

## **ABSTRACT**

### **THE EFFECT OF QUALITY OF SERVICE, PRICE, AND FACILITIES ON CUSTOMER SATISFACTION AT MEDOKAN SEMAMPIR CLINIC, SURABAYA**

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Increased public awareness will be one of the reasons for increasing health, people are also getting smarter in choosing the best health services according to what they want and need. The clinic provides health services for the community who seek to improve the quality of services, prices, and facilities so that many people believe in seeking treatment at the Medokan Semampir clinic, Surabaya. The purpose of this study is to analyze the effect of service quality, price, and facilities on customer satisfaction at Medokan Semampir Clinic, Surabaya. The research was conducted at Medokan Semampir Surabaya Clinic, which is located on Jalan Medokan Semampir Blok E Surabaya. Data collection was carried out in February 2022 - April 2022 as many as 165 patients. The results of this study indicate that service quality and price have a significant effect on customer satisfaction, and facilities have no significant effect on customer satisfaction. So it can be concluded that the fulfillment of the quality of service received in providing services that quickly respond to patient complaints and affordable prices and inadequate facilities. It can be suggested that the quality of service should always maintain a service that quickly responds to patient complaints and can maintain affordable prices for medicinal products, as well as further improve the facilities so as to get a much better impression than the previous impression after consulting at the Clinic.

Keywords: Service Quality, Price, Facilities, and Customer Satisfaction.