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THE FACTORS THAT INFLUENCE PATIENT SATISFACTION AT DANOWUDU HEALTH CENTRE IN BITUNG CITY

FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN PASIEN DI PUSKESMAS DANOWUDU KOTA BITUNG

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Abstract: The health center is a functional organization that organizes comprehensive, integrated, equitable, acceptable and affordable health efforts, with active participation of the community and uses the results of the development of appropriate science and technology. Health Center as health service providers must be able to meet patient expectations and are required to always maintain trust and maintain patient satisfaction. The purpose of this study was to find out and analyze the factors that influence patient satisfaction at Danowudu Health Center in Bitung City. The type of this research is quantitative research with causal analysis by using multiple linear regression methods. Data collection using a questionnaire. The population of this study were patients who often visited the Danowudu Health Center, with a sample size of 100 respondents. Finding of this research shows that employee performance, service quality and facilities simultaneously influence customer satisfaction. The results also show that employee performance, service quality and facilities partially influence customer satisfaction. This research offered several recommendations for health center in carefully managing the patient satisfaction. For this reason, the Danowudu Health Center must maintain good employee performance, maintain service quality and maintain existing facilities in order to attract new patients and maintain existing patients.

Keywords: customer satisfaction, employee performance, service quality, facilities, health center

Abstrak: *Pusat kesehatan adalah organisasi fungsional yang menyelenggarakan upaya kesehatan yang komprehensif, terintegrasi, adil, dapat diterima dan terjangkau, dengan partisipasi aktif masyarakat dan menggunakan hasil pengembangan ilmu pengetahuan dan teknologi yang tepat. Puskesmas sebagai penyedia layanan kesehatan harus mampu memenuhi harapan pasien dan dituntut untuk selalu menjaga kepercayaan dan menjaga kepuasan pasien. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis faktor-faktor yang mempengaruhi kepuasan pasien di Puskesmas Danowudu di Kota Bitung. Jenis penelitian ini adalah penelitian kuantitatif dengan analisis kausal dengan menggunakan metode regresi linier berganda. Pengumpulan data menggunakan kuesioner. Populasi penelitian ini adalah pasien yang sering mengunjungi Pusat Kesehatan Danowudu, dengan jumlah sampel 100 responden. Temuan penelitian ini menunjukkan bahwa kinerja karyawan, kualitas layanan dan fasilitas secara simultan mempengaruhi kepuasan pelanggan. Hasil juga menunjukkan bahwa kinerja karyawan, kualitas layanan dan fasilitas secara parsial mempengaruhi kepuasan pelanggan. Penelitian ini menawarkan beberapa rekomendasi untuk pusat kesehatan dalam mengelola kepuasan pasien dengan hati-hati. Untuk alasan ini, Pusat Kesehatan Danowudu harus mempertahankan kinerja karyawan yang baik, menjaga kualitas layanan dan memelihara fasilitas yang ada untuk menarik pasien baru dan mempertahankan pasien yang sudah ada.*

Kata kunci: kepuasan pelanggan, kinerja karyawan, kualitas pelayanan, fasilitas, pusat kesehatan

INTRODUCTION

Research Background
          Health care is a very important thing for a community. Every community has the right to get proper health services. It is natural for every community to get good health services from the government. The role of service providers is one of the key success factors in organization. As the organizer, the government has provided several health facilities along with health workers, health facilities that are widely used by the community, one of which is the health center. The health center as the technical implementation unit of the District / City Health Office, then the health center has the role of holding part of the operational technical tasks of the District / City Health Service and is the spearhead of health development in Indonesia.
          According to the Minister of Health Regulation of the Republic of Indonesia number 75 in 2014 health centers are health care facilities that carry out public health efforts and first-degree individual health efforts, prioritize promotive and preventive efforts, to achieve successful community health levels in regional mediation.
          The health center is a community first aid center. Therefore the health center was established in the community. The health center that is established of course inseparable from the customers or the people who use the health center services. Customer factors are a top priority for health center, these factors are customer satisfaction. Customer satisfaction is basically a level of conformity between expectations and reality received. Whether expectations are in accordance with reality, the parties served will give a positive response to service and feel satisfied.
          Customer satisfaction in this case is the patient who is influenced by the quality of service which is an optimal achievement of results for each patient, avoidance of complications due to physician actions and attention to the needs of patients and their families by paying attention to cost effectiveness and recorded in a reasonable documentation. Patient satisfaction is considered as one of the most important dimensions and is one of the main indicators of the standard of a health facility that is a result of the influence of health services. Patient satisfaction is the primary goal of the health center in the hope that patients will return to the health center.

Research Objective
This research aims are to analyze the influence of:
1. Employee performance, service quality and facilities on customer satisfaction at Danowudu Health Center simultaneously.
2. Employee performance on customer satisfaction at Danowudu Health Center partially.
3. Service quality on customer satisfaction at Danowudu Health Center partially.
4. Facilities on customer satisfaction at Danowudu Health Center partially.

THEORETICAL REVIEW

Marketing
          Marketing means working with target markets to realize potential exchanges with the intention of satisfying human needs and desires. The American Marketing Association (AMA) recently updated its definition of marketing to the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (AMA, 2013). Bartels (1951) defines marketing as that field of study which investigates the conditions and laws affecting the distribution of commodities and services. It is the institutionalized function of providing consumers with goods for their use.

Human Resources Management
          Human resource management is a strategic, integrated and coherent approach to the employment, development and well-being of the people working in organizations (O'riordan, 2017). According to Newman and Hodgetts (2008: 4), Human Resources Management is the process by which organizations ensure the effective use of their associates in the pursuit of both organizational and individual goals.

Customer Satisfaction
          Customer satisfaction according to Jahanshahi, *et al.*, (2011) is the result of a customer's perception of the value received in a transaction or relationship - where value equals perceived service quality relative to price and customer acquisition costs. Kotler (1997: 42) explains that the company can increase customer satisfaction by lowering its price, or increasing its service, and improving product quality.

Employee Performance

Rotundo & Sackett (2002), defines that performance is all actions or behaviors that are controlled by individuals and contributes to the achievement of the goals of the organization. Employee performance is something that is achieved by employees, work performance that is considered by employees, work ability related to the use of office equipment (Dharma, 1991: 105).

Service Quality

Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging on either (Wisniewski, 2005). Nasution (2004: 47) stated that service quality is an effort to fulfill the needs and desires of customers, as well as the provision of delivery to offset customer expectations.

Facilities

According to Nirwana (2004: 47) facilities are part of the variable marketing services that have an important role, because services delivered to customers not infrequently very much in need of supporting facilities in its delivery. Arikunto (2006: 55) argues, facilities can be interpreted as everything that can facilitate and facilitate the implementation of all business activities. As for those who can facilitate and facilitate this business, they can be in the form of objects or money, so in this case the facilities can be equated with the facilities in the office.

Previous Research

Hasan, *et. al*., (2011) studied about relationship between various employee performance recognition techniques and customer satisfaction: evidence from the restaurant industry of Pakistan. The result show that all outlined performance recognition techniques have a positive relationship with the customer satisfactions which reflects that the employee performance recognition techniques have a pivot and vital role in making customers satisfied.

Yator (2012) studied about the effect of service quality on customer satisfaction in the hospitality industry in Kenya a case study of Lake Bogoria spa resort. The result showed that the hotel was performing well in terms of quality of services offered. It was also found that service quality (as measured by each of the live variables) had a very strong correlation with customer satisfaction.

Lepkova (2013) studied about customer satisfaction with facilities management services in Lithuania. The result is survey of service providers suggests that Lithuanian companies realize the importance of customer satisfaction as a key to successful operation. The surveyed customers of facility management services stated their satisfaction with the services and although they might have a few remarks on the quality of some work.
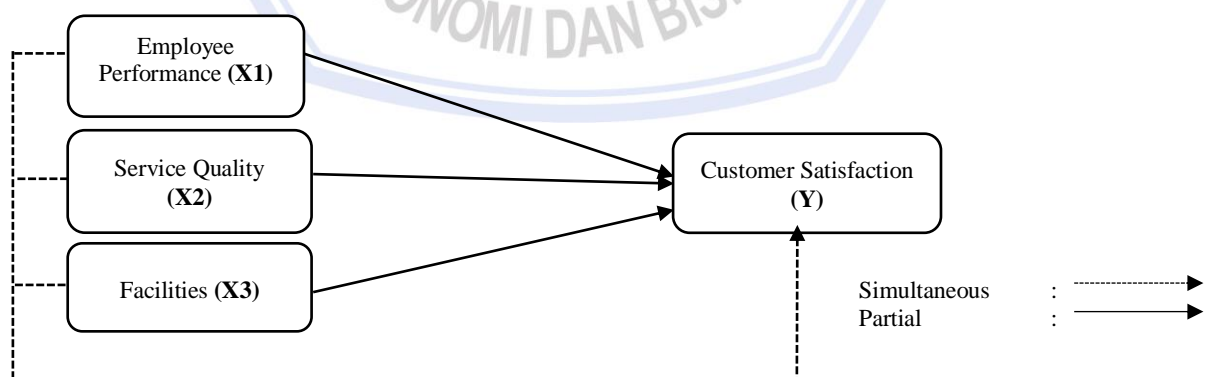
Conceptual Framework

Figure 1. Conceptual Framework
Source : Data Processed, 2019

H1 : Employee performance has an effect on customer satisfaction partially
H2 : Service quality has an effect on customer satisfaction partially

H3 :   Facilities has an effect on customer satisfaction partially
H4 :   Employee performance, service quality and facilities has an effect on customer satisfaction
        simultaneously

RESEARCH METHOD

Type of Research
        This research is using quantitative approach. This research is causal type of research in multiple linear regression between one continuous dependent variable and two or more independent variables. Where it will analyze the influence of employee performance, service quality and facilities on customer satisfaction at Danowudu Health Centre in Bitung City.

Population and Sample
        According to Sugiyono (2011: 80) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then conclusions drawn. The target population in this research is all patient of Danowudu Health Center. According to Sugiyono (2015: 116) the sample is part of the number and characteristics possessed by the population. With the formula $n = Z^2 / 4Moe^2 =$ $n = 1,96^2 / 4(0,10)^2 = 96.04$ rounded to 96. The number of samples which is required to be used is 96 people but the researcher decides to use 100 samples in anticipation of the error questionnaire that cannot be used in the research and data processing.

Data Analysis Method
Validity and Reliability Test
        Validity test used to measure the validity of the questionnaire. To analyze it, Pearson Product Moment is used. If probability of correlation is less than 0.05 (5%) then the research instruments is considered valid. The reliability test used Alpha Cronbach. If Alpha is less than 0.6 then it is considered as unreliable.

Multiple Regressions Analysis Method
        According to Sugiyono (2014: 277) multiple linear regression analysis intends to predict how the condition (ups and downs) of the dependent variable (criterion), if two or more independent variables as a precediator factor are manipulated (raised the value down). So multiple regression analysis will be done if the number of independent variables is at least 2. The formula of multiple linear regressions is as follows:

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

Y   = Customer Satisfaction
X1   = Employee Performance
X2   = Service Quality X3: Facilities
a   = The Regression Constant
β   = Coefficient regression
e   = Error (Residual)

Classical Assumption
        A linear regression model should meet some basic assumption below:

Heteroscedasticity
        Heteroscedasticity test is used to test there is a regression model residual variance inequality from one observation to another observation. Heteroscedasticity occurs if there is residual variance is not constant. The regression model to be good if there is not heteroscedasticity (Ghozali, 2013: 139).

Multicollinearity
        Multicollinearity test is used to determine existence of high correlation between variables in a multiple regression model. A good regression model should not be a correlation between independent variables or may be mutually collinear but not highly correlated (Ghozali, 2013: 105).

Normality

Normality test is used to determine the normality of the error term and variable, for both independent and dependent variables, whether the data is spread normally. A good regression model is the normal distribution of data or nearly normal (Ghozali, 2013: 160).

Hypothesis Testing

Hypothesis are assumptions or conjectures about a matter that is made to explain something that is often required to do a check. Test the significance of the influence of independent variables on the dependent variable simultaneously using the F_{test} and partially using the T_{test}. F_{test} and T_{test} will be usefull in a situation when the researcher needs to find out relationship between dependent and independent variables.

RESULT AND DISCUSSION

Validity Test
Table 1. Result of Validity Test

		Employee Performance	Service Quality	Facilities	Customer Satisfaction
Employee Performance	Pearson Correlation	1	,548[**]	,594[**]	,600[**]
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Service Quality	Pearson Correlation	,548[**]	1	,505[**]	,615[**]
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Facilities	Pearson Correlation	,594[**]	,505[**]	1	,592[**]
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Customer Satisfaction	Pearson Correlation	,600[**]	,615[**]	,592[**]	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS Data Processed, 2019

Based on table 1 it can be seen the value of Pearson Correlation is above 0.5. Therefore, all the questions are valid.

Reliability Test
Table 2. Result of Reliability test

Cronbach's Alpha	N of Items
,844	4

Source: SPSS Data Processed, 2019

Based on table 2 Cronbach's Alpha of this research is 0.844 and it indicates that the data in this research is reliable.

Coefficient of Simple Correlation (R) and Coefficient of Determination (R^2)

Table 3. Result of R and R^2 Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,722[a]	,521	,506	1,090

a. Predictors: (Constant), Perceived Value, Store Image, Perceived Price, Perceived Quality
Source: SPSS Data Processed, 2019

The coefficient of correlation (R) is 0.722 meaning the level of relationship between independent and dependent variable is considered as a substantial positive relationship. The coefficient of determination (R^2) is 0.521 means that 52.1% variation of Customer Satisfaction (Y) is able to be explained by Employee Performance (X1), Service Quality (X2) and Facilities (X3) while the remaining 47.9% is affected by other variables not examined in this research.

Multiple Linear Regression Analysis
Table 4. Multiple Linear Regression Analysis Output

		Unstandardized Coefficients		Standardized Coefficients		
Model		**B**	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	3,763	2,082		1,807	,074
	Employee Performance	,229	,085	,254	2,704	,008
	Service Quality	,346	,089	,339	3,866	,000
	Facilities	,274	,092	,270	2,967	,004

a. Dependent Variable: Customer Satisfaction
Source: SPSS Data Processed, 2019

The analysis output is described in table 4. The multiple regression equation is as follows:
Y = 3.763 + 0.229 X1 + 0.346 X2 + 0.274 X3 + e
Where:
α = Alfa or constant
ε = Error
Y = Customer Satisfaction
$β_1$-$β_3$ = The regression coefficient of each variable
X_1 = Employee Performance
X_2 = Service Quality
X_3 = Facilities

That multiple linear regression equation can be interpreted as follows:
1. Constant value of 3.763, means that if Employee Performance (X1), Service Quality (X2) and Facilities (X3) as the independent variables are zero (0), the Consumer Satisfaction (Y) as dependent variable value would be 3.763.
2. Standard Coefficient Value of 0.229 for Employee Performance (X1) indicates that if all others independent variables are constant and this independent variable (X1) increased by one scale or unit, the dependent variable (Y) would be increased by 0.229.
3. Standard Coefficient Value of 0.346 for Service Quality (X2) indicates that if all others independent variables are constant and this independent variable (X2) increased by one scale or unit, the dependent variable (Y) would be increased by 0.346.
4. Standard Coefficient Value of 0.274 for Facilities (X3) indicates that if all others independent variables are constant and this independent variable (X3) increased by one scale or unit, the dependent variable (Y) would be increased by 0.274.

Classical Assumption
Multicolinearity
Table 5. Result of Multicolinearity Test

| | | Coefficients[a] | | | | | | |
| | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,763	2,082		1,807	,074		
	Employee Performance	,229	,085	,254	2,704	,008	,565	1,771
	Service Quality	,346	,089	,339	3,866	,000	,650	1,539
	Facilities	,274	,092	,270	2,967	,004	,601	1,663

a. Dependent Variable: Customer Satisfaction
Source: SPSS Data Processed, 2019

The table 5 shown that the tolerance value are more than 0.1 and VIF value of each independent variables is less than 10, this research is free from multicollinearity.
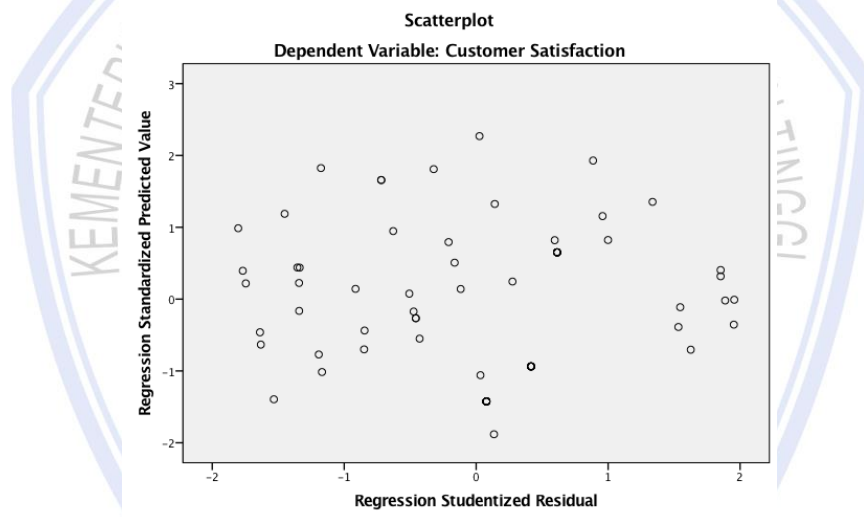
Heteroscedasticity

Figure 2. Heteroscedasticity Test Output
Source: SPSS Data Processed, 2019

In the figure 2 shows that the pattern points is spreading. Where the points are spreading above and below zero point inordinate. This proves that this research is free from heteroscedasticity.

Normality
To identify the normality of the model, the figure 3 will show the graphic result for the normality test.

Normal P–P Plot of Regression Standardized Residual

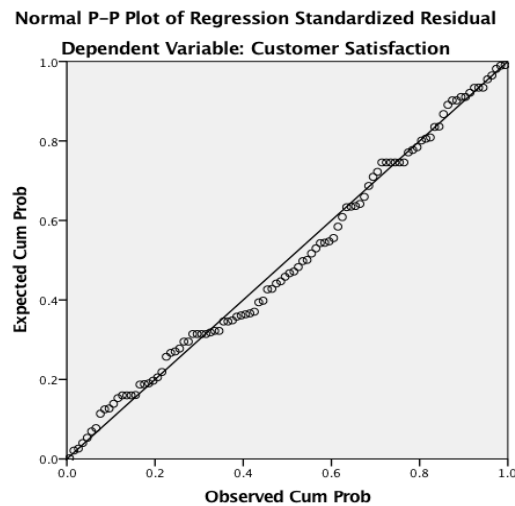**Dependent Variable: Customer Satisfaction**

Figure 3. Normality Test Output
Source: SPSS Data Processed (2019)

Figure 3 shows that the data is represented by the dots are spreading near the diagonal line. It means that the model is normal.

Hypothesis Testing
Table 6. Simultaneous Test (F-test Output)
Based on the ANOVA F-test results on table 6., Fcount (34.794) > Ftable (2.70) with a level of significant

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124,034	3	41,345	34,794	,000ᵇ
	Residual	114,076	96	1,188		
	Total	238,110	99			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Facilities, Service Quality, Employee Performance
Sourced: Processed Data, 2019

To find out the Ftable the calculation is actualized as follow:
Ftable = FINV (0.05, k-1, n-k)
      = FINV (0.05, 4-1, 100-4)
      = 2.70
k: the number of variable
n: the number of respondents

Value 0.05, since Fcount is higher than Ftable, so H0 is rejected and H1 is accepted. It means employee performance, service quality and facilities as independent variables simultaneously influence the consumer satisfaction as dependent variable.

Table 7. Partial Test (T-test Output)

Variable	t_{count}	t_{table}	Description
Employee Performance (X1)	2.704	1.985	Accepted
Service Quality (X2)	3.866	1.985	Accepted
Facilities (X3)	2.967	1.985	Accepted

Sourced: Processed Data, 2019

1. The value of Tcount of Employee Performance (X1) = 2.704 and Ttable = 1.985 which Tcount > Ttable meaning that H0 is rejected and H1 is accepted. That means Employee Performance (X1) significantly influence Customer Satisfaction (Y).
2. The value of Tcount of Service Quality (X1) = 3.866 and Ttable = 1.985 which Tcount > Ttable meaning that H0 is rejected and H1 is accepted. That means Service Quality (X2) significantly influence Customer Satisfaction (Y).
3. The value of Tcount of Facilities (X3) = 2.967 and Ttable = 1.985 which Tcount > Ttable meaning that H0 is rejected and H1 is accepted. That means Facilities (X3) significantly influence Customer Satisfaction (Y).

Discussion

Health care is a very important thing for a community. Every community has the right to get proper health services. It is natural for every community to get good health services from the government. The role of service providers is one of the key success factors in organization. As the organizer, the government has provided several health facilities along with health workers, health facilities that are widely used by the community, one of which is the health center. The health center as the technical implementation unit of the District / City Health Office, then the health center has the role of holding part of the operational technical tasks of the District / City Health Service and is the spearhead of health development in Indonesia. This research aimed to analyze the factors that drive customer satisfaction at Danowudu Health Center in Bitung City. The researcher has identified three variables which is Employee Performance, Service Quality and Facilities.

CONCLUSION AND RECOMMENDATION

Conclusion
1. Employee performance, service quality and facilities are proved to have a significant influence on customer satisfaction at Danowudu Health Center in Bitung City simultaneously.
2. Employee performance is proved to have a significant influence on customer satisfaction at Danowudu Health Center in Bitung City partially.
3. Service quality is proved to have a significant influence on customer satisfaction at Danowudu Health Center in Bitung City partially.
4. Facilities is proved to have a significant influence on customer satisfaction at Danowudu Health Center in Bitung City partially.

Recommendation
1. Based on the results the independent variables which is employee performance, service quality and facilities really has an influence on customer satisfaction. For this reason, the Danowudu Health Center must maintain good employee performance, maintain service quality, and maintain existing facilities in order to attract new customers and maintain existing customers.
2. Employee performance significantly affects customer satisfaction at the Danowudu Health Center. Which means that customers feel satisfied and happy about the behaviour, attitudes and performance of employees. However, there is nothing wrong if Danowudu Health Center improves the performance of its employees, in this case a friendly attitude will make customers feel comfortable in the services provided.
3. Service quality is the most influential variable on customer satisfaction at the Danowudu Health Center. That means customers feel very satisfied with the services provided. Danowudu Health Center must be able to maintain if necessary, to be further enhanced as customer expectations increase.
4. Facilities also significantly affect customer satisfaction at the Danowudu Health Center. Because with the complete facilities available and having a clean room will make customers feel satisfied. However, it is highly recommended to keep even improving existing facilities to be able to maintain satisfaction from customers.

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9