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RESEARCH ARTICLE

Legal Implications of Consumer Protection on Healthcare Access: A Qualitative Study of Consumer Experience in Community Health Centers

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Abstract: This study aims to explore the application of consumer protection law to health access services from the perspective of society. The research method used is qualitative with a descriptive approach. Primary data were obtained through interviews and observations, while secondary data were obtained from relevant literature reviews. The results showed that healthcare users in community health centers experienced variations in satisfaction, selection factors, quality of service, problems faced, and consumer protection. The main factors influencing the selection of a health center are location, quality of service, and reputation. Although most respondents were satisfied with the friendly and efficient service, they also complained of a lack of information and slow administrative processes. Variations in assessments of service quality include medical staff competence, waiting times, and levels of coordination. Problems include excessively long waiting times, lack of clear information, and lack of communication between medical staff and administration. Consumer protection is also a concern, especially related to access to patient rights information and the fulfillment of these rights.

Keywords: Consumer Protection Law, Health Access Services, Society.

1. Introduction

The principle of legal certainty is an important legal principle in the implementation of consumer protection and justice in Indonesia. This principle aims to ensure that both business actors and consumers can comply with the law and obtain protection and fairness in consumer transactions. In addition, the principle of legal certainty also guarantees that the state provides legal certainty for all parties involved in consumer transactions. In this context, the principle of legal certainty is an important foundation in maintaining a balance of rights and obligations between business actors and consumers, as well as creating a safe and fair legal environment for all relevant parties.

In Law Number 8 of 1999 concerning Consumer Protection, the principle of legal certainty is one of the main foundations in the implementation of consumer protection. This principle aims to provide legal certainty for business actors and consumers in complying with and implementing legal regulations that regulate their rights and obligations.

Legal protection of the weak in principle is always associated with the protection of his rights. In relation to consumer protection in the health sector, the subject of law is



consumers, while the object of protection is consumer rights to security and safety in consuming/using medical devices.

The principles of consumer protection according to Law No. 8 of 1999 include the principles of justice, balance, security, safety, and legal certainty. The principle of security and safety provides legal assurance that consumers will benefit from the products they consume / use and vice versa that the products will not interfere with the safety of their lives and property (Suhadi & Fadilah, 2021).

Public health services in Indonesia are very important in ensuring the welfare and safety of the community. However, there are often consumer experiences and complaints related to services at Community Health Centers (Puskesmas) that raise concerns about the quality of health services in Indonesia. Unsatisfactory customer experience and complaints about services at Puskesmas are issues that need serious attention. In this context, it is important to explore more deeply the cases of consumer experiences and complaints against services at Puskesmas in Indonesia.

Consumer experience of services at Puskesmas can cover various aspects, ranging from the availability of medical personnel, adequate health facilities, to the registration and administration process. This experience may vary from place to place, but there are common patterns that often appear in the consumer experience at the Puskesmas. In addition, consumer complaints against services at Puskesmas can also include complaints related to waiting times that are too long, lack of availability of medicines, and lack of communication skills and empathy from health workers.

The impact of consumer experiences and complaints on services at Puskesmas can be very significant on public trust in the health system. If the consumer experience is not satisfactory and complaints are not taken seriously, this can lead to distrust of the Puskesmas and even the health system as a whole. Therefore, it is important to understand deeply the cases of consumer experiences and complaints against services at the Puskesmas so that concrete corrective steps can be taken.

Consumer experiences and complaints against services at Puskesmas need to be seriously considered. This includes aspects such as lack of resources, ineffective management policies, and lack of training and development for health workers. By understanding the root causes of this problem, appropriate and continuous improvement efforts can be planned and implemented to improve the quality of health services in Puskesmas (Friadi et al., 2023).

Legal protection of consumers in the health sector also involves the legal relationship between health care providers and patients as users (consumers). Law No. 8 of 1999 concerning Consumer Protection provides regulations on rights and obligations, both for service providers and service users in the health sector. This shows that legal protection in the health sector is highly technical and requires an assessment of service providers in the health sector.

In the context of online shopping, consumer rights include, among others, the right to comfort, security, and safety in consuming goods and/or services; the right to choose goods and/or services and obtain such goods and/or services in accordance with the exchange rate and conditions and guarantees promised; the right to true, clear, and honest information regarding the conditions and guarantees of goods and/or services

Patients have the right to receive safe, quality health care and respect for human dignity. However, cases of violations of patient rights are still common, ranging from non-transparency in medical procedures, misdiagnosis, to unauthorized use of patients' personal information. Patient protection is not only the responsibility of health institutions, but also all individuals involved in the health service process, including doctors, nurses, medical personnel, and administrative officers (Tapuria et al., 2021).

Today, there are various cases that show the need for serious attention to patient protection. One of them is a case of medical data leakage that threatens patient privacy. These leaks can have a serious impact on patients' lives, especially in terms of finances, work, and social relationships. In addition, there are still many cases of discrimination in health services, whether based on race, gender, sexual orientation, or socioeconomic status. This shows that real efforts are still needed to enforce comprehensive patient protection.

Patient protection is also closely related to the issue of adherence to medical ethics. Cases of patient neglect, use of drugs that are not in accordance with procedures, or even medical actions that do not meet ethical standards, are clear evidence that patient protection must be the main focus in every health service. Every individual working in the health sector must have an awareness of the importance of respecting patient rights and upholding the values of medical ethics to prevent cases that harm patients (Alossta et al., 2021).

Changing times and technology also bring new challenges in patient protection. For example, the use of information technology in electronic medical records has opened loopholes for illegal access to patient data. In addition, the rapid development of medical technology also raises new risks in terms of patient safety. Therefore, patient protection includes not only physical and psychological aspects, but also aspects of data security and technology that are increasingly vital in modern healthcare.

In the global context, the issue of patient protection is also a major concern in efforts to improve universal access to health services. Every country needs to implement policies that support patient protection equally, regardless of the patient's economic status or social background. The involvement of international institutions in setting patient protection standards is also key in ensuring that patients' rights are respected around the world. Thus, patient protection in health services is not just a local issue, but a global challenge that requires the cooperation of all parties, both governments, health institutions, medical personnel, and the general public. Real efforts and collective awareness are needed to safeguard patient rights so that health services can truly benefit the welfare of society as a whole.

The relationship between health care providers and patients as consumers has a huge impact on the world of health. This connectivity is the main foundation in providing quality and safe health services for patients. On the one hand, health care providers are responsible for providing care that is in accordance with medical standards and professional ethics. On the other hand, patients as consumers have the right to receive clear information, safe service, and fair treatment from health care providers (Hapsari & Sanjaya, 2023).

Highlighting the connectedness between health care providers and patients as consumers. One case that often arises is related to information conveyed to the patient regarding the diagnosis, medical procedures, and available treatment options. Patients have the right to understand their condition clearly and get a comprehensive explanation from a health care provider. However, it is not uncommon for cases where the information conveyed is unclear or even misinterpreted, which can have an adverse impact on the patient's medical decisions.

Aspects of health care safety, such as nosocomial infections in hospitals, medication errors, or inaccuracies in medical procedures. This shows the importance of healthcare providers to ensure patient safety during the treatment process and take appropriate preventive measures. The connection between health care providers and patients also involves financial aspects. Health care costs are often a significant burden on patients, and there are cases where patients feel unfair in charging or not being transparently informed about costs.

Cases that arise in the connection between health care providers and patients as consumers demand efforts to improve transparency, communication, and compliance with health care standards. In this context, clear regulations and effective dispute resolution mechanisms are also essential to protect the rights of patients as health consumers. Thus, a deeper

understanding of these connectedness can help improve health systems and safeguard the interests and safety of patients as consumers.

As a patient, having the right to choose a doctor and receive clear information related to health conditions and treatment plans is very important. This right gives patients control over their health care and allows them to make informed decisions. In addition, medical consent is also a very important right of the patient, which ensures that the patient has a clear understanding of the medical procedure to be performed and gives consent voluntarily. In addition, patients also have the right to comfort, security, and safety while being treated by a doctor, this includes the physical, emotional, and psychological aspects of health care. In this context, it is important to make clear that these rights are human rights that must be respected by health care providers and the health system as a whole.

When patients are given the right to choose a doctor, it reflects trust in a patient-doctor relationship that trusts and respects each other. Choosing a doctor who fits the needs and preferences of the patient can improve the quality of health care and strengthen the relationship between patient and doctor. Patients who feel heard and involved in the decision-making process tend to have better outcomes in their health care. Therefore, providing clear and detailed information about the disease and treatment plan to patients is an important step in ensuring that patients can make informed decisions about their care. It also provides an opportunity for patients to actively participate in their care and feel more involved in the healing process (Graham et al., 2020).

Medical consent is also an integral part of a patient's right to respectful health care. A transparent and informative medical approval process ensures that patients can give consent that is consistent with their knowledge, beliefs, and personal values. It also lays the foundation for a trusting relationship between patients and doctors, which encourages collaboration in healthcare. Thus, medical consent is not only about the legal aspect, but also about respecting the autonomy and dignity of the patient

Furthermore, patient comfort, security, and safety while being treated by a doctor are rights that must be guaranteed in every health care process. This includes aspects of a comfortable physical environment, treatment that respects the dignity of patients, and safety measures that prevent the risk of injury or complications during medical treatment. This right reflects the moral and ethical responsibility of health care providers to protect and promote patient well-being (Aburayya et al., 2020).

The rights of patients to choose a doctor, receive information related to diseases and treatment plans, approve treatment or medical action through medical approval, and obtain comfort, security, and safety while being treated by a doctor are principles underlying ethical practice in health care. Protecting and respecting these rights is key to ensuring that patients receive dignified, effective, and patient-oriented health care.

Consumer protection is very important in law because consumers are often in a vulnerable position in business transactions with companies or business actors. This protection is regulated in Law Number 8 of 1999 concerning Consumer Protection which aims to protect consumers from unfair business practices, as well as provide guarantees for consumer rights. However, unfortunately there are still many legal implications that have not been properly applied to the protection of consumers who get unfair treatment.

The practice of selling products with unfair conditions. Many companies or businesses use this practice to take advantage of stronger bargaining positions, so consumers often have no choice but to accept these unfair terms. This of course violates the principles of equality and fairness in business transactions. The implications of laws that have not been implemented properly can also be seen from the lack of law enforcement against practices that harm consumers. Although the Consumer Protection Law has regulated various provisions to protect consumers, in practice there are still frequent discrepancies between

existing laws and law enforcement. This means consumers who get unfair treatment often don't get the justice they deserve (Suhadi & Fadilah, 2021).

Lack of effort to provide sufficient understanding to consumers about their rights. Many consumers are not aware of their rights when they get unfair treatment, so they tend to surrender without fighting the law. Consumer law education needs to be improved so that consumers have enough knowledge to protect themselves from unfair treatment.

The above cases show that there are still many legal implications that have not been properly applied to the protection of consumers who get unfair treatment. In this context, concrete efforts are needed to improve law enforcement, provide sufficient understanding to consumers, and review existing regulations in order to provide more effective protection for consumers. Thus, consumers will get better protection and can avoid unfair treatment in business transactions.

Consumer protection in the context of soaring health product prices is a very important issue in consumer protection law. In situations where the price of health products has experienced significant spikes, consumers are often the most affected. This can happen in a variety of contexts, including in health crisis situations such as the COVID-19 pandemic. In this context, consumer protection against soaring health product prices is very relevant and requires serious handling (Putra & Priyanti, 2021).

Disproportionate increases in the price of health products can make it difficult for consumers to gain access to products that are urgently needed to maintain their health and safety. This can include various products, ranging from masks, hand sanitizers, medicines, medical devices, to other medical equipment. In situations where the availability of health products becomes critical, unreasonable price spikes can result in marginalized consumers and difficulty obtaining proper health protection.

The legal implications related to protection against soaring health product prices also include discriminatory aspects against consumers. Unfair treatment in terms of price can include discriminatory practices against certain consumer groups, which can result in inequality of access to health products. This is contrary to the principles of equality and fairness in business transactions, and violates the rights of consumers to obtain health products at fair prices and without harm.

In this context, Law Number 8 of 1999 concerning Consumer Protection is the relevant legal basis for handling cases of protection against soaring health product prices. This law provides a legal basis for consumers to obtain compensation or compensation for losses received due to adverse business practices, including in the case of unreasonable prices for health products. Legal protection of consumers also includes prohibitions against discriminatory behavior that harms consumers, so that consumers have a legal basis to demand justice in business transactions (Gowasa et al., 2023).

This requires efforts to increase consumers' understanding of their rights. Consumer law education needs to be improved so that consumers have enough knowledge to protect themselves from harmful business practices. With a better understanding of their rights, consumers can be more proactive in demanding justice and protecting themselves from unfair business practices.

Cases involving safeguards against soaring health product prices show that there are still many legal implications that have not been properly applied in this context. In this case, concrete efforts are needed to improve law enforcement, provide sufficient understanding to consumers, and review existing regulations in order to provide more effective protection for consumers. Thus, consumers will get better protection and can avoid harmful business practices in health product transaction.

2. Literature Review

Research by Kusuma, (2023) reveals that the implementation of consumer protection laws in the context of public health services has a significant impact on the quality of services received by consumers. Similar findings were also found in research conducted by Prastyanti et al. (2023), where consumer protection was considered one of the important factors in improving the accessibility and quality of health services. In contrast, research by Graham et al. (2020) highlights that despite regulations that protect consumers in public health centers, there is still a mismatch between existing policies and their implementation in daily practice. This shows the need for evaluation and improvement of the implementation of consumer protection laws in the healthcare sector. In addition, research by Pohan et al. (2024) emphasizes the importance of a participatory approach in the development of consumer protection policies in the health sector, involving various stakeholders to ensure the relevance and effectiveness of these policies in meeting consumer needs. Recent findings by Mursalat et al. (2022) highlight the important role of information and communication technology in increasing transparency and accountability in public health services, which can indirectly strengthen consumer protection. From the literature, it can be concluded that consumer protection has complex implications for public healthcare access, and further research is needed to thoroughly understand the dynamics between legal regulation and consumer experience in this context.

Although the existing literature has provided valuable insight into the legal implications of consumer protection on healthcare access in community health centers, there are still some gaps that need further investigation. One emerging research gap is the lack of focus on consumers' perspectives directly in exploring their experiences with the application of consumer protection law in public healthcare. Although few studies have adopted qualitative approaches, further research may deepen understanding of how consumers specifically interact with consumer protection regulation in the context of healthcare. This can provide richer insights into the challenges, expectations, and hands-on experiences of consumers in accessing healthcare at community health centers.

Further research novelty can also lie in intervention research aimed at increasing consumers' understanding and awareness of their rights and protections in healthcare. This could include the development of educational or advocacy programs aimed at increasing consumer legal literacy among the public. This approach can make a significant contribution to filling gaps in the literature by providing deeper insights into how consumers can become more empowered agents of safe and quality healthcare. Thus, continued research focusing on direct consumer experience and the development of interventions that strengthen consumer legal understanding and awareness can make a valuable contribution in broadening understanding of the legal implications of consumer protection in public healthcare access.

3. Research Method and Materials

The research method used in this study is qualitative with a descriptive approach. This approach was chosen because it allows researchers to gain an in-depth understanding of consumer experiences and perceptions of the application of consumer protection law in healthcare access in community health centers.

Primary data will be collected through in-depth interviews with a number of participants who are consumers of health services in community health centers. Participants were selected using purposive sampling techniques, where inclusion criteria included those who had used health services at community health centers for a certain period and were willing to share their experiences and views on consumer protection. Interviews will be conducted face-to-face or through an online platform, depending on participants' preferences and availability. In addition, direct observation will also be carried out at community health centers to gain a contextual understanding of the service process received by consumers.

Secondary data will be obtained from various relevant studies, official documents, and related literature that has been published. This secondary data will support the understanding of the context and background of the problem and enrich the analysis of primary data obtained through interviews and observations.

Data analysis will be conducted using Miles and Huberman's approach. The analysis steps include data reduction, data presentation, and conclusion/verification. Data reduction involves reducing collected data into smaller, focused units. The presentation of data will be done by organizing and displaying data in the form of narratives, quotes, or tables that allow the identification of patterns or themes that appear. Finally, conclusion drawing or verification involves interpreting data and developing findings relevant to the research objectives.

The resource person's data are as follows:

Table 1. Identity of Resource Person

No	Name of Resource Person	Position
1	Muhammad Muhdhor	Speaker 1
2	Alifatul Ni'mah	Speaker 2
3	Zamzami Muria	Speaker 3

4. Results and Discussion

On consumer protection in the context of healthcare in community health centers, this research has explored diverse consumer experiences and perceptions. In an increasingly important healthcare environment, an understanding of how consumer protection affects patient access and experience is particularly relevant. Through observations and interviews with a number of consumers, this study aims to highlight a number of critical issues related to patient experience, factors that influence the decision to choose a health center, and evaluation of the quality of services received. By highlighting these aspects, the study seeks to contribute to a better understanding of how consumer protection can be strengthened in the context of public healthcare.

After going through the process of data collection and data reduction, the author will describe or present the data from this study. The data that the author has presented below has been checked several times and repeated the data management process. The following author presents observational data first:

Table 2. Results of Observations on Speakers

No	Indicators	Observations		
		Speaker 1	Speaker 2	Speaker 3
1	Satisfaction	The resource persons revealed that they were very satisfied with the experience of using health services at community health centers because of the friendly and efficient services.	One source stated that while they were quite satisfied with the medical services received, they also complained of a lack of clarity of information about the procedure and sometimes long waiting times.	One interviewee revealed that they felt a little disappointed with their experience because there was too much bureaucracy and administration that slowed down the service process.
2	Factor	The interviewee emphasized that the main factor that influenced their decision to choose the health center was its location very close to where they lived.	One interviewee stated that they prefer a more remote health center because it offers more complete facilities and services, even though the location is not very close.	A resource person chose a particular health center because of its strategic location, which is close to their workplace, so they can easily visit it after work.
3	Quality	The resource person gave a positive assessment of the quality of health services at the center, saying that the doctors and nurses are skilled and competent.	One interviewee complained that the quality of health services at the center was inconsistent, with experiences varying from visit to visit.	One interviewee felt that the quality of health services at the center was quite poor, with less friendly and sometimes less knowledgeable staff.

No	Indicators	Observations		
		Speaker 1	Speaker 2	Speaker 3
4	Problem	One source stated that they were having problems with waiting times that were too long to get service, causing frustration and inconvenience.	Interviewees complained about a lack of communication between medical staff and administrative personnel, resulting in errors in scheduling and unnecessary delays.	One interviewee found problems with the lack of clear information about procedures and costs associated with certain health services, causing confusion and financial unpreparedness.
5	Protection	Interviewees stated that they felt respected and listened to as consumers when using health services at community health centers, providing a sense of security and trust.	One interviewee felt that consumer protection in the context of health services was still inadequate, especially in terms of access to information about rights as patients.	The resource person expressed disappointment at the lack of efforts made by the health center in protecting the rights and interests of consumers, causing uncertainty and mistrust.

First, satisfaction, observations showed that in general, the resource persons were satisfied with the experience of using health services in community health centers because of the friendly and efficient services. However, there were complaints about the lack of clarity of information about procedures and sometimes long waiting times, as well as bureaucracy and administration that slowed down the service process, which caused little disappointment. Aburayya et al. (2020) which showed that patient satisfaction in healthcare is strongly influenced by factors such as clear communication, speed of service, and lack of administrative barriers.

Second, the factor, from the results of these observations, it can be concluded that the main factor that influences the decision of resource persons in choosing a health center is location. Most interviewees prefer health centers close to their residences or workplaces for ease of access. However, there are also those who consider more complete facilities and services despite the location further away. A relevant study is a study by Wulandari et al. (2023) which found that the location of the health center has a significant impact on patients' decisions in choosing health services, with the presence of a closer health center being the main preference for most patients, but some patients also consider other factors such as facilities and services available.

Third, quality, Observations show variations in the assessment of the quality of health services at the center. Some interviewees gave positive assessments of the competence of doctors and nurses, while others complained of lack of consistency in services as well as unfriendliness and lack of knowledge from staff. A relevant research is that by Zaid et al. (2020), which highlights the importance of having skilled and knowledgeable staff in delivering quality health services. The study found that the presence of trained and friendly staff had a significant impact on patient experience and care outcomes. In conclusion, the quality of healthcare is influenced by staff competence and consistency, as well as friendly interaction between staff and patients.

Fourth, the problem, from the observations, it can be seen that the resource persons experienced various problems related to health services at the center. One of the main problems is too long waiting times to get service, which causes frustration and inconvenience. In addition, lack of communication between medical staff and administrative personnel is also a complaint, resulting in errors in schedule setting and unnecessary delays. Another problem is the lack of clear information about procedures and costs associated with specific health services, leading to confusion and financial unpreparedness. A relevant study is that by Munandar et al. (2023), which highlights the importance of effective communication between various members of the medical and administrative teams in reducing waiting times and improving patient satisfaction.

Fifth, protection, The results of observations show differences of opinion in terms of consumer protection in public health centers. Some of the speakers felt respected and listened to as consumers, which provided a sense of security and confidence in the use of health services. However, there are also those who feel that consumer protection is still

inadequate, especially in terms of access to information about rights as patients. Furthermore, there were sources who expressed disappointment at the lack of efforts on the part of health centers in protecting the rights and interests of consumers, which led to uncertainty and mistrust. A relevant research is the research by Tapuria et al. (2021) which highlights the importance of systematic efforts in increasing awareness and access to consumer rights information in the field of healthcare to increase patient trust and satisfaction.

Similarly, the observation of the interview data processing process also goes through several examinations or data reductions. Then the author will present the results of data reduction that has been done. The results of data reduction can be seen as follows:

Table 3. Results of Interviews to Interviewees

No	Indicators	Interview Questions	Observations		
			Speaker 1	Speaker 2	Speaker 3
1	Satisfaction	How was your experience using healthcare at community health centers?	My experience was very positive. This community health center provides friendly and professional service to me every time I visit.	I feel quite satisfied with my experience. Although sometimes the queue is long, but the service provided by medical staff and administrative officers is quite good.	So far, my experience has been quite varied. There were times when the service I received was very satisfying, but there were also some times where I felt less prioritized.
2	Factor	What were the main factors that influenced your decision to choose such a community health center?	The main factor that influenced my decision was its location close to where I live. This makes it more convenient and easy to reach when I need urgent medical care.	The quality of service they provide is the main factor that influenced my choice. I want to make sure that I get good, quality care.	Reputation and reviews from others are also quite influential. I tend to choose health centers that have been recommended by friends or family, or that have a good reputation in the community.
3	Quality	How would you assess the quality of healthcare you receive at the center?	I rate the quality of health services at this health center is quite good. The doctors and nurses are skilled and responsive to my needs.	The quality of health services in this center is arguably standard. Sometimes I feel there is room for improvement in terms of waiting times and coordination between units.	The quality of health services in this center is quite poor. I felt like I wasn't getting adequate treatment and felt like I wasn't being listened to by the medical personnel.
4	Problem	Have you ever experienced problems or dissatisfaction in using health services at the health center? If so, what is the problem?	Yes, I have experienced problems with waiting times that are too long to get service. This makes me feel frustrated and uncomfortable.	I once had difficulty in getting clear information about the procedures and costs associated with a particular health service. This left me feeling confused and financially unprepared.	I once had problems with the lack of communication between doctors and administrative officers. This caused an error in the schedule setting and made me have to wait longer than I should.
5	Protection	What do you think about consumer protection in the context of healthcare in community health centers?	I feel consumer protection in this healthcare context is very important. This provides a sense of security for me as a patient, because I know my rights will be respected and protected.	Consumer protection is something that needs to be improved in the context of healthcare. Sometimes I feel that my rights as a patient are not fully respected by the health center.	I think consumer protection in healthcare is still inadequate. Often I feel I don't have adequate access to information about my rights as a patient, and this makes me feel vulnerable.

First, satisfaction, the interview results showed variations in the experience of using health services in community health centers. Some respondents expressed a very positive experience, with friendly and professional service, while others felt quite satisfied despite

sometimes experiencing long waiting times. However, there are also those who express varied experiences, where sometimes feel very satisfied but sometimes feel less prioritized. A relevant study is that by Friadi et al. (2023), which highlights the importance of efficient queue management and understanding of individual needs in improving patient satisfaction. The study shows that long wait times can reduce patient satisfaction, and the importance of efforts to ensure consistency in the quality of service provided to each patient.

Second, factors, based on the results of interviews, it can be concluded that the main factors that influence users' decisions in choosing a community health center are location, quality of service, and reputation. Most respondents choose a health center close to where they live because of comfort and ease of access, while others prioritize the quality of quality medical services. In addition, the health center's reputation supported by positive reviews from others, be it friends, family, or community, also influences their decision. A relevant study is that by Alossta et al. (2021), which highlights the importance of factors such as location, quality of care, and reputation in patient decision-making related to the selection of a health center. The study shows that patient preferences are influenced by these factors, which also impact patients' satisfaction and trust in the healthcare they receive.

Third, quality, based on the results of interviews, there are variations in the assessment of the quality of health services at the center. Some respondents gave positive ratings, mentioning that their doctors and nurses are skilled and responsive to their needs, while others feel that the quality of healthcare is only standard and there is still room for improvement especially in terms of waiting times and coordination between units. However, there were also respondents who gave negative ratings, thinking that the quality of health services at the center was quite poor and they did not get adequate care and felt less listened to by medical personnel. A relevant study is that by Kringos et al. (2020), which highlights the importance of responsiveness and coordination in improving the quality of health services. The study shows that good coordination between units and responsiveness to patient needs are key factors in improving patient experience and healthcare quality.

Fourth, the problem, based on the results of interviews, revealed that respondents experienced various problems and dissatisfaction in using health services at the center. The main problem faced is too long waiting times to get service, which causes frustration and inconvenience. In addition, some respondents also had difficulty in obtaining clear information about procedures and costs associated with specific health services, leading to confusion and financial unpreparedness. Another problem is the lack of communication between doctors and administrative personnel, resulting in errors in schedule setting and increased waiting times. A relevant study is that by Nguyen et al. (2020), which highlights the importance of effective communication in reducing wait times and increasing patient satisfaction. This study shows that good coordination between various parties in health centers can reduce problems experienced by patients, such as waiting times that are too long and difficulty getting clear information.

Fifth, the interview results show a variety of opinions about consumer protection in the context of health services in community health centers. Some respondents consider consumer protection very important because it provides a sense of security as patients, while others feel that consumer protection needs to be improved because sometimes their rights are not fully respected by health centers. Furthermore, there are also those who consider consumer protection to be inadequate, especially in terms of access to information about patient rights that makes them feel vulnerable. A relevant study is one by Gowasa et al. (2023), which highlights the importance of consumer protection in healthcare. The study shows that increased awareness of patients' rights and adequate access to information about those rights can increase patients' trust and satisfaction with the health services they receive.

The results of observations and interviews show various issues related to health services in community health centers, which can be analyzed from the perspective of consumer

protection law in the health sector and Law No. 8 of 1999 concerning Consumer Protection. *First*, in terms of satisfaction, it can be seen that most respondents are satisfied with the services provided. However, complaints related to lack of information and slow administrative processes indicate that there are imperfections in providing services in accordance with consumer expectations. In the context of consumer protection law, vagueness of information and slowness of administrative processes can be considered as violations of consumers' rights to obtain clear information and efficient processes in accordance with Article 4 of Law No. 8 of 1999 (Arif & Djajaputera, 2022).

Second, factors that influence the selection of a health center include location, quality of service, and reputation. This reflects how consumers consider various aspects before deciding to use healthcare. In the context of consumer protection law, Law No. 8 of 1999 ensures that consumers have the right to obtain true, clear, and not misleading information in accordance with Article 4 paragraph (1) letter a. Thus, health centers have the responsibility to provide accurate and complete information to consumers to assist them in decision making (Hapsari & Sanjaya, 2023).

Third, with regard to service quality, there are variations in assessments of medical staff competence, waiting times, and coordination levels. This shows a difference in consumer experience to the quality of service provided. In the perspective of consumer protection law, Law No. 8 of 1999 affirms that consumers have the right to get quality services in accordance with applicable standards and are safe for health, safety, and not harmful (Putra & Priyanti, 2021).

Fourth, problems faced by consumers include excessively long waiting times, lack of clear information, and lack of communication between medical and administrative staff. This problem creates inconvenience and dissatisfaction for consumers. Within the framework of consumer protection law, Law No. 8 of 1999 stipulates that consumers are entitled to compensation for losses incurred due to goods and/or services that are not in accordance with the quality, quantity, specifications, prices, and time that have been determined (Rachmaniar, 2021).

Fifth, related to consumer protection, it is important to pay attention to access to information on patient rights and the fulfillment of these rights. Law No. 8 of 1999 also stipulates that consumers have the right to obtain true, clear, and not misleading information about their rights, and are entitled to legal protection of their rights in accordance with Article 4 paragraph (1). Therefore, health centers have an obligation to provide comprehensive information regarding patient rights and available protection mechanisms (Suhadi & Fadilah, 2021).

Overall, the observations and interviews demonstrate the importance of understanding and applying consumer protection law in the context of healthcare. Law No. 8 of 1999 concerning Consumer Protection provides an important legal basis to protect consumer rights in the health sector, including the right to obtain clear information, quality services, and protection against losses incurred by service irregularities. Therefore, it is important for health centers to ensure their compliance with these legal provisions in order to increase consumer satisfaction and protection in the use of health services.

In the realm of consumer protection within the healthcare sector, the culmination of observational findings and interview insights presents a nuanced landscape demanding multifaceted consideration. Central to this discussion is the Indonesian Consumer Protection Law, specifically Law No. 8 of 1999, which legally encompasses healthcare services within its scope and delineates healthcare recipients as consumers, while healthcare providers are designated as business entities under legal relationships. This legal framework underscores the gravity of ensuring consumer rights within healthcare settings.

Beginning with the facet of satisfaction, the observation highlights a predominant sentiment of contentment among respondents regarding the amiability and efficiency of healthcare

services received. However, concurrently voiced grievances revolve around deficiencies in information dissemination and sluggish administrative processes. These grievances illuminate an imperative for healthcare providers to fortify communication channels and transparency to enhance consumer satisfaction, as stipulated by the Consumer Protection Law's emphasis on providing clear and accurate information to consumers.

Delving deeper into the factors influencing healthcare facility selection, location, service quality, and reputation emerge as paramount considerations. This aligns with the core tenets of consumer protection, emphasizing consumers' entitlement to clear and accurate information about the products or services they consume. Therefore, healthcare facilities must ensure transparency in communicating information about their location, service quality, and reputation to potential consumers, adhering to the principles of consumer protection delineated by Law No. 8 of 1999.

Quality assessment of healthcare services manifests in diverse dimensions, with evaluations encompassing the competence of medical staff, waiting times, and inter-unit coordination within healthcare facilities. Elevating service quality stands as a critical imperative within the purview of consumer protection, as it directly correlates with consumers' rights to receive promised-quality services. Ensuring adherence to stipulated service standards is imperative for healthcare providers to uphold the principles of consumer protection enshrined within the legal framework (Kringos et al., 2020).

Turning to the challenges encountered by consumers, prolonged waiting times, ambiguous information regarding procedures and health conditions, and inadequate communication between medical staff and administrative personnel are recurrent issues. These challenges underscore the necessity for healthcare facilities to revamp their systems to provide clear information and ensure effective communication among stakeholders involved in healthcare service delivery. Addressing these challenges is pivotal for upholding consumer rights and enhancing the overall healthcare experience.

In the context of consumer protection, Law No. 8 of 1999 assumes pivotal significance as it provides the legal foundation for safeguarding consumer rights within the healthcare domain. By encompassing healthcare services as a legal object of consumer protection, the law delineates healthcare recipients as consumers endowed with guaranteed rights, and healthcare providers as obligated entities tasked with meeting prescribed service standards. Consequently, prioritizing consumer protection within the healthcare sector emerges as a paramount concern for healthcare providers, necessitating robust adherence to legal mandates and ethical imperatives to ensure optimal consumer welfare.

The synthesis of observational findings and interview insights underscores the intricate interplay between consumer satisfaction, influencing factors, service quality, challenges, and consumer protection within the healthcare landscape. Anchored within the legal framework provided by Law No. 8 of 1999, the imperative for healthcare providers to prioritize consumer rights and welfare remains unequivocal. Addressing the multifaceted dimensions of consumer protection within healthcare necessitates a comprehensive approach encompassing transparency, quality enhancement, and effective communication, thereby fostering an environment conducive to optimal consumer experiences and outcomes.

In juxtaposition to the prevailing narrative of consumer satisfaction and the legal framework delineated by Law No. 8 of 1999, an antithetical perspective unveils a complex tapestry of challenges and discrepancies within the realm of healthcare consumer protection. Despite the semblance of contentment exhibited by some consumers, there exists a substantial cohort grappling with profound dissatisfactions and unmet expectations. Moreover, while the legal framework ostensibly safeguards consumer rights, its efficacy is often hindered by systemic loopholes and regulatory shortcomings, thereby necessitating a critical examination of these contrasting facets (Munandar et al., 2023).

Contrary to the prevailing notion of consumer satisfaction, a significant subset of healthcare consumers experiences profound discontentment stemming from various inadequacies within the healthcare system. These grievances span a spectrum of issues, including substandard service quality, deficient communication channels, and inequitable access to healthcare services. Such disparities underscore the inherent complexities within the healthcare landscape, wherein disparities in socio-economic status and geographical location engender divergent healthcare experiences, perpetuating systemic injustices and exacerbating consumer dissatisfaction.

Furthermore, while Law No. 8 of 1999 ostensibly serves as a bulwark for consumer protection within the healthcare domain, its practical implementation often falls short of its intended objectives. Regulatory ambiguities, bureaucratic red tape, and inadequate enforcement mechanisms impede the efficacy of the legal framework, leaving consumers vulnerable to exploitation and neglect. Consequently, the purported shield of consumer protection afforded by the legal apparatus remains porous, failing to adequately safeguard consumers against egregious violations and systemic injustices prevalent within the healthcare ecosystem (Gowasa et al., 2023).

In addition to the discordance between consumer satisfaction and dissatisfaction, an antithesis emerges concerning the foundational principles underpinning consumer protection within the healthcare sector. While the legal framework ostensibly positions healthcare recipients as empowered consumers endowed with rights, prevailing power differentials and asymmetries undermine the realization of these rights in practice. Oftentimes, healthcare providers wield disproportionate influence and authority, relegating consumers to passive recipients bereft of agency and autonomy. This incongruence between legal rhetoric and lived realities underscores the inherent power imbalances ingrained within the healthcare system, necessitating a paradigm shift towards a more equitable and rights-based approach to consumer protection.

Moreover, the antithesis extends to the systemic disparities and structural inequities perpetuated within the healthcare landscape, wherein marginalized communities bear the brunt of systemic neglect and marginalization. Access barriers, exacerbated by socio-economic disparities and geographical remoteness, engender profound inequities in healthcare access and outcomes, thereby exacerbating vulnerabilities and exacerbating disparities. Consequently, the purported universality of consumer protection within the healthcare domain remains elusive, as marginalized communities continue to grapple with systemic injustices and structural impediments hindering their access to quality healthcare services.

The antithesis elucidates the multifaceted complexities inherent within the realm of healthcare consumer protection, wherein disparities between consumer satisfaction and dissatisfaction, regulatory shortcomings, and structural inequities converge to paint a nuanced portrait of the prevailing challenges and discrepancies. Addressing these antithetical dynamics necessitates a holistic and multi-dimensional approach encompassing regulatory reform, structural interventions, and social empowerment initiatives aimed at redressing systemic injustices and fostering a more equitable and rights-based healthcare ecosystem.

5. Conclusion

Based on observations and interviews, it can be concluded that health care users in community health centers experience variations in satisfaction, selection factors, quality of service, problems faced, and consumer protection. *First*, satisfaction, most respondents were satisfied with the friendly and efficient service but complained of lack of information and slow administrative processes. *Second*, the main factors in choosing a health center are location, quality of service, and reputation. *Third*, quality, variations in assessment of service quality include medical staff competence, waiting times, and coordination levels. *Problems* include excessively long waiting times, lack of clear information, and lack of



communication between medical staff and administration. *Fifth*, consumer protection is also a concern, especially related to access to patient rights information and the fulfillment of these rights.

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