

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY ON SERVICE CUSTOMER SATISFACTION AT KOODA EASY YOU IN LHOKSEUMAWE CITY

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Abstract

The aim of this research is to identify and analyze the influence of service quality on service customer satisfaction at Kooda Easy You in Lhokseumawe City and to determine the influence of the most dominant dimensions on service customer satisfaction at Kooda Easy You in Lhokseumawe City. The object of this research is consumers who use Kooda Easy You services in Lhokseumawe City. A total of 108 respondents were sampled in this research by interviewing and distributing questionnaires. This research uses Purposive Sampling technique with multiple linear regression analysis, the results of this research show that partially the variables Physical Evidence, Reliability, Responsiveness, Guarantee and Empathy have an r table value of 0.1874 and an alpha value of 0.05 or 53% and the rest 47% is influenced by other factors outside this research model (error term). From the partial test results, the five independent variables, namely physical evidence (x_1) has a value of t_{count} (1.714) > t_{table} (1.659), reliability (x_2) has a value of t_{count} (3.104) > t_{table} (1.659), responsiveness (x_3) has a value t_{count} (0.996) < t_{table} (1.659), guarantee (x_4) has a value of t_{count} (0.195) < t_{table} (1.659) and empathy (x_5) has a value of t_{count} (3.058) > t_{table} (1.659) and the simultaneous test results have an f_{count} value of (17,894) > F_{table} (2,3017). The test results for the coefficient of determination (R^2) were 0.465 or 46%, meaning that the service quality variable was 46% due to customer satisfaction, while the remaining 54% was explained by other variables not examined in this research.

Keywords: *Service Quality, Tangible, Reliability, Responsiveness, Assurance, Empathy and Customer Satisfaction*

1. Introduction

Lhokseumawe City is the center point for all activities in the North Aceh region, be it government, education and community services. Every year Lhokseumawe City welcomes new students, migrant workers and tourists from various regions. This has led to widespread growth in the use of transportation, so that it has the potential to do business in the service sector. Currently, transportation services have developed widely, in this case producers are required to improve their quality to attract customer interest. All activities carried out by a company ultimately boil down to the value that customers will give to the company regarding the satisfaction felt by the customer. Dissatisfaction can give rise to a negative attitude towards the brand or its service providers or distributors, even towards actors at the lowest level who are in direct contact with consumers, reduced purchases or reuse of the products or services offered, switching of brands or services (brand switching) or other complaint behavior.

There are many things that can be done to increase customer satisfaction, one of which is by innovating. The use of technology and information brings changes in habits, especially in business. Activities in services cannot be separated from producers and consumers. The services provided by producers to consumers can be beneficial if the services obtained by consumers meet their needs. Kooda Easy You is a two-wheeled transportation service business or often called "online motorcycle taxi" which is a relatively new service company, founded in 2019 by the Lhokseumawe City motorcycle taxi community. To be able to compete, Kooda Easy You is required to have a service standard that can be used as a guideline and benchmark for the service business. In providing good service, of course the human resources must also be good. This business makes business innovations in facing competition with similar businesses, namely by improving the quality of its services, providing services on applications, adding other facilities so that consumers get satisfaction and become loyal to using its services. Based on the research background above, the problem can be formulated, namely (To find out and analyze the influence of physical

evidence on customer satisfaction of service users at Kooda Easy You in Lhokseumawe City. (1) To find out and analyze the influence of reliability on customer satisfaction of service users at Kooda Easy You in Lhokseumawe City. (2) To find out and analyze the effect of responsiveness on customer satisfaction of service users at Kooda Easy You in Lhokseumawe City. (3) To find out and analyze the effect of guarantees and certainty on customer satisfaction of service users at Kooda Easy You in Lhokseumawe City (4) To determine and analyze the influence of empathy on customer satisfaction of service users at Kooda Easy You in Lhokseumawe City. To determine the influence of the most dominant dimensions on customer satisfaction

2. Literature Review

2.1 Definition of Services

Services are not something tangible that can be touched, seen and felt but rather an economic activity, namely something intangible that is generally consumed at the same time as it is produced and provides added value (eg comfort, entertainment, pleasure or health) or solutions to problems faced. by consumers. The definition according to Tjiptono (2016) is that services are intangible and are more of a process experienced by customers subjectively, where production and consumption activities take place at the same time. During this process, interactions occur which include a series of moments of truth between customers and service providers.

2.2 Service Characteristics

Services have unique characteristics that are different from products that influence marketing activities. The unique characteristics of these services vary in intensity from product to product (Lamb et al., 2018). Four generalized characteristics for service products, which are described as follows:

- a. Intangible (Intangibility)
- b. Inseparable (inseparability)
- c. Variability
- d. Perishable (perishability)

2.3 Customer Satisfaction

According to Kotler and Keller in the book *Marketing Services and Service Quality* (2018), customer satisfaction is: "Satisfaction is a person's feeling of pleasure or disappointment that results from comparing a product or service's perceived performance (or outcome) to expectations". Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing perceived product performance (results) with expectations.

2.4 Factors Affecting Customer Satisfaction

Customer satisfaction really depends on customer perceptions and expectations, so as a product supplier you need to know the factors that influence it. Based on the explanation from Lupiyoadi in Retna Kumalasari (2022), he said that the factors that influence customer satisfaction include:

- a. Product quality
- b. Service quality
- c. Emotional
- d. Price
- e. Location
- f. Cost

2.5 Service Quality

In principle, service quality is to maintain customer promises so that the party served feels satisfied and expressed. According to Sudarso (2016) service quality is the benefit felt by customers after evaluating the product or service and comparing the benefits that customers expect. Service quality is defined as "a global assessment or attitude regarding the superiority of a service" (Parasuraman et al, 1985). Services provided positively to customers will bring benefits to the company and then customers will return to the company and become regular customers, therefore it is very important to consider customer satisfaction with the services provided (Atmaja et al, 2019).

2.6 Dimensions of Service Quality

Service quality analysis or benefit quality (SERVQUAL) is a descriptive method to increase the level of customer satisfaction. The servqual method was developed in 1985 by A. Parasuraman, Valarie A. Zeithaml, and Leonard I. Berry in the article "servqual: A Multiple-item scale for measuring customer discernments of benefit quality" in Lupiyoadi (2017) put forward five dimensions of servqual, namely:

1. Understanding Physical Evidence (Tangible)

Appearance or provision of facilities and infrastructure in the company area or inside the company premises. Physical evidence is the ability of a company to demonstrate its existence to external parties. The reliable appearance and capability of facilities and infrastructure in the surrounding environment is concrete evidence of the services provided by the service provider, including physical facilities, equipment and equipment used (technology), as well as the appearance of the employees.

2. Understanding Reliability

Reliability is the company's ability to provide services as promised promptly, accurately, reliably and satisfactorily. Performance must be in accordance with customer expectations, which means punctuality, the same service to all customers without errors, a sympathetic attitude and high accuracy.

3. Understanding Responsiveness

Responsiveness is a policy to help and provide fast (responsive) and appropriate service to customers by conveying clear information. Leaving customers waiting creates a negative perception of service quality. According to Tjiptono (2013), responsiveness is the obligation of staff to help consumers and provide responsive services, namely the motivation of employees to solve problems faced by consumers in using services.

4. Understanding Guarantees and Certainty (Assurance)

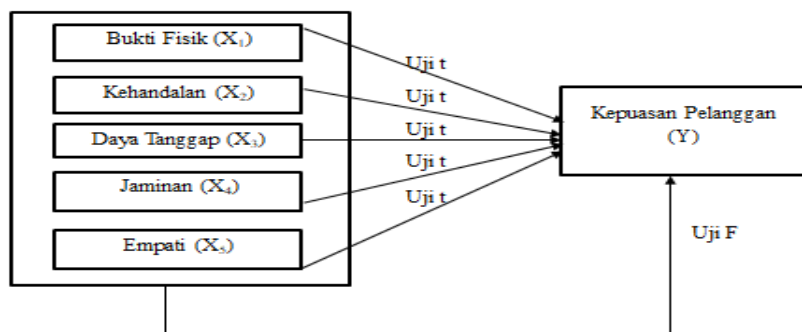
Guarantee is the knowledge, courtesy and ability of company employees to foster customers' trust in the company. This includes several components, including knowledge in handling questions or complaints from consumers, communication (credibility), security, competence, courtesy and the trustworthy nature of employees (Tjiptono, 2013).

5. Understanding Empathy (Empathy)

Empathy is providing sincere and personal attention given to customers by trying to understand their desires. This makes it easier to maintain good communication relationships and understand customer needs.

2.7 Conceptual Framework

Based on the discussion above, the conceptual framework in this research can be seen in the image below:



Gambar 2.1 Kerangka Konseptual

H₁ Physical evidence has a partially significant effect on customer satisfaction who use Kooda Easy You Services in Lhokseumawe City

H₂: Reliability has a partially significant effect on customer satisfaction who use Kooda Easy You Services in Lhokseumawe City

H₃: Responsiveness has a partially significant effect on customer satisfaction who use Kooda Easy You Services in Lhokseumawe City

H₄: Guarantees have a partially significant effect on customer satisfaction who use Kooda Easy You Services in Lhokseumawe City

H₅: Empathy has a partially significant effect on customer satisfaction using Kooda Easy You Services in Lhokseumawe City

H₆: Physical evidence, reliability, responsiveness, guarantee and empathy have a significant simultaneous effect on consumer satisfaction who use Kooda Easy You services in Lhokseumawe City

3. Research Methods

3.1 Location and Research Objects

The objects of this research are consumers who use Kooda Easy You services in Lhokseumawe City. As for the location to obtain data and other needs, researchers conducted a survey at the center of the crowd and users of the Kooda Easy You service application.

3.2 Population and Sample

Population is a generalized area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then draw conclusions (Sugiyono, 2019). The population in this research is all consumer users and those who use the services of Kooda Easy You in Lhokseumawe City and have completed the questionnaire.

The part taken from a representative population is called a sample. According to Sugiyono (2019) the sample is part of the number and characteristics of the population. And those who will be used as samples are consumers who have used Kooda Easy You services in Lhokseumawe City.

The sample size for this research is based on theory according to Rascow in (Sugiyono, 2019) giving the Rule of Thumbs, namely 5-10 number of independent variables studied. In this study, the research subjects were in accordance with the problems studied, the number of samples used in this study was 110 respondents. The sampling technique used in this research is Non Probability Sampling, which is a method used if it is impossible to obtain a complete list of the research population, so that there is no equal chance among members of the population.

3.3 Data Collection Techniques

Research data was collected by distributing questionnaires (research instruments) to respondents. A questionnaire is a data collection technique that is carried out by giving respondents several questions or written statements to answer (Sugiyono, 2016: 63).

3.4 Data Analysis Methods

The method used to support this research is a quantitative method and in this research is a multiple linear regression model, namely to analyze the influence of the dependent (free) variable on the independent (dependent) variable. The regression equation can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Information :

Y = Customer Satisfaction

α = Constant

$\beta_1, \beta_2, \dots, \beta_5$ = Regression Coefficient

X1 = Physical Evidence

X2 = Reliability

X3 = Responsiveness

X4 = Guarantee

X5 = Empathy

e = Error term

Discussion of Research Results

4.1 Validity Test

Validity testing is used to measure whether a questionnaire is valid or not. According to Ghazali (2016), a questionnaire can be said to be valid if the statement that is an indicator of a construct contained in the questionnaire is able to reveal something that the questionnaire will measure.

No.	Variabel	r _{hitung}	r _{tabel}
1	Kepuasan Pelanggan (Y)		0,187
	Y 1	0,373	
	Y 2	0,519	
	Y 3	0,442	
	Y 4	0,440	
	Y 5	0,524	
2	Bukti Fisik (X1)		0,187
	X 1.1	0,611	
	X 1.2	0,579	
	X 1.3	0,582	
	X 1.4	0,292	
	X 1.5	0,340	
3	Kehandalan (X2)		

	X 2.1	0,343	0,187
	X 2.2	0,470	
	X 2.3	0,336	
	X 2.4	0,632	
	X 2.5	0,326	
4	Daya Tanggap (X3)		0,187
	X 3.1	0,503	
	X 3.2	0,341	
	X 3.3	0,626	
	X 3.4	0,525	
	X 3.5	0,448	
5	Jaminan (X4)		0,187
	X 4.1	0,542	
	X 4.2	0,329	
	X 4.3	0,382	
	X 4.4	0,478	
	X 4.5	0,505	
6	Empati (X5)		0,187
	X 5.1	0,586	
	X 5.2	0,335	
	X 5.3	0,581	
	X 5.4	0,438	
	X 5.5	0,441	

From these results it can be seen that the calculated r value is greater than 0.187 so it can be concluded that each statement item in the questionnaire is declared valid.

Reliability Test

To test whether it is reliable or not, this research uses the Cronbach's Alpha test. If the alpha value is close to 1, the data reliability value is more reliable. The alpha value in this study will be used as a value of 0.60 with the assumption that the list of questions to be tested will be said to be reliable if the alpha value is > 0.60 .

No.	Variabel	<i>Cronbach's Alpha</i>	<i>Standar Alpha</i>	Keterangan
1.	Bukti Fisik	0.871	0.60	Reliabel
2.	Kehandalan	0.871	0.60	Reliabel
3.	Daya Tanggap	0.872	0.60	Reliabel
4.	Jaminan	0.871	0.60	Reliabel
5.	Empati	0.872	0.60	Reliabel
6.	Kepuasan Pelanggan	0.871	0.60	Reliabel

It can be seen that the Cronbach's Alpha value of each variable consists of the influence of Physical Evidence, Reliability, Responsiveness, Assurance and Empathy on Customer Satisfaction > 0.60 , which means that the data obtained from the questionnaire answers in the research can be relied upon to be reliable and trustworthy.

Multiple Linear Regression Testing

Multiple linear regression testing explains the magnitude of the role of the Independent variable (X) on the Dependent variable (Y).

Multiple Linear Regression Coefficient Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.607	1.721		1.515	.133
Bukti Fisik	.177	.104	.181	1.714	.089
Kehandalan	.327	.105	.293	3.104	.002
Daya Tanggap	.089	.090	.095	.996	.322
Jaminan	-.024	.121	-.021	-.195	.846
Empati	.284	.093	.295	3.058	.003

a. Dependent Variable: Kepuasan Pelanggan

The results of multiple linear regression can be seen as follows:

$$Y = 2.607 + 0.177 X_1 + 0.327 X_2 + 0.089 X_3 + (0.024)$$

The description of the multiple linear regression equation above is as follows:

1. The coefficient value of Physical Evidence (X1) is (0.177), so it can be interpreted that if Physical Evidence is increased by 1 value unit, it is predicted that Customer Satisfaction will increase by 0.177.
2. The Reliability coefficient (X2) value is (0.327), so it can be interpreted that if Reliability is increased by 1 value unit, it is predicted that Customer Satisfaction will increase by 0.327.
3. The value of the Responsiveness coefficient (X3) is (0.089), so it can be interpreted that if Responsiveness is increased by 1 value unit, it is predicted that Customer Satisfaction will increase by 0.089
4. The Guarantee coefficient value (X4) is (-0.024), so it can be interpreted that if the Guarantee is increased by 1 value unit, it is predicted that Customer Satisfaction will increase by -0.024.
5. The Empathy coefficient value (X5) is (0.284), so it can be interpreted that if Empathy is increased by 1 value unit, it is predicted that Customer Satisfaction will increase by 0.284.

4. HYPOTHESIS TEST

a. Partial Test (t Test)

With the provisions to get $df = n - k = (110 - 6 = 104)$ at $\alpha = 5\%$ t table of 1.6596. From this description a conclusion can be drawn:

1. Effect of Physical Evidence (X1) on Customer Satisfaction (Y)

The results of the analysis of the influence of Physical Evidence (X1) on Customer Satisfaction (Y) obtained a calculated t value with a value of $1.714 > 1.6596$ which was greater than the t table value with a 95% confidence level ($\alpha = 5\%$) with a significant value of $0.089 > 0.05$. So the Physical Evidence variable has a positive and insignificant effect on Customer Satisfaction at KOODA Easy You in Lhokseumawe City. Thus Hypothesis 1 (H1) is rejected.

2. Effect of Reliability (X2) on Customer Satisfaction (Y)

The results of the analysis of the influence of Reliability (X2) on Customer Satisfaction (Y) obtained a calculated t value with a value of $3.104 > 1.6596$ which is greater than the t table value with a 95% confidence level ($\alpha = 5\%$) with a significant value of $0.002 < 0.05$. So the Reliability variable has a positive and significant effect on Customer Satisfaction at KOODA Easy You in Lhokseumawe City. Thus Hypothesis 2 (H2) is accepted.

3. Effect of Responsiveness (X3) on Customer Satisfaction (Y)

The results of the analysis of the influence of Responsiveness (X3) on Customer Satisfaction (Y) obtained a calculated t value with a value of $0.996 < 1.6596$ which is smaller than the t table value with a 95% confidence level ($\alpha = 5\%$) with a significant value of $0.322 > 0.05$. So the Responsiveness variable has a negative and insignificant effect on Customer Satisfaction at KOODA Easy You in Lhokseumawe City. Thus Hypothesis 3 (H3) is rejected.

4. Effect of Guarantee (X4) on Customer Satisfaction (Y)

The results of the analysis of the effect of Guarantee (X4) on Customer Satisfaction (Y) obtained a calculated t value with a value of $(0.195) < 1.6596$ which is smaller than the t table value with a 95% confidence level ($\alpha = 5\%$) which is significant $0.846 > 0,05$. So the Guarantee variable has a negative and insignificant effect on Customer Satisfaction at KOODA Easy You in Lhokseumawe City. Thus Hypothesis 4 (H4) is rejected.

5. Effect of Empathy (X5) on Customer Satisfaction (Y)

The results of the analysis of the influence of Empathy (X5) on Customer Satisfaction (Y) obtained a calculated t value with a value of $3.058 > 1.6596$ which was greater than the t table value with a 95% confidence level ($\alpha = 5\%$) with a significant value of $0.003 < 0.05$. So the Empathy variable has a positive and significant effect on Customer Satisfaction at KOODA Easy You in Lhokseumawe City. Thus Hypothesis 5 (H5) is accepted.

b. Simultaneous Test (F Test)

From the results of SPSS data processing, by looking at the testing criteria simultaneously it can be seen from the F Test with a significant value in the table of $0.000 < 0.05$. And the Fcount value of $17.894 > 2.3017$ was obtained by looking at a significance level of 5% and $df_2 = n-k$ ($110-6=104$) and $df_1 = k-1$ ($6-5=1$) obtained an Ftable value of 2.3017. So the test results simultaneously show that the variables Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Guarantee (X4) and Empathy (X5) have a positive and significant effect on Customer Satisfaction (Y), then hypothesis 6 (H6) accepted.

5. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of research and discussion regarding the influence of Physical Evidence, Reliability, Responsiveness, Guarantee and Empathy on Customer Satisfaction at KOODA Easy You in Lhokseumawe City, it can be concluded that:

1. The results of this research show that partially Physical Evidence (X1) has a positive and significant effect on customer satisfaction at KOODA Easy You, Lhokseumawe City, here Physical Evidence is very influential because all the facilities used by KOODA Easy You are very important in increasing customer satisfaction when using his services.
2. The results of this research show that partially Reliability (X2) has a positive and significant effect on customer satisfaction at KOODA Easy You in Lhokseumawe City, here Reliability really has an influence on Customer Satisfaction, because the admin and drivers provide good and correct service so that consumers feel satisfied and use his services again.
3. The results of this research show that partially Responsiveness (X3) has a positive and significant effect on customer satisfaction at KOODA Easy You in Lhokseumawe City, here the Responsiveness provided by admins and drivers in serving requests from consumers can be in the form of alertness, speed and responsive in fulfilling requests so that consumers feel satisfied.
4. The results of this research show that partially the Guarantee (X4) has a negative and insignificant effect on customer satisfaction at KOODA Easy You in Lhokseumawe City, the guarantee has an effect due to the quality of friendliness, attention and politeness of the admin and drivers in providing services to consumers so that consumers provide feedback of satisfaction or dissatisfaction in using the services.
5. The results of this research show that partially Empathy (X5) has a positive and significant effect on customer satisfaction at KOODA Easy You in Lhokseumawe City. Empathy has an effect because consumers want to be noticed, so admins and drivers pay more attention and respond well to consumers regardless of consumers, this greatly influences customer satisfaction.
6. The results of this research show that simultaneously the variables Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Guarantee (X4) and Empathy (X5) have a positive and significant effect on customer satisfaction at KOODA Easy You in Lhokseumawe City, together Physical Evidence, Reliability, Responsiveness, Guarantee and Empathy influence customer satisfaction at KOODA Easy You in Lhokseumawe City. This shows that if the variables Physical Evidence, Reliability, Responsiveness, Guarantee and Empathy are properly paid attention to, the satisfaction and trust of customers using the KOODA Easy You business in Lhokseumawe City will also increase

Suggestion

1. For Admins and Drivers of KOODA Easy You in Lhokseumawe City, it is necessary to regularly evaluate the services that have been provided, to maintain the excellence that has become the company's image and can improve the quality of service on variables that are still poorly assessed or according to consumer assessments are not yet in accordance with what is expected. expected by customers, this is done by paying more attention to consumer needs

and desires, improving facilities and infrastructure, guaranteeing a sense of security, comfort and trust as well as services promised quickly, accurately and surely so that it will increase customer satisfaction.

2. For future researchers, it is hoped that it can be continued or developed by adding other variables that can influence customer satisfaction. And it can be seen from the coefficient of determination that the magnitude of the influence of Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Guarantee (X4) and Empathy (X5) on Customer Satisfaction (Y) is 46% while the remaining 54% is due to by other variables.

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