted which means there is a positive and significant influence of location (X2) on customer satisfaction (Y) at PT. Water Laboratory Nusantara (WLN) Indonesia, so the two Ha hypothesis can be accepted. coefficients significant value of service quality (X3) obtained a t value of $3.769 \geq t$ table 1.664, and sig $0.000 \leq 0.05$ so it can be concluded that H3 is accepted which means there is a positive and significant influence of service quality (X3) on customer satisfaction (Y) at PT . Water Laboratory Nusantara (WLN) Indonesia, so the three Ha hypothesis can be accepted.

Discussion

The Effect of Price on Customer Satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia

The research results show the same results as the hypothesis formulated, namely that price has a positive and significant effect on customer satisfaction. This means that companies that always subscribe to PT. Water Laboratory Nusantara (WLN) Indonesia always gets price offers for testing commensurate with the quality of its service and the testing price is affordable. These results are in line with the research findings of Indraswati et al (2023) which stated that price has a positive and significant effect on service satisfaction and interest in returning to general patients in the outpatient care of Labuang Baji Hospital, Makassar in 2022. These results are also in line with the research findings of Putri and Supriyono (2022) which states that price has a positive and significant effect on customer satisfaction at PT. Sucofindo (Persero) Surabaya Branch.

The Influence of Location on Customer Satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia

The research results show the same results as the hypothesis formulated, namely that location has a positive effect on customer satisfaction. This means that the laboratory location meets the company's operational needs and the laboratory location makes it easier for the company to send samples. These results are in line with the research findings of Lubis et al (2022) which stated that location had a positive and significant effect on outpatient satisfaction at the Haji General Hospital in Medan. These results are also in line with the research findings of Nasution et

al (2019) which stated that location has a positive and significant effect on patient satisfaction in hospitals. Prima Vision Medan Eyes.

The Influence of Service Quality on Customer Satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia

The research results show the same results as the hypothesis formulated, namely that service quality has a positive effect on customer satisfaction. This means that the certificate of laboratory test results meets the standards. Sampling requests can be served well and the procedures and implementation of sampling in the field meet PT standards. Water Laboratory Nusantara (WLN) Indonesia. These results are in line with the research findings of Saputri and Jakfar (2023) which stated that service quality has a positive and significant effect on customer satisfaction at PT. Sucofindo Mineral SBU Section. These results are also in line with the research findings of Putri and Supriyono (2022) which stated that service quality has a positive and significant effect on customer satisfaction at PT. Sucofindo (Persero) Surabaya Branch.

The Influence of Price, Location and Service Quality on Customer Satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia

The research results show the same results as the hypothesis formulated, namely price, location and service quality simultaneously have a significant effect on customer satisfaction. This means that the price offered for testing is commensurate with the quality of service and the laboratory location meets the company's operational needs and the test results certificate is reliable. These results are in line with the research findings of Putri and Supriyono (2022) which stated that price and service quality have a positive and significant effect on customer satisfaction at PT. Sucofindo (Persero) Surabaya Branch. These results are also in line with the research findings of Chana et al., (2021) which stated that they had a significant effect on patient satisfaction at clinic services in Thailand.

CLOSING

Conclusion

1. Price has a positive effect on customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia.
2. Location has a positive effect on customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia.
3. Service quality has a positive effect on customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia.
4. Price, location and service quality together have a positive effect on customer satisfaction at PT. Water Laboratory Nusantara (WLN) Indonesia.

Suggestion

1. Price variables, PT. Water Laboratory Nusantara (WLN) Indonesia needs to consistently consider price affordability. Apart from that, it is important for companies to always monitor price developments from other competitors, considering that affordable prices can provide customers with a positive experience regarding the products/services they obtain.
2. Location variables have a positive impact on customer satisfaction in utilizing services at PT. Water Laboratory Nusantara (WLN) Indonesia. Therefore, it is hoped that PT. Water Laboratory Nusantara (WLN) Indonesia always pays attention to the ease of accessibility of its

service locations. This will be useful when the company considers moving locations or expanding its business by building new buildings or opening new branches in the future.

3. PT. Water Laboratory Nusantara (WLN) Indonesia needs to increase its attention to customers by creating customer care, 24-hour customer service and customer gathering activities. This aims to ensure that customers can feel satisfied, get all forms of convenience in interacting and feel closer to PT. Water Laboratory Nusantara (WLN) Indonesia.
1. For future researchers, as reference material in conducting research on the marketing mix and service quality on customer satisfaction in other research objects..

BIBLIOGRAPHY

1. Alma, Buchari. (2014). Marketing Management and Services Marketing. Bandung: Alfabeta.
2. Chana, P. et al. (2021). Effect Of the Service Marketing Mix (7Ps) On Patient Satisfaction For Clinic Services In Thailand. International Journal of Business, Marketing and Communication, Vol.1(2), No. 13, 1-15. e-ISSN: 2785-8413.https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3944080.
3. Ghozali, I. (2018). Application of Multivariate Analysis with the IBM SPSS 25 Program. Edition 9. Semarang: Diponegoro University.
4. Heizer, J., Render, B, and Munson, C., (2017). Operations Management. USA: Pearson.
5. Indraswati, D., Haeruddin., Asrina, A. (2023). The Influence of the Marketing Mix on Service Satisfaction and Intention to Revisit General Patients in Outpatient Hospital Labuang Baji Makassar in 2022. Journal of Muslim Community Health (JMCH), Vol. 4, no. 3. Pages 211-221. E-ISSN 2774-4590.<https://mail.pasca-umi.ac.id/index.php/jmch/article/view/1154>.
6. Kotler, P. and Armstrong, G. (2017). Principles of Marketing. 17th ed. England: Pearson Education Limited.
7. Kotler, P. and Keller, K. L. (2009). Marketing Management. Thirteenth edition. Jakarta: Erlangga.
8. Lubis, YD., Suroyo, RB., Fitriani, AD. (2022). Marketing Mix Analysis on Outpatient Satisfaction at Medan Haji General Hospital. Journal of Asian Multicultural Research for Medical and Health Science Study, Vol. 3 No. 2 Pg. 16-22. ISSN: 2708-972X.<https://doi.org/10.47616/jamrmhss.v3i2.257>.
9. Too bad, Harman. (2018). Marketing Management Marketing Theory and Application from the Traditional Era to the Era of Global Modernization. Bandung: Alfabeta.
10. Munshi, Jamal. (2014). A Method for Constructing Likert Scales. USA: Sonoma State University.<https://ssrn.com/abstract=2419366>.
11. Nasution, et al. (2019). The Effect of Marketing Mix on Patient Satisfaction in Prima Vision Medan Special Hospital in 2019. International Journal of Research and Review, Vol. 7, Issue: 8. E-ISSN: 2349-9788.<https://www.academia.edu/download/64334205/IJRR0030.pdf>.
12. Putri, ARM and Supriyono. (2022). The Influence of Service Quality and Price Perception on Customer Satisfaction at PT. Sucofindo (Persero) Surabaya Branch. Journal of Management and Science, 7(2), Pg. 767-772. ISSN 2541-6243.<http://jmas.unbari.ac.id/index.php/jmas/article/view/644>.
13. Saputri MY., Jakfar. (2023). The Influence of Service Quality on Customer Satisfaction at PT. Sucofindo Mineral SBU Section. Scientific Journal of Management, Business Economics, Entrepreneurship, Vol. 10 No. 2. – E-ISSN:2798-575X.<https://jurnaluniv45sby.ac.id/index.php/economica/article/view/854>.
14. Sugiyono. (2017). Business Research Methods. Bandung: Alfabeta

15. Tjiptono, Fandy. (2021). *Service Management: Realizing Excellent Service*. Edition 2. Yogyakarta: CV. Andi Offset.
16. Tjiptono, Fandy., Diana, Anastasia. (2019). *Customer Satisfaction: Concept, Measurement, and Strategy*. Yogyakarta: CV. Andi Offset.