

ANALYSIS OF SERVICE QUALITY DIMENSIONS ON CONSUMER SATISFACTION

Vindiyatama^{1*}, M. Trihudyatmanto², Bahtiar Efendi³

¹⁻³ Faculty of Economics and Business, Universitas Sains Al-Qur'an Jawa Tengah di Wonosobo, Indonesia

*Email corresponding author: trihudyatmanto@unsiq.ac.id

Abstract

Purpose - This study aims to prove the influence of service quality dimensions on consumer satisfaction of Rocket Chicken Kalianget Wonosobo. This study was conducted on general consumers of Rocket Chicken Kalianget.

Methods - The sample in this study was 125 respondents who were consumers of Rocket Chicken. Data were collected using a questionnaire that had been tested for validity and reliability. The results of this study were analyzed using multiple linear regression analysis and processed using the IBM SPSS statistics 23 application.

Findings - The results of this study indicate that reliability has an effect on consumer satisfaction. This is evidenced by the calculated t value of 2,561 with a significance of 0.012. Assurance has an effect on consumer satisfaction as evidenced by the calculated t value of 2,739 with a significance of 0.007. Tangible has a positive effect on customer satisfaction as evidenced by the t-value of 2.141 with a significance of 0.034. Empathy has an effect on customer satisfaction as evidenced by the t-value of 2.209 with a significance of 0.029. Responsiveness has an effect on customer satisfaction as evidenced by the t-value of 3.646 with a significance of 0.003.

Value - It is expected to provide information, references, and input in compiling or determining policies, especially in relation to the title variables taken.

Keywords: service quality dimensions, reliability, assurance, tangible, empathy, responsiveness, customer satisfaction

INTRODUCTION

In the era of rapid development of the times and technology, it has a major influence on changing people's mindsets which are also increasingly critical, causing lifestyles to become increasingly complex and practical. Humans always want to create new innovations that make people's lives easier in the future (Eka, 2017).

Fast food business is a food business that can be prepared quickly. Usually the term is indicated for food sold in a restaurant or shop, and given to customers in a practical form so that it is easy to carry anywhere. The beginning of the development of fast food in Indonesia began in 1959. Starting with the presence of fast food restaurants from America such as KFC, McD, and so on which began to appear in Indonesia and continue to grow until now.

The growth of the food industry is increasingly rapid, marked by the proliferation of various fast foods. Today's food business actors are very aware of the importance of consumer satisfaction and have deployed various methods and efforts to make customers happy. Consumer satisfaction is the level of a person's feelings after comparing (performance or results) that are felt compared to their expectations (Qomariah, 2016). One of the factors that can affect consumer satisfaction is the quality of good service provided to consumers of a product or service. (Lupiyoadi, 2001). From the explanation, one of the main factors related to customer satisfaction is service quality. According to (Parasuraman, 2001) there are five dimensions in service quality, including reliability, assurance,

tangibles, empathy, and responsiveness, to increase consumer satisfaction is Rocket Chicken. Rocket Chicken was chosen as the object of research because this company is one of the fast food producers that is quite popular and well-known in Indonesia, especially in Wonosobo. Data on respondents who felt dissatisfied with the service at Rocket Chicken was 48.4%, and those who did not give an opinion were 35.5% while those who felt satisfied were only 16.1%.

Based on the data above, it shows that some consumers still feel dissatisfied with the quality of service provided by Rocket Chicken, Kalianget branch in Wonosobo. Realizing the important role of consumers and the influence of consumer satisfaction on profits, companies are trying to find ways to increase consumer satisfaction (Anderson, 1999). The main problem that is the direction of the author's discussion in the study, namely: the decline in consumer satisfaction influenced by the service quality dimension factor.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Service Quality

Quality is a dynamic condition that affects products, services, people, processes and environments that meet or exceed expectations (Tjiptono, 2001). Quality can be interpreted as the ability of a product to perform its functions which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics (Luthfia, 2012).

According to the American Society for Quality Control (quoted by Lupiyoadi, 2001:144) quality is: "The totality of the features and characteristics of a product/ service in terms of its ability to meet the needs that have been determined are latent.

According to (Vincent Gaspersz, 1997) Quality is the totality of the characteristics of a product both conventionally (direct characteristics of a product) and strategically (Everything that is able to meet the desires or needs of customers) that are specified or applied. While the definition of quality according to Kotler is, "all the features and properties of a product or service that affect the ability to satisfy stated or implied needs".

Service is the key to success in various business activities that are service providers. The role of service grows and becomes more important when service activities compete for market share, or customers. How to make sales services better than other services, competitors must provide high quality and quality services to respond to customer interest.

According to Dennis Walker in his book entitled *Prioritizing Customers* which has been translated by (Anton Adiwiyanto, 1997), explains that the concept of service is something that is very subjective and difficult to define. This is because service as a subject that does something is difficult to define. This is because service as a subject that does a transaction can react differently to something that looks like the same service.

From the several definitions above, the main feature of service is invisible and sees human efforts and other devices provided by the service provider. This explains that this service is in the form of a certain system, procedure, or method that is given to others from the customer's point of view, in order to meet their expectations. According to (Parasuraman, et al., 1998) to evaluate the quality of customer service generally use 5 dimensions as follows: 1) reliability, 2) assurance, 3) assurance 4) empathy and 5) responsiveness.

Consumer Satisfaction

Consumer satisfaction according to Kotler and Keller, namely consumer feelings, either in the form of pleasure or dissatisfaction that arises when comparing a product with consumer expectations for the product. If the product is in accordance with or better than expected by the consumer, then pleasure and satisfaction will be felt by the consumer. Meanwhile, if after consuming the product does not match expectations, then of course consumers are not satisfied with the product.

(Wells and Prensky, 1996) define consumer satisfaction with consumer dissatisfaction. Where consumer satisfaction and dissatisfaction are consumer attitudes towards a product and service as a result of consumer evaluation based on consumer experience after using the product. Consumers will feel satisfied when the service from the product provided is appropriate and pleasing. Conversely, if it is not appropriate, it will cause dissatisfaction.

According to (Sumarwan, 2004), consumer satisfaction is a concept that is closely related to the type of behavior at the post-purchase or consumption stage. Satisfaction or dissatisfaction with the consumption of a product or they are the results of post-consumption alternative evaluations or second-stage alternative evaluations. Where, satisfaction will encourage consumers to repeat consumption behavior.

In conclusion, the definition of consumer satisfaction in general and those put forward by experts have the same core. Where consumer satisfaction causes consumers to make repeated use of the products they consume. While if not satisfied, consumers will stop using the product.

Theoretical Frameworks

The Relationship between Reliability and Consumer Satisfaction

According to (Tjiptono, 2014) reliability is the ability of service providers to provide promised services immediately, accurate, and satisfying. In a study conducted by (Niken Nanincova, 2019) stated that reliability has a significant and positive effect on customer satisfaction. This is reinforced by research conducted by (Jajang Saeful Zaman, 2018) which states that the reliability variable has a positive and significant effect on satisfaction. From the results of various reference studies, it can be concluded that better reliability will affect consumer satisfaction.

H1: reliability has a positive effect on customer satisfaction

Relationship between Assurance and Customer Satisfaction

According to (Supriyanto and Ernawaty, 2010) assurance is the ability of service providers to create customer trust in the services offered. In a study conducted by Ajis Setiawan, Nurul (Qomariah, Haris Hermawan, 2019) it was stated that assurance has a significant and positive effect on customer satisfaction. This is reinforced by research conducted by (Niken Nanicova, 2019) which states that the assurance variable has a positive and significant effect on satisfaction. From the results of research on various references, it can be concluded that better assurance will affect customer satisfaction.

H2: assurance has a positive effect on customer satisfaction

Relationship between Tangible and Customer Satisfaction

According to (Tjiptono, 2014) tangible evidence is real evidence or attributes regarding physical appearance, equipment, personnel, and communication materials. In a study conducted by (Edwin Gunawan, Gabriel Octavianus Sebastian, Agung Harianto, 2019) it was stated that tangible has a significant effect on consumer satisfaction. This is reinforced by a study conducted by (Niken Nanicova, 2019) which stated that tangible variables have a positive and significant effect on satisfaction. From the results of various reference studies, it can be concluded that better tangible or guarantees will affect consumer satisfaction.

H3: tangible has a positive effect on consumer satisfaction

Relationship between Empathy and Consumer Satisfaction

According to (Supriyanto and Ernawaty, 2010) empathy is the provision of individual services with full attention and according to the needs or expectations of patients. In a study conducted by (Ajis Setiawan, Nurul Qomariah, Haris Hermawan, 2019) it was stated that empathy has a significant effect on consumer satisfaction. This is reinforced by a study conducted by (Edwin Gunawan, Gabriel Octavianus Sebastian, Agung Harianto, 2019) which also stated that empathy has a significant effect on consumer satisfaction. From the results of various reference studies, it can be concluded that empathy or better guarantees will affect consumer satisfaction.

H4: empathy has a positive effect on consumer satisfaction

Relationship between Responsiveness and Consumer Satisfaction

According to (Tjiptono, 2014), responsiveness is the desire of staff to help customers and provide responsive services. In a study conducted by (Edwin Gunawan, Gabriel Octavianus Sebastian, Agung Harianto, 2019), it was stated that responsiveness has a positive effect on consumer satisfaction. This is reinforced by research conducted by (Niken Nanincova, 2019) which stated that responsiveness has a positive effect on consumer satisfaction. From the results of various reference studies, it can be concluded that responsiveness or better guarantees will affect consumer satisfaction.

H5: responsiveness has a positive effect on consumer satisfaction

From the explanation above, the theoretical framework can be concluded as follows:

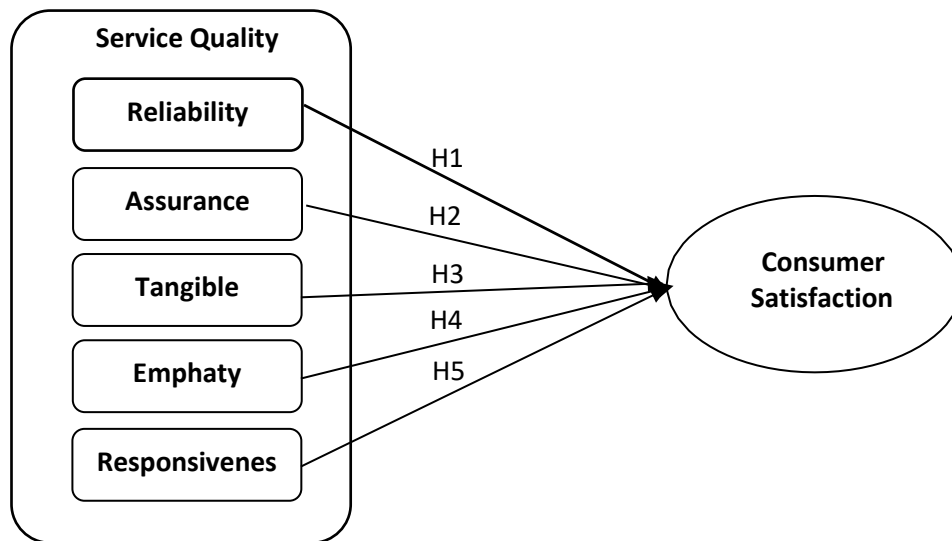


Figure 1. Theoretical Frameworks

RESEARCH METHODS

Type of Research The type of research used in this study is quantitative research. This research is a type of causal associative research, namely a study that aims to determine the relationship between two or more variables. With this research, it will be known what variables influence consumer purchasing interest, (Sugiyono, 2016).

Research Population and Sample The population in the study is the area that the researcher wants to study. As according to (Sugiyono, 2011) "Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then conclusions are drawn." The opinion above is one of the references for the author to determine the population. The population in this study are general consumers of Rocket Chicken, Kalianget branch. The sample used in this study is the general public who have purchased Rocket Chicken products, Kalianget branch at least twice. The number of consumers who have purchased Rocket Chicken products cannot be known, so the recommended number of samples is between 50-100 samples (Santoso, 2002). Given the number of samples that cannot be known, the researcher uses a formula to determine the number of samples by referring to the statement of Hair et al (2015), namely 15-20 parameters multiplied by the number of independent variables. $20 \times 5 = 100$ respondents. In order for generalization to be more optimal, 125 respondents were used in this study.

RESULTS AND DISCUSSION

Validity Test

A validity test is a test used to show the extent to which a measuring instrument used in a measure what is being measured. (Ghozali, 2009) states that a validity test is used to measure the validity or otherwise of a questionnaire. In addition, validity is a measure that shows that the variables being measured are indeed the variables to be studied by the researcher (Cooper and Schindler, in (Zulganef, 2006). An item is said to be valid if the calculated R is greater than the R table, to find the R table using the formula $df = (n-2)$, in this study it is known that $n = 125$, then the r table is $(125-2)$ and the significance is 0.05 then the r table is 0.175. For statement items, it can be said to be valid if the calculated r is greater than 0.175. The following are the results of the validity test.

Table 1. Results of Validity Test

Statement items	R count	R table	Information
Reliability	0,702** - 0,820**	0,175	Valid
Assurance	0,785** - 0,843**	0,175	Valid
Tangible	0,662** - 0,831**	0,175	Valid
Emphaty	0,707** - 0,778**	0,175	Valid
Responsiveness	0,782** - 0,860**	0,175	Valid
Consumer Satisfaction	0,759** - 0,877**	0,175	Valid

Source: processed primary data, 2022

All variables have a range between 0.662 to 0.811, so all are declared valid.

Reliability Test

Measurements that have high reliability are measurements that can produce reliable data. Reliability testing uses Cronbach Alpha. According to (Imam Gozali, 2011) a variable will be declared reliable if it has a Cronbach Alpha value > 0.6 . The results of this reliability test are shown in the following table.

Table 2. Reliability Test Results

Variable	Cronbach's alpha if item deleted	Limit Value	Information
Reliability	0,819	0,60	Reliable
Assurance	0,819	0,60	Reliable
Tangible	0,765	0,60	Reliable
Emphaty	0,824	0,60	Reliable
Responsiveness	0,832	0,60	Reliable
Consumer Satisfaction	0,788	0,60	Reliable

Source: processed primary data, 2022

The reliability variable has a Cronbach's alpha value if item deleted of 0.819. The value is above Cronbach's alpha 0.60 as the limit value, so all questions about reliability are reliable.

Hypothesis Testing

This test is used to test the regression coefficient partially or to determine the effect of independent variables on the dependent variable, namely by the influence between the independent variables reliability (X1), assurance (X2) tangible (X3) empathy (X4) and responsiveness (X5) individually have a positive and significant effect on the dependent variable of consumer satisfaction (Y). By looking at the criteria of the significance level of 0.05 or 5% with a one-sided test with degrees of freedom (df) $n-k$ (n is the number of cases and k is the number of independent variables). Or $125- 5 = 120$ then t table = 1.979.

Table 3. Individual Parametric Tests
 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	-,331	,734			-,451	,653
Reliability	,133	,052	,195		2,561	,012
Assurance	,166	,061	,216		2,739	,007
Tangible	,114	,053	,147		2,141	,034
Emphaty	,126	,057	,187		2,209	,029
Responsiveness	,181	,059	,246		3,046	,003

a. Dependent Variable: kepuasan-konsumen

Source: processed primary data, 2022

Based on the processed data in table 3., the calculated t value is 2.561 with a significance of 0.012. If the coefficient is tested by comparing the calculated t with the t table ($\alpha = 5$ percent = 0.05, $df = n-k = 120-5 = 120$), the t table result is 1.979, calculated t (2.561) > t table (1.979) which means that H_0 is rejected and H_a is accepted. This means that the reliability variable partially has a significant effect on consumer satisfaction so that it can be concluded that H1 states that reliability has a positive effect on consumer satisfaction.

Based on the processed data in table 3., the calculated t value is 2.739 with a significance of 0.007. If the coefficient is tested by comparing the calculated t with the t table ($\alpha = 5$ percent = 0.05, $df = n-k = 120-5 = 120$), then the t table result is 1.979, calculated t (2.739) > t table (1.979) which means that H_0 is rejected and H_a is accepted. This means that the assurance variable partially has a significant influence on consumer satisfaction so that it can be concluded that H2 states that assurance has a positive influence on consumer satisfaction.

Based on the processed data in table 3., the calculated t value is 2.141 with a significance of 0.034. If the coefficient is tested by comparing the calculated t with the t table ($\alpha = 5$ percent = 0.05, $df = n-k = 120-5 = 120$), the t table result is 1.979, calculated t (2.141) > t table (1.979) which means that H_0 is rejected and H_a is accepted. This means that the tangible variable partially has a significant effect on consumer satisfaction so that it can be concluded that H3 states that tangible has a positive effect on consumer satisfaction.

Based on the processed data in table 3., the calculated t value is 2.209 with a significance of 0.029. If the coefficient is tested by comparing the calculated t with the t table ($\alpha = 5$ percent = 0.05, $df = n-k = 120-5 = 120$), then the t table result is 1.979, calculated t (2.209) > t table (1.979) which means that H_0 is rejected and H_a is accepted. This means that the empathy variable partially has a significant influence on consumer satisfaction so that it can be concluded that H4 states that empathy has a positive effect on consumer satisfaction.

The effect of responsiveness on consumer satisfaction (X5) Based on the processed data in table 3., it can be seen that the calculated t value is 2.561 with a significance of 0.003. If the coefficient is tested by comparing the calculated t with the t table ($\alpha = 5$ percent = 0.05, $df = n-k = 120-5 = 120$), then the t table result is 1.979, calculated t (2.561) > t table (1.979) which means that H_0 is rejected and H_a is accepted. This means that the responsiveness variable partially has a significant effect on consumer satisfaction so that it can be concluded that H5 states that responsiveness has a positive effect on consumer satisfaction.

Discussion

This study aims to determine the effect of reliability, assurance, tangible, empathy and responsiveness partially on consumer satisfaction at Rocket Chicken Kalianget. The explanation of each variable is explained as follows: The effect of reliability on consumer satisfaction at Rocket Chicken Based on the results of the study that tested the effect of reliability on consumer satisfaction, it showed that the results of H_0 were rejected and H_a were accepted so that it can be said that reliability has an effect on consumer satisfaction. This can be interpreted that the more reliable the service provided, the more it will increase the level of consumer satisfaction at Rocket Chicken. The results of the hypothesis test (H_1) are in line with previous research conducted by (Ajis Setiawan, Nurul Qomariah, Haris Hermawan, 2019) and (Niken Nanincova, 2019) which proved that reliability has a significant and positive effect on consumer satisfaction. The reliability of Rocket Chicken employees in providing services is in accordance with the level of knowledge they have, so that they are able to satisfy consumers. This study proves that reliability is one of the factors that influences consumer satisfaction, meaning that the more reliable the service provided, the more it can increase consumer satisfaction and can increase sales volume. The effect of assurance on Rocket Chicken consumer satisfaction Based on the results of a study that tested the effect of assurance on consumer satisfaction, it shows that the H_0 result is rejected and H_a is accepted, so it can be said that assurance has an effect on consumer satisfaction. This can be interpreted that the politeness, sense of security and trust given by employees can affect Rocket Chicken consumer satisfaction. The results of this hypothesis test (H_2) are in line with previous research conducted by (Edwin Gunawan, Gabriel Octavianus Sebastian, Agung Harianto, 2019) and (Niken Nanincova, 2019) which proves that assurance has a significant and positive effect on consumer satisfaction. Rocket Chicken employees in providing services have fostered trust, a sense of security and comfort so that they are able to satisfy consumers. This study proves that assurance is one of the factors that influences consumer satisfaction, meaning that the better the employees are at providing trust, the more satisfied consumers will be and can increase sales volume. The effect of tangible on Rocket Chicken consumer satisfaction Based on the results of a study that tested the effect of tangible on consumer satisfaction, it shows that the H_0 result is rejected and H_a is accepted, so it can be said that tangible (physical evidence) has an effect on consumer satisfaction. This can be interpreted that the facilities at Rocket Chicken are neat, adequate and complete so that consumers feel satisfied. The results of the hypothesis test (H_3) are in line with previous research conducted by (Ajis Setiawan, Nurul Qomariah, Haris Hermawan, 2019) and (Edwin Gunawan, Gabriel Octavianus Sebastian, Agung Harianto, 2019) which prove that tangible or physical evidence has a significant and positive effect on consumer satisfaction. The facilities at Rocket Chicken have met the requirements as a complete and adequate fastfood restaurant so that they can satisfy consumers. This study proves that tangible (physical evidence) is one of the factors that influences consumer satisfaction, meaning that the better and more complete the facilities provided, the more it will increase consumer satisfaction and can increase sales volume. The effect of empathy on Rocket Chicken consumer satisfaction Based on the results of the study that tested the effect of empathy on consumer satisfaction, it showed that the results of H_0 were rejected and H_a were accepted so that it can be said that empathy (attention) has an effect on consumer satisfaction. This can be interpreted that Rocket Chicken pays close attention to consumer needs and is able to fulfill consumer desires so that consumers feel satisfied. The results of the hypothesis test (H_4) are in line with previous research conducted by (Ajis Setiawan, Nurul Qomariah, Haris Hermawan (2019) and Niken Nanincova, 2019) which proves that empathy or attention has a significant and positive effect on consumer satisfaction. Rocket Chicken knows what consumers need and is able to fulfill consumer desires so that it can satisfy consumers. This study proves that empathy (attention) is one of the factors that influences consumer satisfaction, meaning that the better the attention given, the more it will increase consumer satisfaction and can increase sales volume. The effect of responsiveness on Rocket Chicken consumer satisfaction Based on the results of the study that tested the effect of responsiveness on consumer satisfaction, it showed that the H_0 results were rejected and H_a was accepted, so it can be said that responsiveness.

CONCLUSION

From the results of data processing and hypothesis testing that have been carried out in the previous chapter on the dimensions of service quality (reliability, assurance, tangible, empathy, responsiveness) on Rocket Chicken consumer satisfaction. The following are the results of the discussion: Reliability has a positive effect on Rocket Chicken Kalianget Wonosobo consumer satisfaction (H1 is accepted). With the results of the t table of 1.979 and the calculated t of 2.561, the calculated t (2.561) t table (1.979) is obtained with a significance of 0.012, which means that H_0 is rejected and H_a is accepted. This can be interpreted that the more reliable the service provided, the greater the consumer satisfaction. Assurance has a positive effect on Rocket Chicken Kalianget Wonosobo consumer satisfaction (H2 is accepted). With the results of the t table of 1.979 and the calculated t of 2.739, the calculated t (2.739) t table (1.979) is obtained with a significance of 0.007, which means that H_0 is rejected and H_a is accepted. This can be interpreted that the politeness, sense of security and trust given by employees can affect consumer satisfaction. Tangible has a positive effect on consumer satisfaction of Rocket Chicken Kalianget Wonosobo (H3 is accepted). With the results of the t table of 1.979 and the calculated t of 2.141, the calculated t (2.141) t table (1.979) is obtained with a significance of 0.034, which means that H_0 is rejected and H_a is accepted. This can be interpreted that the facilities provided can affect consumer satisfaction. Empathy has a positive effect on consumer satisfaction of Rocket Chicken Kalianget Wonosobo (H4 is accepted). With the results of the t table of 1.979 and the calculated t of 2.141, the calculated t (2.141) t table (1.979) is obtained with a significance of 0.034, which means that H_0 is rejected and H_a is accepted. This can be interpreted that the facilities provided can affect consumer satisfaction. Responsiveness has a positive effect on consumer satisfaction of Rocket Chicken Kalianget Wonosobo (H5 is accepted). With the results of the t table of 1.979 and the calculated t of 2.141, it is obtained that the calculated t (2.141) > t table (1.979) with a significance of 0.034, which means that H_0 is rejected and H_a is accepted. This can be interpreted that the service provided by Rocket Chicken employees can be done quickly and accurately, so that it can affect customer satisfaction. Suggestion Based on the research that has been discussed above, it is hoped that in the future the reliability or ability of employees in every service that will be provided accompanied by knowledge, expertise, independence, skills and work professionalism at Rocket Chicken Kalianget Wonosobo can be improved again and always evaluate so that consumers will have a high sense of satisfaction regarding the service provided. It is expected to always foster a sense of trust and customer confidence in every service so that consumers always feel safe and comfortable every time they visit Rocket Chicken. It is expected in the future to always improve the quality of raw materials, equipment and facilities provided, and always maintain cleanliness at Rocket Chicken so that consumers feel comfortable and satisfied with the facilities and services provided. It is expected in the future to always pay attention to consumer interests, listen to customers and understand what consumers need, both individually and personally. It is expected in the future to always provide fast and accurate service to customers, with clear information delivery. So that consumers feel satisfied with the service provided.

Future research agenda

For further researchers, researchers should be able to accompany respondents when filling out questionnaires and conducting interviews and approaching respondents so that the data obtained is more accurate. Further researchers are expected to provide direction to respondents first before answering the questionnaire so that respondents better understand the language in the questionnaire that has been distributed to each respondent. It is expected that further research will be more extensive in distributing questionnaires so that respondents are varied.

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