



The influence of service quality on customer satisfaction

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ABSTRACT

This research aims to find out how much influence service quality has on customer satisfaction at the Dimas Jaya Motor (DJM) Workshop in Bandung City. Researchers are interested in researching the effect of service on customer satisfaction because they see the increasing number of customers at the Dimas Jaya Motor repair shop, so this cannot be separated from the service provided by the repair shop. This research uses quantitative methods, the data needed in this research is customer satisfaction data obtained using a questionnaire and tested using SPSS 26. Based on the results of the analysis carried out, there is an influence between service quality on customer satisfaction at the Dimas Jaya Motor (DJM) workshop. which is shown through the regression equation $Y = 11.648 + 0.686X$. The correlation coefficient value between Service Quality and Customer Satisfaction is 0.677, meaning that the relationship between Service Quality and Customer Satisfaction is in the strong category. Meanwhile, the coefficient of determination (R Square) is 0.458 or equal to 45.8%. This figure means that the Service Quality variable (X) simultaneously influences the Customer Satisfaction variable (Y) by 45.8%. Meanwhile, the remainder (100% - 45.8% = 54.2%) is influenced by other variables outside this regression equation or variables that were not studied. The total number of respondents was 112 customers.

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1. INTRODUCTION

In conditions of increasingly tight business competition, companies must prioritize customer satisfaction in carrying out their operations. This especially applies to businesses operating in the service sector because customer satisfaction is an important part of maintaining and developing a business. However, as a manufacturer you must understand that more customers will make it more difficult to know how satisfied customers are with the goods or services offered. (Aditiya et al., 2022)

Customers are the most important party in business, therefore manufacturers must be able to understand customer desires in order to satisfy and exceed customer expectations. (Mahendra & Indriyani, 2018) To create high quality service, an employee must provide good performance so that customers can receive and feel that it meets or even exceeds customer expectations. Meanwhile, customers who are dissatisfied or dissatisfied have a tendency to switch to competitors who are able to offer services or provide good performance with better quality. (Agustin et al., 2021)

According to customer satisfaction is the result of accumulated experience obtained by customers in using a good or service, where satisfaction can change from one experience to the next. (Nurofik & Wiana, 2022) This makes efforts to fulfill customer satisfaction an effort that must be carried out continuously and requires high creativity to come up with variations and

characteristics that add to the customer experience in order to maintain customer satisfaction. (Millah & Suryana, 2020)

Based on data it can be seen that the number of DJM Workshop customers is still small. However, there are still complaints every month. On average in 1 month there are 9 dissatisfied customers. However, if the customer is dissatisfied, the customer will complain about his dissatisfaction with the DJM workshop. Customer complaints or dissatisfaction should be responded to by the repair shop by taking the necessary steps, so that customers will be satisfied with the services provided by the repair shop.

Service quality is the ability of a company to meet customer expectations by providing service to customers during and after the transaction takes place. (Haryoko et al., 2020). Meanwhile, according to (Prihandoyo, 2019) the definition of Service Quality can be interpreted as an effort to meet customer needs and desires and adapt the correct delivery method to customer expectations. (Nugroho et al., 2022)

According to (Ahmad Afan Zain, 2022) the five quality dimensions used to measure service quality include tangibles is direct evidence of physical facilities, staff appearance, equipment and technology used to provide services; reliability is refers to the company's ability to provide services accurately, reliably, quickly and reliably; responsiveness is demonstrate a willingness to help or sincerity in providing service to customers; assurance is refers to the knowledge, skills and politeness of employees in providing trust to customers; empathy is refers to employee attention or concern for customers.

Customer satisfaction is the level of someone's feelings after comparing the performance of the product they know with what they expected. (Philip Kottler, 2019). Meanwhile, according to Willie (Kasinem, 2020) that customer satisfaction is an emotional response in evaluating the experience of using a good or service.

Of course, every company wants to provide the best service to its customers. However, to be able to measure customer satisfaction there must be clear dimensions of customer satisfaction. The following are the dimensions of customer satisfaction: (Philip Kottler, 2019) that products produced is customers will feel satisfied if the product is useful and of good quality for the customer; service quality is good service quality is the key to getting loyal customers. Good service not only pays attention to customers but also reflects a good company image; emotional factors is when customers receive good service, emotional factors arise. Emotional satisfaction increases consumer loyalty to the products offered by the company; price is products with similar quality but relatively cheap prices will provide more value for customers; cost dan convenience is customers prefer to buy products or services that are relatively easy, comfortable and efficient. In this case, they do not need to pay extra costs or waste time to get the product or service.

This research can have practical implications for business organizations or service providers in improving the quality of their services to improve customer satisfaction. These implications can help policymakers and management to take concrete steps in improving customer satisfaction. And This research can add new contributions to the literature in the areas of service quality and customer satisfaction. This may include the development of new conceptual models, identification of relevant variables, or testing existing theories.

2. RESEARCH METHOD

The research object will be carried out in the DJM workshop where there are phenomena related to the quality of service provided to customers. In this research, researchers want to examine the extent of customer satisfaction with the quality of service provided by DJM workshops.

This type of research based on research methods is basically a scientific method that has certain goals and uses for obtaining data. Based on this, there are four keywords that need to be paid attention to, namely scientific method, data, purpose and use. (Rahman, 2019)

The role of research methodology is very determining in efforts to collect the necessary data, in other words, research methodology will provide guidance on the implementation of research or instructions on how this research is carried out. With this research method, a significant relationship between the variables studied will be known, resulting in a conclusion. (Agustin et al., 2021)

Operational variables are the process of formulating variables based on the observable characteristics of the variable. Furthermore, operational variables are a unique process by which researchers determine observable characteristics. There are various ways to formulate the operational definition of a variable. According to Azwar (Nurofik & Wiana, 2022)

Population is a general domain consisting of objects or subjects with certain numbers and characteristics that have been determined by researchers to be studied and from which conclusions are drawn. (Sugiyono, 2019)

From the definition of population above, the population in this study is DJM workshop customers totaling 157 customers who came in 3 months. The sample is a part or representative of the population studied because it is impossible to cover the entire population. The sample selected for research must be representative of the population as a whole. (Apriyani & Maya, 2022)

Validity Test is a measure that shows the level of validity of an instrument. A valid instrument has high validity. In this case, an instrument can be said to be valid if it can measure what it is supposed to measure. (Sugiyono, 2019)

According to Arikunto (Asti & Ayuningtyas, 2020) reliability is the meaning that an instrument is reliable enough to be used as a data collection tool because the instrument is good. Reliability refers to the level of accuracy of measurement results. (Mogot et al., 2019) An instrument is said to be reliable if it can provide relatively the same results when repeated measurements are made on different objects at different times, or it can be said to provide consistent results.

The Normality Test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. As is known, the t test and F test assume that the residual values follow a normal distribution. If this assumption is violated then the statistical test will be invalid for small sample sizes. There are two ways to detect whether the residuals are normally distributed or not, namely by graphic analysis and statistical tests. (Adhitya Akbar, 2019)

A simple linear regression test is used to find out how much influence or linear relationship there is between one variable X (independent) on variable Y. (Sugiyono, 2019)

The correlation coefficient test is to measure the relationship between two or more variables which states the level of relationship between variables. (Anggapratama & Irnawati, 2023) Meanwhile, according to Sugiyono (Anggraini & Budiarti, 2020) explains the table guidelines for providing an interpretation of the correlation coefficient as follows:

Table 1. Interpretation of ceorrelation coefficient

Coefficient Interval	Relationship Level
0.00 – 0.199	Very low
0.20 – 0.399	Low
0.40 – 0.599	Currently
0.60 – 0.799	Strong
0.80 – 1,000	Very strong

Source: Anggraini & Budiarti, 2020

If the sig value is > 0.05 (5%), then H_0 is accepted and H_1 is rejected, meaning that it is not significant or there is no relationship between variable X and Y. If the sig value < 0.05 (5%), then H_0 is rejected and H_1 is accepted, which means it is significant or there is a relationship between variable X and variable Y

The coefficient of determination test is a number used to determine the contribution made by the independent variable to the dependent variable. The coefficient of determination value is between zero or one. (Nurhalimah & Nurhayati, 2019)

Hypothesis testing or what is called the t test, aims to determine whether there is a relationship or positive correlation between variables X and Y. (Sugiyono, 2019)

3. RESULTS AND DISCUSSIONS

DJM Workshop is a company engaged in motorbike repair services which was founded in 2012. The location of the DJM workshop is on Jl. Margaasih Blok S No. 4, Bandung Regency, West Java. In general, the location of the DJM workshop is on the main road and is passed by many people,

especially near residential areas, specifically in complex areas. This is the background behind the construction of the DJM workshop.

The condition of the workshop which has a very strategic location so that it is often visited by customers, this makes researchers interested in conducting research in that place. In this research, researchers conducted a survey on DJM workshop customers to determine the level of customer satisfaction with the workshop. (Sumadi et al., 2021). In this respondent analysis, data was obtained from research that had been carried out on respondent data which was successfully collected by the author in this research, namely 112 respondents. The following is a description of the grouping of respondents based on the respondent's gender and age. Respondents in this research were customers of the Bandung City DJM Workshop.

The aim of the data validity test is to determine the extent to which the statements from the questionnaire submitted by the researcher are valid. The validity test that researchers use is product moment (person correlation). If the rcount (correlation coefficient) is greater than the rtable (critical value) at a significance level of 5% or 0.05, then the instrument meets the criteria for the proposed statement to be valid. And conversely, if rcount (correlation coefficient) is smaller than rtable (critical value) then the instrument does not meet the criteria for the proposed statement to have invalid results. The results of the validity test for the questionnaire consisting of 25 respondents were determined at a significant level (α) of 5% or 0.05, resulting in an r table value = 0.396. The results of this validity test are presented in the following table:

Table 2. Service quality validity test results (X)

Items	Corrected Item-Total Correlation	r table	Category
X1.1	0.799	0.396	Valid
X1.2	0.894	0.396	Valid
X1.3	0.815	0.396	Valid
X1.4	0.815	0.396	Valid
X1.5	0.860	0.396	Valid
X1.6	0.822	0.396	Valid
X1.7	0.906	0.396	Valid
X1.8	0.742	0.396	Valid
X1.9	0.575	0.396	Valid
X1.10	0.640	0.396	Valid

Source: Primary data, processed with SPSS 26, 2023

The statements in the Service Quality instrument consist of 10 items. The test results for this variable meet the required criteria, namely > 0.396 . Thus, it can be concluded that statement items 1 to 10 can be declared valid and truly serve as indicators of Service Quality.

Table 3. Customer satisfaction validity test results (Y)

Items	Corrected Item-Total Correlation	r table	Category
Y2.1	0.640	0.396	Valid
Y2.2	0.715	0.396	Valid
Y2.3	0.692	0.396	Valid
Y2.4	0.547	0.396	Valid
Y2.5	0.697	0.396	Valid
Y2.6	0.776	0.396	Valid
Y2.7	0.519	0.396	Valid
Y2.8	0.476	0.396	Valid
Y2.9	0.468	0.396	Valid
Y2.10	0.735	0.396	Valid

Source: Primary data, processed with SPSS 26, 2023

The statement in the Customer Satisfaction instrument above consists of 10 items. The test results for this variable meet the required criteria, namely > 0.396 . Thus it can be concluded that statement items 1 to 10 can be declared valid and truly as indicators of Customer Satisfaction.

The reliability test describes the stability and regularity that remains and does not change in the measuring instrument used. (Gunawan & Hasanah, 2019) A measuring instrument can be

said to have good reliability if the measuring instrument always gives the same results even though it is used many times by different researchers or the same researcher. (Saripudin et al., 2021) The instrument in a variable can be said to be reliable if *Cronbach Alpha* has a result of more than 0.6. And the results of the reliability test on the research instrument can be described in the following table:

Table 4. General interpretation for apha coefficient

<i>Cronbach Alpha</i>	Reliability Value
< 0.6	Low
0.6 - 0.7	Enough
0.7 - 0.8	Good
0.8 - 0.9	Very good
>0.9	Very high

Source: Saripudin, 2021

Table 5. Reliability test data results

No	Variable	Cronbach's Alpha Based on Standardized Items	Critical value	Category
1	X	0.921	0.60	Reliable
2	Y	0.813	0.60	Reliable

Source: Primary Data processed in 2023

The results of the reliability test above can be stated that all variables are in the very good reliable category, because the scores are between 0.80 – 0.90. In this way, this research instrument can be declared reliable and truly a reliable measuring instrument and has a high level of stability, meaning that if the measuring instrument is carried out repeatedly, the results of testing the instrument will show consistent results.

The normality test is used to find out whether data follows a normal distribution or not. To find out whether the data follows a normal distribution, it can be done using various methods, including the Kolmogorov-Smirnov method. The results of data calculations show that all variables follow a normal distribution with a p-value >0.05 which is explained in the following table:

Table 6. Reliability test data results measuring instrument normalization test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		112
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	2.14934908
Most Extreme Differences	Absolute	.073
	Positive	.052
	Negative	-.073
Statistical Tests		.073
Asymp. Sig. (2-tailed)		.185 ^c
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Results of research questionnaire data processing using SPSS 26, 2023

The results of the normality test with the SPSS 26 program are as shown in the normality test table, which shows that the data normality test for research variables has been previously tested manually with the Kolmogorov-Smirnov test. Testing with SPSS 26 is based on the Kolmogorov-Smirnov test. The hypothesis tested is: The data is normally distributed, has a sig value (significance) > 0.05 and data is not normally distributed, if the sig (significance) value is <0.05

Based on the results of the normality test with *the Kolmogorov-Smirnov (KS) Test*, the *statistical test* value was 0.073 and *Asymp, Sig* was 0.185 > 0.05, so it can be concluded that the Service Quality data on Customer Satisfaction is normally distributed. In the results of this

research, the results of simple linear analysis are used to prove the extent of the influence of service quality on customer satisfaction.

Table 7. Results of simple linear regression analysis on the effect of service quality on customer satisfaction

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients Beta	Q	Sig.
		B	Std. Error			
1	(Constant)	11,648	3,435		3,391	,001
	Service Quality	,686	,107	,677	9,645	,000

a. Dependent Variable: Customer satisfaction

Source: Results of research questionnaire data processing using SPSS 26, 2023

Based on the table above, the regression equation values are obtained, so that a simple linear regression equation can be formed as follows: $Y = 11.648 + 0.686X$.

So the regression coefficient for the Service Quality variable is 0.686, indicating that for every 1% increase in Service Quality value, Customer Satisfaction increases by 0.686. The regression coefficient is positive. So it can be interpreted that the influence of the Service Quality variable on Customer Satisfaction is positive. The Correlation Coefficient Test aims to see the extent of the relationship between the independent variable and the dependent variable.

Table 8. Correlation coefficient test results on the effect of service quality on customer satisfaction

		Correlations	
		Service quality	Customer satisfaction
Service Quality	Pearson Correlation	1	,677 **
	Sig. (2-tailed)		,000
	N	112	112
Customer Satisfaction	Pearson Correlation	,677 **	1
	Sig. (2-tailed)	,000	
	N	112	112

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Results of research questionnaire data processing using SPSS 26, 2023

Based on the table above, it can be seen that if we look at the Sig. (2-tailed) between Service Quality and Customer Satisfaction, namely $0.000 < 0.05$, which means that this Service Quality variable has a significant correlation. Meanwhile, the correlation coefficient value between Service Quality and Customer Satisfaction is 0.677, meaning that the relationship between Service Quality and Customer Satisfaction is in the strong category.

The magnitude of the influence of service quality on customer satisfaction can be shown by calculating the coefficient of determination, as in the following table:

Table 9. Results of the determination coefficient test on the effect of service quality on customer satisfaction

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,677 _a	,458	,453	2,159

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Customer Satisfaction
Source: Results of research questionnaire data processing using SPSS 26, 2023

The coefficient of determination (R Square) is 0.458 or equal to 45.8%. This figure means that the Service Quality variable (X) simultaneously influences the Customer Satisfaction variable (Y) by 45.8%. Meanwhile, the remainder (100% - 45.8% = 54.2%) is influenced by other variables outside this regression equation or variables that were not studied.

The t test is used to determine whether the Service Quality variable is related or not to Customer Satisfaction which is tested at a level of 0.05.

Table 10. T test calculation results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
		B	Std. Error			
1	(Constant)	11,648	3,435		3,391	,001
	Service Quality	,686	,107	,677	9,645	,000

a. Dependent Variable: Customer satisfaction

Source: Results of research questionnaire data processing using SPSS 26, 2023

T test criteria: a) t count > t table: there is an influence between Service Quality and Customer Satisfaction, b) t count < t table: there is no influence between Service Quality and Customer Satisfaction

Table 11. Test of significance

Coefficient of Determination	t-count	t-table	p-value	Conclusion
0.677	9,645	1,658	0,000	Ho was rejected

Source: Results of research questionnaire data processing using SPSS 26, 2023

Based on the values presented in the table above, it can be seen that t count is 9.645 > t table 1.658, so the conclusion is that Ho is rejected and H₁ is accepted. So the Service Quality variable has a significant effect on Customer Satisfaction.

Based on the results of the research that has been carried out, the research results show that there is an influence of Service Quality on Customer Satisfaction at the Dimas Jaya Motor (DJM) workshop. Thus, the variable dimensions of service quality can increase customer satisfaction.

The results of the significance test show that there is an influence between service quality (X) on customer satisfaction (Y) at the Dimas Jaya Motor (DJM) workshop. The functional influence of the service quality variable on the customer satisfaction variable is shown by the regression equation $Y = 11.648 + 0.686X$. Thus, the higher the quality of service, the customer satisfaction will also increase.

The strength of the influence between the service quality variable (X) and customer satisfaction (Y) is shown by the correlation coefficient value between Service Quality and Customer Satisfaction which is 0.677, meaning that the relationship between Service Quality and Customer Satisfaction is in the strong category. Meanwhile, the coefficient of determination (R Square) is 0.458 or equal to 45.8%. This figure means that the Service Quality variable (X) simultaneously

influences the Customer Satisfaction variable (Y) by 45.8%. Meanwhile, the remainder (100% - 45.8% = 54.2%) is influenced by other variables outside this regression equation or variables that were not studied.

Hypothetical results of the influence of Service Quality have a significant effect on Customer Satisfaction. Then the regression coefficient for the influence of Service Quality (X) has a positive sign, meaning that if Service Quality runs well then Customer Satisfaction will also be good. This is supported by the calculated t value of 9.645 > t table 1.658 and a significant value with a result of 0.000 < 0.05 indicating that the alternative hypothesis is accepted. So Service Quality has a significant effect on Customer Satisfaction.

4. CONCLUSION

This Based on the results of research that has been carried out through phenomena, problem formulation, hypotheses and research results. So the author concludes the results of research conducted at the Dimas Jaya Motor (DJM) Workshop in Bandung City regarding Service Quality on Customer Satisfaction. The conclusions from this research are:

There is a relationship (correlation) between service quality and customer satisfaction at the Bandung City Dimas Jaya Motor (DJM) workshop as shown by the Sig value. (2-tailed) between Service Quality and Customer Satisfaction, namely 0.000 < 0.05, which means that this Service Quality variable has a significant correlation. Meanwhile, the correlation coefficient value between Service Quality and Customer Satisfaction is 0.677, meaning that the relationship between Service Quality and Customer Satisfaction is in the strong category. So between the Service Quality variable and the Customer Satisfaction variable there is a strong relationship (correlation).

Service quality influences customer satisfaction at the Dimas Jaya Motor (DJM) workshop because the workshop has a great sense of responsibility for customer complaints when errors occur in the motorbike repair service process which is shown in the dimension of *responsiveness* (responsibility) at the Dimas Jaya Motor (DJM) workshop.

This research can also open up opportunities for innovation in service provision. By understanding what really matters to customers in terms of service quality, companies can create innovations that set them apart from competitors.

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