

The Effect of Service Quality on Customer Satisfaction at the Gubug Mang Engking Summarecon Bekasi

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Abstract

Service Quality aims to provide direction on efforts to improve the company's marketing to maintain customer satisfaction. The purpose of this study was to determine how much influence service quality has on customer satisfaction. Data was collected through questionnaires, sampling was done by means of random sampling which represented the entire population. The method used is descriptive quantitative method. The results of the t test show a significant effect of service quality on customer satisfaction, it is evident that the variable (X) service quality and variable (Y) customer satisfaction has a significant value less than 0.05, namely ($0.00 < 0.05$), This is evidenced by the significance value in the t-test partially obtained a t-count value of 12.246 while the t-table value is 0.775, so H_0 is rejected or H_a is accepted, meaning that service quality affects customer satisfaction.

Keywords: Service Quality, Customer Satisfaction

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INTRODUCTION

Competition in the business world is getting tougher, requiring business people to be able to maximize their marketing strategies in order to compete in the market. The increasingly fierce competition is marked by the emergence of many culinary businesses that produce products of the same type but with varying quality of service, brands, and prices (N. N. Marpaung, 2021b). This makes business people think more critically, creatively and innovatively towards changes that occur, both in the social, cultural, political and economic fields (Astiani & Marpaung, 2022). Merchants must strive to learn and understand the needs and desires of their customers (Emmywati, 2016). In services, customer satisfaction is something that cannot be considered unimportant, even in current developments (Surti & Anggraeni, 2020). The success of a service in achieving its goals is highly dependent on its consumers, in the sense that trade in providing quality services to its customers will achieve its goals (Supriyadi, 2016).

Marketing is a societal process by which individuals and groups obtain what they need and want through creating and freely exchanging products and services of value with others (Bash, 2015). Merchants must place an orientation on customer satisfaction as the main goal (Maulana, 2016). A quality is the totality of the features and characteristics of a product or service that support its ability to satisfy needs directly or indirectly (Akbarjono, 2014). Companies must be able to map which needs, wants, or problems will encourage consumers to start the buying process (N. Marpaung, 2022). Companies must be able to meet customer needs so that customers will feel satisfied (Santoso, 2019).

Business people must provide superior products and continue to strive to improve the quality of their services so that the level of consumer satisfaction continues to increase. Several culinary businesses in Indonesia are increasingly aware of the importance of service quality (Ardista, 2021). A culinary entrepreneur before deciding what type of culinary to choose must first do research in the market. Analyzing what types of culinary are not yet on the market and what the market needs. Companies can achieve long-term goals by determining the means to be achieved through marketing strategies that are implemented in service quality that will be used in influencing consumer satisfaction (Ihsan et al., 2020).

Customer satisfaction is one of the most valuable things in order to maintain the existence of these customers to keep a business or business running (Emmywati, 2016). Customer satisfaction has become a central concept in business and management discourse. Consumers generally expect products in the form of goods or services that are consumed to be accepted and enjoyed with good or satisfactory service (N. N. Marpaung, 2019).

From the results of culinary observations carried out in several areas, especially in Bekasi City, researchers are interested in researching the quality of service and customer satisfaction at the Gubug Mang Engking Summarecon Bekasi. In this case study, the researcher took the variables of service quality and customer satisfaction, because according to the researcher's analysis, the service provided by the employees of the Mang Engking hut was good enough so that customers were busy and made return visits at a later time.

The purpose of this study was to determine the effect of service quality on customer satisfaction at Gubug Mang Engking Summarecon Bekasi, to find out what kind of service quality can improve efforts to fulfill consumer needs and desires, to find out what customer satisfaction is like, whether it leads to feelings of pleasure or disappointment that arise. after getting the product they bought and after comparing the product or service from what they thought to what they expected at the Gubug Mang Engking Summarecon Bekasi.

RESEARCH METHODS

Object of research

Mang Engking itself was first established in Jogja, and has built branch offices in several areas in Indonesia, including Bekasi. One of the branches of Mang Engking is Gubug Mang Engking Summarecon Bekasi. Gubug Mang Engking is one of the pioneers of family restaurants with a natural and rural feel. This kind of restaurant can also usually be used for customers who want to eat a meal in a child-friendly restaurant. This is one form of service that is the main attraction so that consumers come to visit and make purchases at the restaurant.

The time of the research was carried out from March 2022 to July 2022 and the distribution of the questionnaires was carried out from April 2022 to June 2022.

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions (Prof.Dr.Sugiyono, 2011). So the population is not only people, but also objects and other natural objects. The population is also not just the number of objects/subjects studied, but includes all the characteristics/properties possessed by the subject or object (Prof.Dr.Sugiyono, 2017).

The sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited funds, manpower and time, the research can use samples taken from that population (Heridiansyah, 2012).

Instrument Test

The instrument used in this study is a questionnaire method that can provide data that forms readiness at the individual level. Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer (Prof.Dr.Sugiyono, 2011).

Validity test

Validity test is used to measure whether or not a questionnaire is valid. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, Imam; Ratmono, 2013). The validity test was carried out by comparing the r-count value with the r-table value for the degree of freedom $d(F)=n-2$ with an alpha of 0.05. If r-count is greater than r-table and r is positive, then the item or question is said to be valid. To test the validity of the instrument in this study using the product moment correlation formula to find out between the item scores (X) and a single score (Y) with the following conditions,

1. If r-count is positive and r-count > (greater) r-table, then the item or variable is valid.
2. If r-count is not positive and r-count < (smaller) r-table, then the item or variable is invalid.

Reliability Test

This reliability test can be used through the SPSS version 26 program, which will provide facilities to measure the reliability value using the Cronbach alpha (α) statistical test.

A construct or variable is said to be reliable if it gives a cronbach alpha value (α) > 0.60 (Ghozali, Imam; Ratmono, 2013).

Analysis Test

In the analysis test, there are correlation, regression and determination tests with the following explanations:

Correlation Test

The correlation test is used to find the relationship between two variables, whether it occurs because of a causal relationship or it can also occur by chance. Two variables are said to be correlated if a change in one variable will be followed by a change in the other variable in a certain way in the same direction (positive correlation) or opposite (negative correlation).

The results of the calculation will provide three alternatives, namely:

- a. If $r = 0$ or close to 0, then the correlation between the two variables is very weak or there is no relationship between the x variable and the y variable.
- b. If $r = +1$ or close to +1, then the correlation between the two variables is strong

and unidirectional, said to be positive.

c. If $r = -1$ or close to -1 , then the correlation between the two variables is.

Determination Test

Determination test aims to measure how far the calculation ability in explaining the variation of the dependent variable (dependent). The value of the coefficient of determination is between zero and one. In hypothesis testing, the first hypothesis is the coefficient of determination seen from the value (R^2) to find out how far the independent variable is service quality and its effect on customer satisfaction (Purnawijaya, 2019).

Regression Test

Regression tests are used to manage the relationship between two or more variables, especially to explore the pattern of relationships whose models are not yet perfectly known, or to find out how independent variables affect the dependent variable in a complex phenomenon (Abim Nurhuda Yaqin Prakosa, 2019).

Hypothesis testing

Hypothesis testing is a temporary answer to the formulation of the research problem, the test used is the t test (partial) (N. N. Marpaung, 2021a)

Test Statistics t

The t-test is used to test whether the independent variable partially has a significant effect on the dependent variable (Wahyuni, 2020). The independent variable is said to have a partially significant effect on the dependent variable if it is significant ($\text{sig} < \text{i.e. } 0.05$ while the positive (+) or negative (-) sign of beta and t indicates the direction of the variable. If it is negative (-) then the variable has a negative effect, meaning it decreases the level of sales volume and if it is positive (+), the independent variable has an effect and if it is positive (+), the independent variable has a positive effect, which means it increases sales volume.

Analysis Description

Description analysis is used to describe the score of variable X and variable Y and their position. Mainly to see an overview of the general assessment of respondents for each study. To categorize the assessment or responses of respondents, it is done by making categorizations. To determine the category of high, medium, low, you must first determine the minimum, maximum and interval indexes.

RESULTS AND DISCUSSION

This section will describe and explain the descriptive data from the assessment that has been carried out with the title the influence of service quality on customer satisfaction at Gubug Mang Engking Summarecon Bekasi.

Instrument Test Analysis

Validity test

Based on the results of calculations performed using the SPSS application, it can be seen that the r-count of all the two variables ($X = \text{Quality of service}$ and $Y = \text{Customer satisfaction}$) in the statement item is because the r-count (0.532) is greater than the r-table (0.195). Thus, it can be said that all statement items can be carried out and the next step can be done.

Based on the test results on the customer satisfaction variable (Y) of the 10 statement items, this can be seen from the R-count correlation value (0.532) for each statement item which is greater than the R-table value of 0.195 (significance level 5% and $n = 102$). Thus, the 10 items in the instrument's validity requirements or statistically from the data can be used to measure further research.

Reliability Test

Reliability test is a test to determine the extent to which the results of a

measurement can be trusted. If the results of repeated measurements are relatively the same, then the measurement is considered to have a good level of reliability.

Table 1. Reliability Test Results

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.690	.743	20
.730	.804	10

Source: Data processed 2022

Based on Table 1, the results of SPSS service quality variable 0.690 customer satisfaction variable 0.730. Shows that the instrument for each research variable is reliable or consistent because if the value of Cornbancah's Alpha is greater than 0.6 it is reliable or consistent.

Classic Assumption Test Results

Classical assumption test is a statistical requirement that must be met in simple linear regression analysis based on ordinary least squares (OLS).

Classical assumption test also does not need to be done for linear regression analysis which aims to calculate the value of certain variables. For example, the value of stock returns calculated by the market model or market adjusted model. The calculation of the expected return value can be done by using the regression equation, but there is no need to test the classical assumptions. Then improvements are made to the test, and after meeting the requirements, testing is carried out on other tests. Where to divide into several sub, among others:

Normality Test (Kolmogorov-Smirnov)

The normality test is to determine whether the standardized residuals studied are normally distributed or not. In this study, the variables used are service quality variables (X) and customer satisfaction (Y).

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Kualitas pelayanan	Kepuasan pelanggan
N		102	102
Normal Parameters ^{a,b}	Mean	80.78	40.37
	Std. Deviation	3.992	2.921
Most Extreme Differences	Absolute	.082	.126
	Positive	.068	.121
	Negative	-.082	-.126
Test Statistic		.082	.126
Asymp. Sig. (2-tailed)		.085 ^c	.126 ^c

a. Test distribution is Normal.

b. Calculated from data.

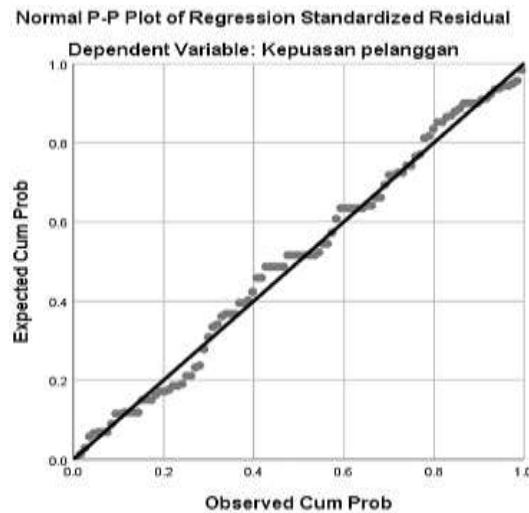
c. Lilliefors Significance Correction.

Source: Data processed 2022

The normality test is to determine whether the standardized residuals studied are normally distributed or not. In this study, the variables used are service quality variables (X) and customer satisfaction (Y).

Based on the output of Unstandardized Residual above, it is known that the significant value of 0.126 is greater than 0.05, so it can be concluded that the data

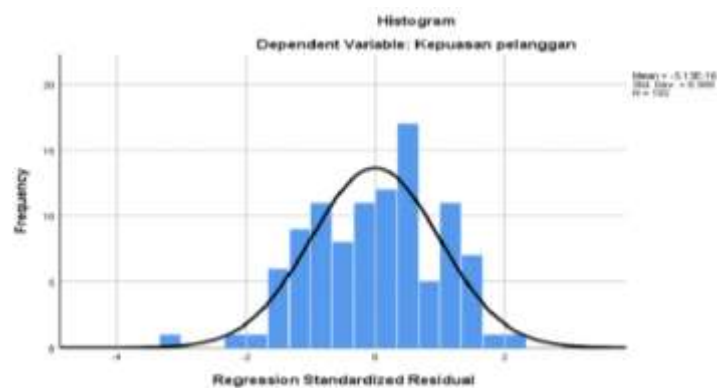
we tested are normally distributed. Normality can be detected by looking at the spread of data (points) on the diagonal axis of the graph. If the data (dots) spread around the diagonal line and follow the direction of the diagonal line, it does not show a normal distribution pattern which indicates that the regression model does not meet the assumption of normality. To detect whether the residuals are normally distributed or not, that is by looking at the normal probability plot that compares the normal distribution.



Source: Data processed 2022

Figure 1. P-Plot Normal Graph

Figure 1. shows the spread of data (points) on the diagonal axis that is close to the diagonal line. Based on the normality test guidelines, it is said that if the distribution of data (points) follows or approaches the normal line, a study can be said to be normal. To ensure that this study shows normality, a histogram was tested. It can be seen in Figure 2, as follows.



Source: Data processed 2022

Figure 2. Histogram of Normality Test

In figure 2. the histogram also shows the normality in this study, seeing this, it can be concluded that this research is towards the normality test.

Multicollinearity Test

In this study, the multicollinearity test was used to test whether there was a correlation or relationship between service quality and customer satisfaction.

Table 3. Multicollinearity Test Results

Model	Coefficients ^a					
	Unstandardized Coefficients			Standardized Coefficients		Collinearity Statistics
	B	Std. Error	Beta	1	2	
1						
(Constant)	-8.420	3.744		-.148	.551	
Kualitas pelayanan	.667	.046	.775	.12.546	.060	1.000 1.000

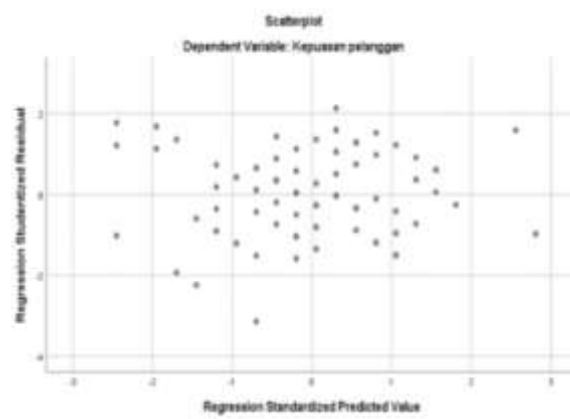
a. Dependent Variable: Kepuasan pelanggan

Source: Data processed 2022

Based on table 3. the value of tolerance and vif on the service quality variable (X), the tolerance value is 1,000 and vif 1,000. Then the results of multicollinearity, because tolerance > 0.10 and the value of vif < 10, it can be seen that there is no correlation of service quality variables or there is no multicollinearity in this regression model.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to test whether in a regression model there are similarities or differences in variance that can be seen from the graph plot. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of certain patterns on the scatterplot graph between SRESID (residual student) and ZPRED (which is a standardized predictive value). If the plot forms a certain pattern (wavy, widened, then narrowed) it indicates that heteroscedasticity has occurred. But if the number is 0 on the Y axis, it indicates that homoscedasticity has occurred. A good regression model is a plot that indicates homoscedasticity or there is no heteroscedasticity. The results of the heteroscedasticity test in this study can be seen in the following figure:



Source: Data processed 2022

Figure 3. Heteroscedasticity Test Results

Figure 3. shows that there is no certain regular pattern such as wavy, wide. In accordance with the heteroscedasticity test guidelines, in this study there was no heteroscedasticity or so-called homoscedasticity. This is evidenced by the graph plot above which does not form a certain regular pattern so that this research is worthy of further testing.

Simple Linear Regression Test Results

Simple linear regression analysis was used to determine the effect of service quality on customer satisfaction at Gubug Mang Engking Summarecon Bekasi.

Here are the results of processing simple linear regression test data using the SPSS version 26 application program. The results of testing the effect of service quality on customer satisfaction using a simple linear regression test formula

$$Y = a + Bx$$

Which is presented in the table as follows:

Table 4. Simple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1.	(Constant)	.420	3.744		.151
	Kualitas pelayanan	.567	.046	.775	.000

a. Dependent Variable: Kepuasan pelanggan

Source: Data processed 2022

In table 4. it is known that the constant value (a) is 0.420, while the value of service quality (b/regression coefficient) is 0.567, so the regression can be formulated:

$$Y = a + Bx / Y = 0,420 + 0,567X$$

Based on table 4.8 there are values:

1. A constant of 0.420 indicates that if the independent variable of service quality is constant (fixed) then customer satisfaction is 1%, then the value (Y) is 0.420%. The better the Gubug Mang Engking Summarecon Bekasi provides services, the more satisfied its customers will be in service quality.
2. The regression coefficient of the service quality variable (X) of 0.567 means that it will increase by 0.567%.

Hypothesis Test Results

t-Test

The t-Test was used partially for each variable. The results of the t test can be seen in the coefficients table in the sig column (significance). If the probability value of t or significant <0.05, it can be said that there is an influence between the independent variables on the dependent variable partially. However, if the probability of t or significant value > 0.05, it can be said that there is no significant effect between each independent variable on the dependent variable.

Table 5. t-Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1.	(Constant)	-.420	3.744		.151
	Kualitas pelayanan	.567	.046	.775	.000

a. Dependent Variable: Kepuasan pelanggan

Source: Data processed 2022

Based on table 5. this t-test was carried out by comparing the t-count value with the t-table at 0.05. From the results of the significant correlation coefficient test, the calculated value is 12.246 while the t-table value is 0.775 so t-count is more than t-table, then H_0 is rejected or H_a is accepted, meaning that service

quality affects customer satisfaction at Gubug Mang Engking Summarecon Bekasi.

Correlation Coefficient Test

The purpose of testing the correlation coefficient is to measure the close relationship between service quality variables and customer satisfaction variables. The basis for decision making in the correlation coefficient test are:

1. Positive correlation, if the X variable increases, then the Y variable will also increase and vice versa if the X variable decreases, the Y variable also decreases.
2. Negative correlation, if the variable X has increased then the variable Y has decreased and vice versa if the variable X has decreased then the variable Y has increased.

Based on data analysis using the SPSS version 26 application, the correlation coefficient results can be obtained, as follows,

Table 6. Correlation Coefficient Results

		Kualitas pelayanan	Kepuasan pelanggan
Kualitas pelayanan	Pearson Correlation	1	.775**
	Sig. (2-tailed)		.000
	N	102	102
Kepuasan pelanggan	Pearson Correlation	.775**	1
	Sig. (2-tailed)	.000	
	N	102	102

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

Source: Data processed 2022

Based on table 6. the Pearson correlation value between service quality variables and customer satisfaction is 0.775, so it can be concluded that service quality is positively related to customer satisfaction with the degree of perfect correlation.

Coefficient of Determination Test (R²)

To determine the percentage of the influence of the independent variable (service quality) on the dependent variable (customer satisfaction). This shows how big the percentage of variation in the dependent coefficient can be seen in the table as follows:

Table 7. Determination Analysis Test Results (R²)

Model Summary ^b				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.775 ^a	.600	.596	1.857

a. Predictors: (Constant), Kualitas pelayanan

b. Dependent Variable: Kepuasan pelanggan

Source: Data processed 2022

Based on table 7. model summary, the R square value obtained is:

$$Kd = r^2 \times 100\%$$

$$= 0.775 \times 100\%$$

$$= 77.5 \%$$

This shows that the percentage of the influence of the independent variable (service quality) on the dependent variable (customer satisfaction) is 77.5% while the remaining 22.5% is influenced by other variables not included in this research model.

DISCUSSION

Based on data analysis, it can be seen that the research results have an influence on service quality on customer satisfaction. From the results of the linearity test of the influence of service quality on customer satisfaction, there is a significance value of 0.000 which is smaller than 0.05, so it can be said that there is an influence between the independent variables on the dependent variable partially. The results of the t-test that service quality has a significance level of 0.000 and a t-count value of 12.246 while the t-table value is 1.988 so t-count is greater than t-table then H_0 is rejected or H_a is accepted, meaning that service quality affects customer satisfaction

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the analysis and research in the previous chapter and the discussion accompanied by supporting theories regarding the effect of service quality on customer satisfaction at Gubug Mang Engking Summarecon Bekasi, the following conclusions are obtained:

1. From the results of the Hypothesis Testing through simple linear regression with SPSS version 26, it was found that there was a significant correlation (relationship) between the service quality variable and the customer satisfaction variable at Gubug Mang Engking Summarecon Bekasi.
2. Service quality (X) has a very strong and positive relationship to customer satisfaction (Y) because it has a very high level of correlation. Through the coefficient of determination test in this study, service quality contributes or influences customer satisfaction by 77.5% while the remaining 22.5% is influenced by other variables not included in the research model.

Suggestions

To enrich this research and complement the results of this research, the authors provide suggestions that may later become input for the company or object under study in order to be able to add insight and knowledge as well as strategies in human resource management. Based on these conclusions, suggestions can be presented tied to the following research:

1. The company should continue to run the already good quality of service. Such as Tangibles (physical evidence), Reliability (trust), Responsiveness (responsiveness), Assurance (guarantee), and Empathy (empathy) that have been running so far must be maintained or need to be further improved, so that customers can be loyal in buying culinary products. The Mang Engking Summarecon hut eats Bekasi. Facilities cannot be fulfilled by customers, such as a wider parking area for motorbikes when there are many visitors, motorbikes are neatly arranged.
2. From the responses from respondents, Gubug Mang Engking Summarecon Bekasi should continue to pay attention to the quality of its service. The effort that can be done is to provide training to employees, especially in serving each

order, so that customers feel satisfied and will buy back the culinary products of Gubug Mang Engking Summarecon Bekasi.

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