

THE INFLUENCES OF SERVICESCAPE, SERVICE QUALITY AND PRICE TOWARD CUSTOMER SATISFACTION AT SILOAM HOSPITALS MANADO

PENGARUH SERVICESCAPE, KUALITAS PELAYANAN DAN HARGA TERHADAP KEPUASAN PELANGGAN DI RUMAH SAKIT SILOAM MANADO

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Abstract: Satisfaction in the service is one of the main components that must be obtained by consumers. So even with consumer perception would be of service they will receive, in addition to the price is also a consideration in determining selection entrust the handling of health problems experienced by consumers, at an affordable price allowing the public service as well as good handling and correct it before it was inaccessible by the general public. An affordable price along with a good service into one of the key companies operating in the health sector to survive and even thrive better direction. This study uses Ordinary Least Square (OLS) method of regression calculation, which showed that the three variables studied had a positive influence on customer satisfaction partially, the same thing is also shown by the test results together or simultaneously which showed the results of the test results of R Square of 0.890 numbers in which it can be concluded that 89 percent of consumer satisfaction is influenced by three independent variables examined, namely servicescape, quality of service and price while the rest influenced by other factors not examined.

Keywords: *servicescape, customer satisfaction, price*

Abstrak: *Kepuasan dalam pelayanan adalah salah satu komponen utama yang harus diperoleh oleh konsumen konsumen. Begitu pun dengan persepsi konsumen akan pelayanan yang akan mereka terima, selain itu dengan harga juga menjadi pertimbangan dalam menentukan pilihan mempercayakan penanganan masalah kesehatan yang dialami oleh konsumen, Demikian juga kualitas layanan dan harga terjangkau memungkinkan pelayanan publik, serta penanganan yang baik dan benar hal ini sebelumnya tidak dapat diakses oleh masyarakat umum. Harga terjangkau bersama dengan layanan yang baik tetap menjadi salah satu kunci perusahaan yang bergerak di bidang kesehatan untuk tetap hidup dan bahkan berkembang kearah yang lebih baik. Penelitian ini menggunakan Ordinary Least Square (OLS) metode perhitungan regresi, yang menunjukkan bahwa ketiga variabel yang diteliti memiliki pengaruh positif pada kepuasan pelanggan secara parsial. Hasil tes secara bersama atau simultan yang menunjukkan hasil tes hasil R Square sebesar 0,890 angka di mana dapat disimpulkan bahwa 89 persen dari kepuasan konsumen dipengaruhi oleh tiga variabel independen yaitu servicescape, kualitas layanan dan harga sedangkan sisanya dipengaruhi oleh faktor lain yang tidak diteliti.*

Kata kunci: *servicescape, kepuasan pelanggan, harga*

INTRODUCTION

Research Background

The healthcare industry has gone through constant expansion since the 1960s. For the last twenty years, its transformation has focused more on internal reconstruction rather than building new facilities or additions to old facilities, with the exception of ambulatory healthcare facilities. Some of the services that previously were offered only at large hospitals are now provided in specialty facilities such as outpatient surgery, diagnostic and testing, and free-standing urgent care centers. As for the handling variety health problem public tend to be more selective in choosing hospital. Even many are willing to pay more expensive to use private hospital service that are considered more satisfying than the hospital managed by government.

In 2012, Siloam expand their hospital by opening Siloam Hospital Manado which located in the Central Business District of Manado, SHMN can be conveniently accessed by public transport, Jl. Sam Ratulangi No. 22 Manado, 95111. Indonesia Due to its prime location, SHMN is a healthcare service destination for the entire workforce of companies as well as tourists and civilians in Manado, with an estimated population of 400,000. To provide a comprehensive healthcare service, most of its international standard state-of-the-art medical equipments, such as 1.5 Tesla MRI, 128-slice CT Scan and Cath Lab are the first equipment of its kind in Manado, appointing SHMN as a feeder hospital on the Eastern belt of Indonesia. Based on the international best practice guidelines in relation to the American College of Emergency and also the Australasian College of Emergency, our Trauma RMOs, nursing and paramedical staff have been specially trained to effectively handle heart attacks, strokes and traumas. Our ambulances are adequately staffed and equipped with AED (Automatic External Defibrillator to stop life threatening cardiac arrhythmias and re-establish an effective rhythm) and emergency kits to handle all emergency situations. The hospital has a helipad on site to support both national and international air medical evacuation. The facilities and services are MRI, Cath, Lab, CT Scan, Mammography, Obgyn, Pediatrics, Urology Clinics and USG.

Working from this idea, known that it is really important to know that Servicescape, Service Quality and Price could influence the customer satisfaction. Because of that, the researcher choose to doing a research about "Analyze the influence of servicescape, service quality and price towards customer satisfaction at Siloam Hospital Manado"

Research Objectives

The objectives of this research are to know

1. To analyze the significant influence of Servicescape, Service Quality and Price on Customer Satisfaction simultaneously
2. To analyze the significant influence of Servicescape on Customer satisfaction Partially
3. To analyze the significant influence of service quality on customer satisfaction partially
4. To analyze the significant influence of price on customer satisfaction partially

THEORETICAL FRAMEWORK

Theories

Marketing

Marketing is a very important aspect in business world. According to Kotler and Keller, (2009:45). Marketing is about identifying and meeting human and social needs. One of the shortest definition of marketing is meeting needs profitability. Marketing is needed to understand the consumer need through the product and services that are offered with the aim to receive profit. Kotler and Keller (2009:45) defined marketing as. An organizational function and a set of processes for creating, communicating, and delivering value to customer and for managing customer relationship in ways that benefit the organization and its stakeholder. Marketing is also defined as. A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. (Kotler et al. 1999:10). So, marketing is about interaction between two parties through creating and exchanging products to get their needs and wants. Based on its definition, marketing can be distinguished between social and managerial definition (Kotler and Keller, 2009:45). A social definition shows the role of marketing in society which is a societal process by which

individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. A managerial definition shows the role of marketing in managers point of view as managers sometimes think of marketing as the art of selling products.

Servicescape

Lovelock Christopher (2005:214) and Kotler and Keller (2009) showed that servicescape is the physical environment where services are rendered, this opinion is supported by Bowie and Buttle (2004:235) that the physical environment also been describe as a servicescape. from a customer will affect his decision in choosing a destination hotel. M.J Bitner (1992) refer servicescape as built environment" or specifically as man-made, physical surrounding as opposed to the natural or social environment. For that, there are two important aspect of servicescape namely: spatial layout and functionality as well as elements related to aesthetic appeal. the first aspect refers to how to design and adjust the seats, aisles, hallways, walkways, food service lines, rest-rooms, entrance, and exits. the second aspect - an aesthetic appeal - referring to factors like: the external environment around the existing attractions, architectural design, maintained and clean facilities, signs, and others physical elements that are biased views and the quality was evaluated by the visitors. Based on the above explanation it can be said servicescape has three important aspect, namely:

1. spatial layout and functionality
2. aesthetic appeal.
3. signs /symbols and artifact

Service Quality

Asubanteng Mcleary and Swan (1996) defined service quality as the difference between customers' expectations for service performance prior to the service encounter and their perceptions of the service received. Gefan (2002) defined that service quality as the subjective comparison that customers make between the quality of the service that they want to receive and what they actually get. Parasuraman, Zeithaml, and Berry (1990) defined service quality as the comparison between customer expectations and perceptions of service. In addition, they suggested three underlying themes after examination of the previous writing and literature on services:

1. Service quality is more difficult for customer to evaluate than goods quality.
2. Service quality perceptions result from a comparison of consumer expectations with actual service performance.
3. Quality evaluations are not made solely on the outcome of service; they also involve evaluations of the process of service process of service delivery.

Service Quality Dimensions

Parasuraman et al (1985), ten detailed dimensions of service quality through focus group studies are listed as: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, competence, understanding the customer and tangibles. Among these ten services quality determinants, reliability is the most important dimension. Detailed explanation will be described below.

1. Reliability: It means that the firm performs the service right the first time and the firm honors its promises.
2. Responsiveness: It concerns the willingness or readiness of employees to provide service.
3. Competence: It means that possession of the required skills and knowledge to perform the service.
4. Access: It involves approachability and easy of contact.
5. Courtesy: It involves politeness, respect, consideration, and friendliness of contact personnel.
6. Communication: It means keeping customers informed in language they can understand and listening to them.
7. Credibility: It involves trustworthiness, believe ability, honesty. Security: It is the freedom from danger, risk or doubt.
8. Understanding: Knowing the customer involves making effort to understand the customer's needs.
9. Tangibles: It includes the physical evidence of the services (Parasuraman et al., 1985).

In their following research (Parasuraman, Zeithaml, and Berry, 1988), then they purified and distilled the ten dimensions to five: reliability, tangibles, responsiveness, assurance, and empathy, which constitute the base of global measure for service quality -SERVQUAL. Based on these five dimensions listed above, the researchers developed 22-item scale with a set of service quality dimensions to quantify a customer's assessment of a company's service quality. However, the traditional service quality dimensions cannot directly apply to Internet banking, because it represents a different and unique service delivery process. Different dimensions have been accepted in previous studies measuring electronic service quality. Nevertheless, the studies of Parasuraman (1988) offer particularly strong service quality dimensions for measuring traditional services and could be serve as a good starting point for further research.

Price

From the consumers perspective, price is what is given up or sacrificed to obtain a product. This definition is against including monetary price as a lower level attribute in multiattribute models because price is a give component of the model, rather than a get component. Defining price as a sacrifice is consistent with conceptualization by other pricing researchers (Chapman 1896; Mazurndar 1986; Monroe and Krishnan 1985. In: Zeithaml, Valeria A (1988). *Consumer Perception of Price, Quality and Value: A Means-End model and Synthesis of Evidence*). A growing body of research supports this distinction between objective and perceived price (Allen, Harell, and Hutt 1976; Gabor and Granger 1961; Progressive Grocer 1964. In: Zeithaml, Valeria A (1988). *Consumer Perception of Price, Quality and Value: A Means-End model and Synthesis of Evidence*). Studies reveal that consumers do not always know or remember actual prices of products. Instead, they encode prices in ways that are meaningful to them (Dickson and Sawyer 1985; Zeithaml 1982-1983. In: Zeithaml, Valeria A (1988). *Consumer Perception of Price, Quality and Value: A Means-End model and Synthesis of Evidence*). Levels of consumer attention, awareness, and knowledge of prices appear to be siderably lower than necessary for consumer to have accurate internal reference prices for many products (Dickson and Sawyer 1985; Zeithaml 1982. In: Zeithaml, Valeria A (1988). *Consumer Perception of Price, Quality and Value: A Means-End model and Synthesis of Evidence*).

Previous Research

The impact of servicescape and servicequality to customer satisfaction in leisure travel. Sri Raharso and M Raharso (1999), this study talks about how two variables influencing the satisfaction of service consumers who travel. In this study also note that booth variable servicescape or quality equally influence on consumer satisfaction. In this study can also be seen that the consumers who want to travel prefer to travel in comfort and it is certainly related to the level of service they receive. That means the air travel company should put more concern about the servicescape and service quality that they provided to the costumer to attract more traveler and to ensure the sustainable of their company in the future by build costumer trust and confidence using their air company. Service quality in the physical and virtual marketplace. Al Shamsy Saud (2007), in this study we can see how service quality is very influential on both physical and virtual consumer marketplace. although levels are greater influence on the physical marketplace. this is because consumers feel directly the quality of services provided. even in the virtual marketplace service quality is equally important to satisfy the needs and desires of consumers. This means the costumer satisfaction is became the main concern that the company need to provided, in the physical or virtual marketplace and to achieved that company need to put their main concern on how good the service quality that they provided to the costumer that come to their marketplace. Customer Satisfaction and loyalty in the online and offline environments.

Venkatesh Shankar (2003), in this research the researcher is talking about the costumers satisfaction to the company and person that may they never meet or see in physical, but the service and product that the persons or company provided already tasted and feel satisfy with that. Through that will emerge costumer loyalty because the costumers trust and comfortable already been build so they will intend to go back. Because this two variable is a such an important variables that company need so the writer intend to talk about the corelation between this two variables and how they react or influence another. The analysis of product, price, place, promotion and service quality on customers buying decision of convenience store: a survey of young adult in bekasi, west java, Indonesia. Junioandreti, Nabila H Zhafira, Sheila S akmal and Suresh kumar. (2013), in this research we can se how 4P (product, promotion, price, and place) plus service quality influence the costumer buying decision in convince store, using multiple regression model this research found out the 4p and service quality does have the significance influence on costumers buying decision. That's mean the 4P variables

does have the significance influence in the market, of course the main goal of creating or entering the market for supplier is gain costumer and by that costumer they will create sale which means profit for the company. So the by look in to this research the company need to put more attention to the 4P variables plus service quality that they provided.

- H₁: Servicescape, service quality and price has a significant influence on customer satisfaction simultaneously
 H₂: Servicescape has a significant influence on customer satisfaction partially
 H₃: Service quality has a significant influence on customer satisfaction partially
 H₄: Price has a significant influence on customer satisfaction partially

RESEARCH METHOD

Type of Research

The type of this research is causal research where the purpose is to determine whether one variable causes another variable to occur or change. The independent variables of this research are Servicescape, Service Quality and Price and the dependent variable is Costumer Satisfaction

Place and Time of Research

This study will be conducted in Siloam Hospital Manado on October 2015. The questionnaires are distributed to the visitors, and the data collection and analysis process take time around a month.

Conceptual Framework

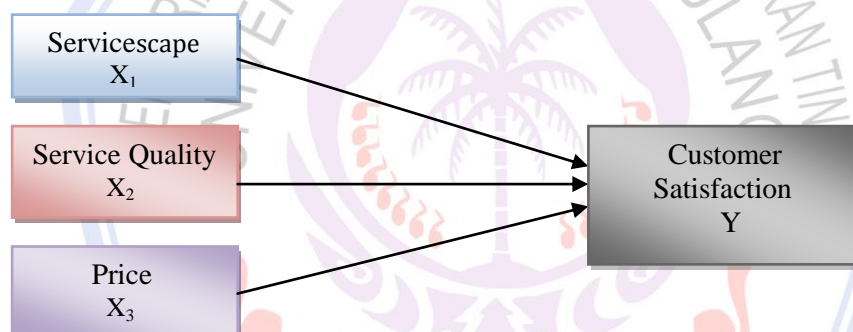


Figure 1. The Conceptual Framework

Source: Research data processing

Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009:262). The population of this research is the entire Siloam Hospital customers in Manado.

Data Collection Method

The source of data can be from primary and secondary sources. Primary data is data obtained directly from the research from the research object. Primary data refer to information obtained first hand by researcher through. The primary data for this research is through using questionnaire. A questionnaire is prformulated written set of questions to which respondents recourse their answer . In this research, the questionnaire that consists of question list distributed to the Siloam Hospital customers in Manado to be filled. Secondary data is data obtained from the indirect object of research in the form of documents or reports, it consist of overview of the study, ann other data relevant to this research.

Operational Definition and Measurement of Research Variables

Variable is anything that can take on differing or varying values. The values can differ at various times for the same object or person, or at the same time for different objects or persons. Dependent variable is the variable of primary interest to the researcher. The researcher goal is to understand and describe the dependent

variable, and the dependent variable of this research is Customer Satisfaction. Independent variable is one that influences the dependent variable in either a positive or negative way. The independent variables of this research are Servicescape, service quality, price effectiveness.

Data Analysis Method

Validity and Reliability Test

Validity testing is used to know whether the selected measurement tool that selected can measure what that supposed to be measured or not. Valid instrument means the measurement tool that is used to get the data is valid. The instrument considered as valid if the correlation coefficient between score of one indicator and total score of all indicators is positive and more than 0.3 ($r > 0.3$). Reliability of a measure is an indication of the stability and consistency in which the instrument measure the concept and helps to assess the goodness of a measure. Consistency indicates how well the items measuring a concept hang together as a set. Cronbachs alpha is a reliability coefficient that indicates how well the items in a set are positively correlate to one another. Cronbachs Alpha is computed in terms of average intercorrelations among the items. The closer Cronbachs alpha is to 1, the higher the internal consistency reliability.

1. If the coefficient of alpha is less than 0.66 then the reliability is low
2. If the coefficient of alpha is between 0.60 and 0.70 then the reliability is reliable
3. If the coefficient of alpha is between 0.70 and 0.90 then the reliability is consistent
4. If the coefficient of alpha is above 0.90 then the reliability is perfect

Multiple Regression Analysis Model

Multiple regression analysis is used in a situation where two or more independent variables are hypothesized to affect one dependent variable. In this research, multiple regression analysis is used to test the impact of each independent variable (perceived quality product, price, store atmosphere, promotion effectiveness) to the dependent variable (customer purchase decision). In multiple regression analysis, the dependent variable (y) is sometimes referred to as the response variable. The partial regression coefficient (b_1) represents the increase that will occur in the value of y from a 1-unit increase in the independent variable if all other variables are held constant (Black, 2008:594).

The formula is :

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3$$

Where :

Y = Dependent Variable

X = Independent Variable

a = the constant, when all the independent variables equal to 0

b = the slope for each independent variable

In this research, the multiple regression equation will be :

Y = Customer Satisfaction

X_1 = Servicescape

X_2 = Service quality

X_3 = Price

a = The constant when all the independent variables equal to 0

b = The slope for each independent variable

RESULT AND DISCUSSION

Result

Respondents Overview

This raises the issue of research on the effect of occupational safety and health in increasing employee productivity. Respondents who used as many as 100 patients. The respondents who have done filling out the questionnaire will then be identified by gender, age, and education. Identification was conducted to determine general characteristics of the respondent.

Identification of Respondents by Gender

Based on the identification by sex will be the number of employees the distribution of men and women , the results can be seen in the following table:

Table 1. Characteristics of respondents by Gender at Siloam Hospitals Manado

Gander	Total (person)	Percentage (%)
Laki-Laki (<i>male</i>)	67	67%
Perempuan (<i>female</i>)	33	33%
Total	100	100%

Source: Research Data Processing.

In the table above it can be seen that the number of male respondents (67 %) are more dominant than the number of female respondents (33 %). This is because patients in Siloam taken randomly and patients admitted in hospitals siloam is a public patient.

Identification by Age

Based on the identification based on age will be the age of the respondents. In identifying according to age , the classification can be made as in the following table :

Table 2. Characteristics of Respondents by Age on Siloam Hospitals Manado

Age (year)	Total (person)	Percentage (%)
≤ 20	8	8%
21-30	7	7%
31-40	25	25%
41-50	15	15%
≤ 46	45	45%
Total		100

Source: Research Data Processing

Table 2 shows that the number of patients in hospitals siloam tend to be dominated by age groups above 40 years reached 60 percent of the patients were taken data.

Validity and Reliability

Testing the validity of which is used in this study is the correlation of Product Moment and is considered valid if the value of $r \geq 0.30$, then the instrument can be said to be valid , and if the value of $r \leq 0.30$, then the instrument is said to be invalid . Or if $p \leq 0.05$, the instrument is said to be valid and if $p \geq 0.05$ then the instrument can be said to be invalid. Reliability test is used to demonstrate the consistency of measuring instruments used or the extent to which the measuring instrument can be trusted or relied upon . Reliability test results revealed reliable if the calculation result has a coefficient of reliability (reliability) of $\alpha \geq 0.60$

Multiple Regression Analysis Model

Multiple Regression Analysis is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval - scaled dependent variable.

Data Analysis Result

Acquisition of data analysis results obtained from the tabulation of data with the help of Microsoft Excel with the scores level in accordance with the Like scale. Analysis of the data tabulations can be found in the appendix. Based on the tabulation of scores of respondents in the annex to the overall results of the

tabulation used as research data further processed by using software program SPSS version 20.0 for Windows.

Classical Assumption Test

Table 1. Multicollinearity

Part	Collinearity Statistics	
	Tolerance	VIF
.197	.965	1.037
.177	.984	1.016
.125	.976	1.024

a. Dependent Variable: Customer Satisfaction

Source: Research Data Processing.

The tolerance value of Servicescape is 0,965, Service quality is 0.984, and price is 0.976. The VIF Servicescape is 1.037, Service quality is 1.016, and Price is 1.024. which are less than 10 show that the model concluded to be free from multicollinearity.

Heteroscedasticity

From the diagram above can be seen that the spread of residual irregular. It is seen on the plot that glows and does not form a specific pattern. With such results, the usual conclusion drawn is that no symptoms of the regression equation homoscedasticity or assumptions heterokedatisitas meet.

Normality

Normality test can be identifying by using graph of P-P Plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph. The dots are spreading near the diagonal line and follow the direction of the diagonal line. Therefore the normality test is completed.

Directly influence independent variables Servicescape, service quality and price on dependent variable Customer Satisfaction

Table 2. R square Test

Mode	R	R square	Adjust R Square	Model Summary		
				Std. Error of the Estimate	Change Statistics	
1					R Square Change	F Change
1	.298 ^a	.089	.060	.36165	.089	3.119

Source: Research Data Processing

In looking at the influence of Independent Variables Servicescape, Service quality, and price is a combine toward Dependent variables Customer satisfaction can be seen in Table 4.6 Model Summary above, the value of R square. The amount of R square (R²) in the table below is 0.89. The figure has a meaning independent variable amount of influence exogenous Servicescape, Service quality, and the price to dependent variable endogenous customer satisfaction are combined. In calculating the coefficient of determination (KD) can be determined by the formula: $KD = R^2 \times 100\%$, $KD = 0,89 \times 100\%$, $KD = 89\%$. Quantity Influence of Independent Variables Exogenous Servicescape, Service quality, and price Toward Dependent variables are combined endogenous Customer satisfaction is 89%. And the influence of outside the model can be calculated by: $e = 1 - 0,89$, $e = 0.11 \times 100\%$, $e = 11\%$. Which means 5.1% means that other factors affecting the amount of outside models examined. That is the influence of the independent variables Servicescape, service quality and price on the dependent variable endogenous customer satisfaction by 89% whereas the influence of 11% due to variables outside the model were examined.

Table 3. Beta Test

<i>Model</i>	<i>Coefficients^a</i>				
	<i>Unstandartized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
<i>(Constant)</i>	2.133	.487		4.378	.000
1 <i>VAR00001</i>	.112	.056	.201	2.024	.046
<i>VAR00002</i>	.175	.097	.179	1.818	.072
<i>VAR00003</i>	.112	.87	.126	1.282	.203

Source: Research Data Processing

To determine the regression model that has been made is correct is to use the test in two ways: First use the F value in ANOVA output tables , and two by using a probability value / values in table 4.6 Sig ANOVA output.

Table 4. Regression Model Worthiness

<i>Model</i>	<i>ANOVA^a</i>				
	<i>Sum of Squares</i>	<i>Dv</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1 <i>Regression</i>	1.224	3	.408	3.119	.30 ^b
<i>Residual</i>	12.556	96	.131		
<i>Total</i>	13.780	99			

A. Predictors: (Constant), Servicescape, Service Quality, Price

B. Dependent Variable :costumer Satisfaction

Source: Research Data Processing

Calculating the value of F table with great value Provisions significance level of 0.05 and Value Degree Of Freedom with the provisions Numerator / Vector 1 : Number of Variable - 1 or 4-1 = 3 , and numerator / Vector 2 : the number of cases - the number of variables or 20 - 3 = 17. the provisions mentioned obtained figures for 6.942 F table. With decision-making criteria of hypothesis testing results if F count > F table , then H0 is rejected , H1 accepted. If F Count < F table , then H0 is accepted and H1 rejected.

Hypothesis test results are :

SPSS calculation results with figures obtained by 3.119 F count < F table at 6.942 . Thus H0 rejected and H1 accepted. This means that there is a linear relationship between Independent Variables Servicescape, Service quality and price with Dependent Variable Costumers Satisfaction. By Sig 0,030 Conclusion value is above the regression model is feasible and correct.

Discussion

When viewed servicescape, service quality is very closely related to customer satisfaction, or in this case the patient who come to Siloam Hospitals Manado, due to the type of services that satisfy the patient who come will certainly feel more comfortable with the condition of the hospital where she was treated, which of course will help the healing process without worrying ministry unsatisfactory and can fully focus on the healing process, both forms of service is of course good influence on patient when combined with the appropriate price, the satisfaction of consumers who make and entrust the handling of medical Siloam Hospitals Manado will increase. Even in the study found the numbers r-square of 0.89 which means that these three factors are very significant influence on customer satisfaction in Siloam Hospitals Manado. There is a different of opinions between the previous research, that was said encode prices in ways that are meaningful to them (Dickson and Sawyer 1985; Zeithaml 1982-1983. In: Zeithaml, Valeria A (1988). Consumer Perception of Price, Quality and Value: A Means-End model and Synthesis of Evidence). Levels of consumer attention, awareness, and

knowledge of prices appear to be siderably lower than necessary for consumer to have accurate internal reference prices for many products.

CONCLUSION AND RECOMMENDATION

Conclusion

This research, the writer can draw the following conclusion: Variable servicescape no partial influence on customer satisfaction in Siloam hospitals Manado, while variable service quality and variable price partial influence on customer satisfaction , but when combined together, the three independent variables have a significant influence on consumer satisfaction that comes handling medical in Siloam hospitals Manado.

Recommendation

Due to the large influence of Servicescape, Service Quality and Price to Customer Satisfaction which entrust the handling of medical, need to be remembered and reviewed how the form of services and prices given and offered to consumers or potential consumers do have really done well and liking consumer. To the Siloam hospitals management need to maintain consistency of service to the community and be able to adjust better in terms of a given price.

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