

## Consumer Satisfaction with Service Quality Approach

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### ABSTRACT

Business development in both service and non-service sectors has experienced quite rapid business growth. Cafes are one of the business sectors, especially in the culinary service sector, whose development follows people's lifestyles and becomes an opportunity in its development. This study aims to analyze and determine the effect of service quality both partially and simultaneously on consumer satisfaction at Kedai Falsafah Ngopi Ciherang Pondok Bogor. Sampling in the study using non-probability sampling with a purposive sampling method so that 100 respondents were obtained with the criteria of having purchased the product at least once and being of sufficient age, namely 18 years old. The study used a questionnaire which would later be tested for validation, reliability, classical assumptions and then analyzed using multiple linear regression analysis. The results of the questionnaire test showed that the results of the validity, reliability and classical assumption tests on each research instrument produced valid and reliable results so that multiple linear regression tests could be carried out. The results of the study showed that service quality consisting of physical evidence, empathy, reliability, responsiveness and assurance had a positive and significant effect both partially and simultaneously on consumer satisfaction. Assurance has a high influence on consumer satisfaction.

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## INTRODUCTION

The development of the business world has experienced rapid growth, both in service and non-service sectors. Changes in lifestyle and increasingly modern consumer preferences have driven the growth of industries in Indonesia. The emergence of new businesses has led to an increase in similar enterprises, resulting in more intense competition. Therefore, companies must understand consumer needs in order to survive in this competitive environment. To meet these needs, integrated market development is necessary, including the implementation of appropriate marketing mix strategies.

Service quality in a company aims to achieve customer satisfaction, so that consumers not only purchase products but also pay close attention to all aspects of quality embedded in the product or service. According to Lupiyoadi (2014:216), service quality reflects the extent of the gap between customer expectations and the actual service they receive. The main dimensions used to assess service quality include tangible aspects, empathy, reliability, responsiveness, and assurance.

Optimal service delivery can influence consumer reactions, which are reflected through the level of satisfaction they experience. Tjiptono (2014:31) states that consumer response is the result of a subjective evaluation of the gap between expectations prior to the transaction (or other benchmarks) and their perception after using the product or service. Customer satisfaction is influenced by several factors, namely product quality, service quality, emotional factors, price, and cost.

Kedai Falsafah is a culinary service business established in 2017, located in Ciherang, RT.04/RW.01, Caringin District, Bogor Regency, West Java, Indonesia. Kedai Falsafah offers a variety of coffee-based beverages such as Cappuccino, Americano, Chocolate, Green Tea, Caramel, and other non-coffee drinks, which are generally favored by male customers. However, to expand its market segment to female consumers, Kedai Falsafah now offers more varied coffee products tailored to female preferences. This strategy is part of the company's efforts to broaden its market reach. Therefore, the management of Kedai Falsafah must pay close attention to service quality, especially considering the presence of competitors with similar business lines in the surrounding area of Kedai Falsafah Ngopi Ciherang Pondok Bogor.

Customer complaints have become one of the key issues faced by Kedai Falsafah, contributing to a decline in customer satisfaction with the service quality. Based on data from January to December 2022, the café received an average of 16 complaints per month, submitted through suggestion boxes, direct visits, and online platforms such as WhatsApp, Instagram, and Google Reviews. These complaints indicate a need for significant attention from Kedai Falsafah to improve customer satisfaction. The decline in service quality is also reflected in Google Reviews submitted by consumers, as follows:



**Figure 1. Consumer Complaint Reviews for Kedai Falsafah**

Source: Google Review (Accessed on Wednesday, October 20, 2017 at 08:30)

The Google review above indicates that:

1. **The service quality at Kedai Falsafah is perceived to be poor**, meaning that the service provided did not meet consumer expectations. According to Lupiyoadi (2014:216), empathy reflects deep and personal care by tailoring services to the specific needs and desires of each consumer;
2. **The services did not meet consumer expectations**, which means that the service provided by Kedai Falsafah was not in line with what consumers desired or requested. Tjiptono (2014:216) explains that consumer satisfaction arises from the evaluation of the comparison between expectations prior to the transaction—whether personal hopes or performance benchmarks—and the perceived performance after using the product or service;
3. **Slow service processes**, meaning that the service process at Kedai Falsafah took a long time and failed to be completed in a timely manner;
4. **Inadequate facilities**, meaning that the venue is too small and therefore not suitable for gatherings with friends. According to Lupiyoadi (2014:213), physical evidence refers to the physical environment of the company where services are created and where providers and consumers interact. It includes any tangible elements used to communicate or support the role of services and all tangible commodities that facilitate service performance or communication.

A preliminary survey conducted from October 26–28, 2023, involving 30 consumers revealed that 51% of consumers were not confident in the quality of service, or more precisely, felt that the service provided by Kedai Falsafah did not meet their expectations, whereas 49% stated the service quality was in accordance with expectations. Additionally, the preliminary survey on consumer satisfaction found that 60% of respondents were dissatisfied with the service quality, while 40% felt the service met their expectations. These preliminary survey results support the earlier assumptions derived from Google reviews and other media platforms.

Cronin and Taylor, as cited in Assegaff (2009:334), found in their research on service quality (SERVQUAL) across various service industries that service quality does not always directly affect customer satisfaction but more often influences it through perceived value. Therefore, the author has conducted research on consumer satisfaction and service quality at Kedai Falsafah Ngopi Ciharang Pondok Bogor.

## LITERATURE REVIEW

### *Marketing Management, Service Quality, and Consumer Satisfaction*

In creating customer satisfaction, companies must analyze, plan, implement, and control their marketing activities—this is carried out through marketing management. According to Kotler and Keller (2019:27), marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Tjiptono and Diana (2020:3) define marketing management as the distribution of goods, services, ideas, promotion, and pricing to facilitate exchange relationships that satisfy consumers, while also building and maintaining positive relationships with stakeholders in a dynamic environment. Similarly, Assauri (2018:13) defines marketing management as a decision-making process based on marketing concepts and management processes, encompassing analysis, planning, strategy implementation, tactics, and control.

Service quality refers to the extent of the gap between consumer expectations and the actual service received (Lupiyoadi, 2014:216). Tjiptono (2014:59) describes service quality as the degree of excellence expected and control over such excellence to meet consumer desires. Parasuraman (2001:26) states that service quality is the extent of the discrepancy between customer expectations and the service received. According to a study on Service Quality by Parasuraman et al., cited in Lupiyoadi (2014:216–217), there are five dimensions of service quality: tangibles, empathy, reliability, responsiveness, and assurance.

According to Tjiptono (2014:311), consumer satisfaction is a reaction that arises after individuals compare their expectations prior to consumption with their perceptions of the actual performance of a product or service, based on personal expectations or certain benchmarks. Kotler and Keller (2019:138) define customer satisfaction as the feeling of pleasure or disappointment resulting from comparing perceived performance to expectations. Zulian (2017:78) defines customer satisfaction as the **perceived outcome** of using a product or service, which matches or exceeds expectations. Customer satisfaction can thus be understood as an evaluation of how well a product or service meets, exceeds, or falls short of consumer expectations, ultimately resulting in either a pleasant or unpleasant experience.

Several aspects serve as benchmarks for measuring customer satisfaction according to Tjiptono (2014:101), including:

- the alignment between expected and actual product performance,
- interest in repurchasing or revisiting, and
- willingness to recommend the product or service to friends or family.

### **Hypothesis Development**

The intangible nature of services makes them difficult to sense, see, or touch before a purchase is made. Consequently, consumers tend to seek signs or evidence of service quality through other people, facilities, and the prices offered. It is the responsibility of service providers to deliver such services in a way that

enables consumers to experience them, which will later be evaluated based on whether the service meets, exceeds, or falls short of their expectations. Indicators of service quality include tangibles, empathy, reliability, responsiveness, and assurance (Lupiyoadi, 2014:216). According to Tjiptono (2014:311), consumer satisfaction is a response resulting from the evaluation of the perceived discrepancy between initial expectations – formed prior to purchase or based on performance standards – and the actual performance of the product or service.

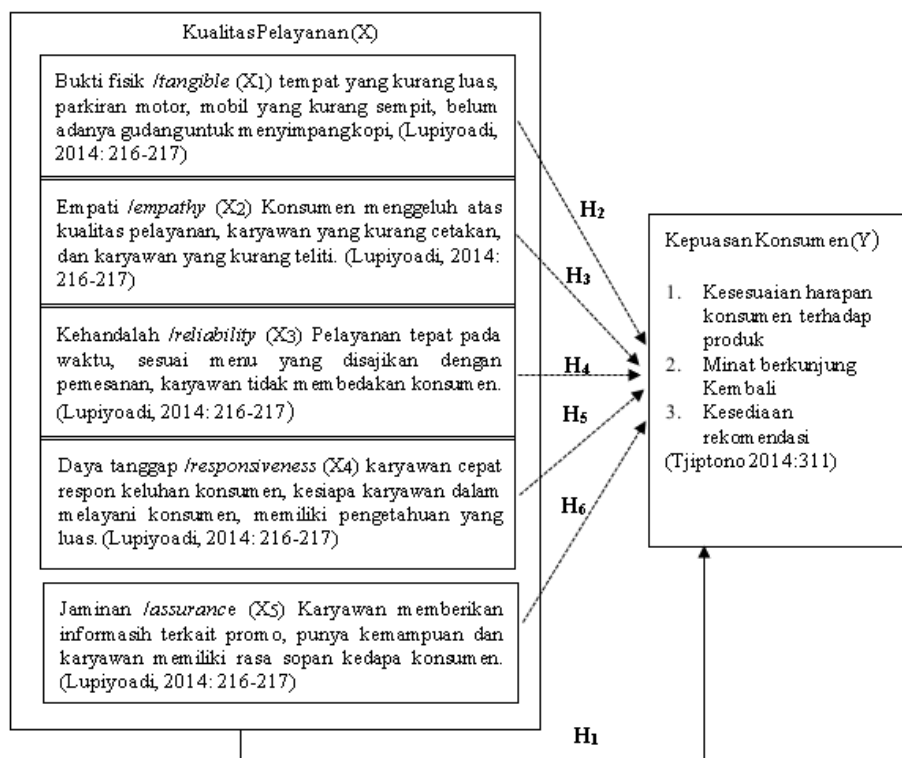
Physical evidence, which refers to the physical environment and setting of the company, is the place where services are created and where interactions with consumers take place, enhanced by any tangible elements. In addition to physical evidence, **empathy** involves offering sincere and individualized attention by striving to understand the specific desires of consumers (Lupiyoadi, 2014:92). According to Hamzah (2007:25), to win the competition in service marketing, the focus of every service must grow on the **reliability** possessed by the service provider based on service feasibility standards. Lupiyoadi (2014:45) also defines **responsiveness** as the ability to assist and deliver fast, accurate service to consumers along with clear information.

These concepts align with findings from several studies. Firmansyah et al. (2018) found that service quality has a positive and significant effect on consumer satisfaction. Apryono et al. (2022) reported that tangible aspects significantly and positively influence consumer satisfaction. Suryadharma and Nurcahya (2015) concluded that empathy has a significant and positive impact on consumer satisfaction. Irwana (2017) showed that reliability positively and significantly influences consumer satisfaction. Zain (2022) found that **responsiveness** has a positive and significant effect on consumer satisfaction. Furthermore, Irwana (2017) also stated that assurance has a dominant influence on consumer satisfaction.

Based on these theories and empirical findings, the hypotheses proposed in this study are as follows:

- **H1:** It is hypothesized that **service quality** has a positive and significant effect on consumer satisfaction.
- **H2:** It is hypothesized that **tangibles** have a positive and significant effect on consumer satisfaction.
- **H3:** It is hypothesized that **empathy** has a positive and significant effect on consumer satisfaction.
- **H4:** It is hypothesized that **reliability** has a positive and significant effect on consumer satisfaction.
- **H5:** It is hypothesized that **responsiveness** has a positive and significant effect on consumer satisfaction.
- **H6:** It is hypothesized that **assurance** has a positive and significant effect on consumer satisfaction.

The following is the conceptual framework:



**Figure 2. Conceptual Framework**  
**METHODOLOGY**

The approach used in this research is a quantitative descriptive approach. According to Hardani et al. (2020:238), a quantitative approach is structured and systematic, and its stages from beginning to end are reliable. According to Sugiyono (2028:11), a descriptive method is used to answer problem statements related to the existence of independent variables, whether it is just one or more.

The population in this research consists of 8,150 consumers who visited Kedai Falsafah Ngopi Ciharang Pondok Bogor. The sampling technique used is non-probability sampling with a purposive sampling method, where sample selection is based on certain predetermined criteria relevant to the consumers.

**RESEARCH RESULTS**

**Consumer Characteristics**

Characteristics are one of the identifiers of an individual based on their habitual behavior in expressing their identity. In this study, the consumer characteristics examined include gender, age, occupation, income, and purchase frequency of Kedai Falsafah products, with a sample of 100 consumers. The results are presented in Table 1.

**Table 1. Recapitulation of Consumer Characteristics**

No	Characteristic	Criteria	Percentage (%)
1	Gender	Male	60
2	Age	17-22 years	70
3	Occupation	Student/University	60

No	Characteristic	Criteria	Percentage (%)
4	Income	< Rp. 1,000,000	50
5	Purchase Frequency	> 4 times	45
<i>Source: Processed Primary Data, 2025</i>			

Based on the recapitulation of 100 respondents, Kedai Falsafah is more frequently visited by males, accounting for 60%. In terms of age, the visitors are dominated by youth aged 17-22 years (70%). Most of the consumers are students (60%) with an income below Rp. 1,000,000 (50%), and 45% of consumers reported visiting the coffee shop more than four times.

### Consumer Response to Service Quality

The following is a summary of consumer responses regarding the quality of service at Kedai Falsafah Ngopi Ciherang Bogor:

**Table 2. Consumer Responses to Service Quality**

No	Dimension	Consumer Response (%)	Category	Interpretation
1	Tangible	68	Good	Physical appearance and infrastructure are adequate
2	Empathy	75	Good	Quality service with attention to consumers and understanding their needs
3	Reliability	74	Good	Staff provides accurate and reliable service with clear information
4	Responsiveness	74	Good	Service is delivered efficiently and according to consumer needs
5	Assurance	76	Good	Builds consumer trust in Kedai Falsafah's reputation
	<b>Average</b>	<b>73</b>	<b>Good</b>	Staff at Kedai Falsafah Ngopi

No	Dimension	Consumer Response (%)	Category	Interpretation
				Ciherang Pondok Bogor provides good service
<i>Source: Processed Primary Data, 2025</i>				

Based on the research involving 100 consumers, the average score across all service quality dimensions (tangible, empathy, responsiveness, reliability, assurance) is 73%, categorized as "good". The assurance dimension received the highest score (76%), indicating strong consumer trust in the service quality and staff readiness. Conversely, tangible (physical evidence) received the lowest score (68%), due to limitations such as non-separated male-female toilets, limited parking space, and shared prayer facilities.

#### **Consumer Response to Satisfaction**

The following is a summary of consumer responses regarding satisfaction levels. Out of 100 respondents, the average score is 76%, categorized as "satisfied", indicating overall satisfaction with Kedai Falsafah's services. The willingness to recommend dimension received the highest percentage (76%), suggesting that Kedai Falsafah is still considered a suitable place to hang out.

**Table 3. Consumer Responses to Satisfaction**

No	Dimension	Consumer Response (%)	Category	Interpretation
1	Menu meets expectations	76	Satisfied	Reflects satisfaction with product quality and presentation
2	Intention to revisit	76	Satisfied	Friendly and quick service encourages repeat visits
3	Willingness to recommend	76	Satisfied	High satisfaction based on alignment with expectations and willingness to recommend
	<b>Average</b>	<b>76</b>	<b>Satisfied</b>	Consumers are satisfied with the

No	Dimension	Consumer Response (%)	Category	Interpretation
				services provided by Kedai Falsafah
<i>Source: Processed Primary Data, 2025</i>				

### Instrument Testing

The validity test in this study shows that all indicators for the service quality variables – tangible (X1), empathy (X2), responsiveness (X3), reliability (X4), and assurance (X5) – as well as the consumer satisfaction variable, are valid because the calculated r-value is greater than the r-table value (0.3). According to Sugiyono (2014:121), an instrument is reliable if repeated measurements of the same object produce consistent results. The reliability criteria state that if Cronbach’s Alpha  $\geq 0.6$ , the instrument is reliable; otherwise, it is not. Based on this, all variables in this study are declared reliable.

The classical assumption tests yielded the following results:

- Normality test: indicates the data is normally distributed.
- Multicollinearity test: no indication of multicollinearity between independent variables.
- Heteroscedasticity test: confirms that the regression model meets the homoscedasticity assumption.

With these prerequisites met, the analysis proceeds to multiple linear regression.

### Multiple Linear Regression Findings

Data analysis using SPSS version 25 produced the following output:

**Table 4. Analytical Recapitulation of Service and Consumer Satisfaction Response**

Model	Unstandardized Coefficients (B)	Std. Error	Beta	t	Sig.	Tolerance	VIF
Constant	9.739	0.783		12.438	0.000		
Tangible (X1)	0.544	0.076	0.360	7.190	0.000	0.493	2.029
Empathy (X2)	0.226	0.070	0.165	3.254	0.002	0.384	2.421
Reliability(X3)	0.483	0.078	0.254	6.160	0.000	0.381	2.518
Responsiveness(X4)	0.318	0.095	0.135	3.347	0.001	0.284	3.520
Assurance(X5)	0.678	0.070	0.361	9.698	0.000	0.367	2.727

Additional Statistics:

- t-table = 1.660
- F-value = 242.625

- Sig. = 0.000
- R = 0.959
- R<sup>2</sup> = 0.920
- Adjusted R<sup>2</sup> = 0.915
- Std. Error of Estimate = 1.467
- Alpha = 5%

Source: Processed Primary Data, 2025

The resulting regression equation is:

$$Y = 9.739 + 0.544X_1 + 0.226X_2 + 0.483X_3 + 0.318X_4 + 0.678X_5 + \varepsilon$$

**Interpretation:**

The constant value of 9.739 implies that if all independent variables are 0, the consumer satisfaction score will remain constant. All coefficients are positive, indicating that improvements in each service quality dimension will increase consumer satisfaction. Assurance has the highest coefficient (0.678), making it the most dominant factor influencing satisfaction. According to Arumingtyas et al. (2019:231), the constant value is not always meaningful, especially if zero is not within the range of observed values.

The correlation coefficient (R) is 0.959, which, based on Sugiyono (2018:274), falls into the very strong and positive category (0.80–1.00), showing a strong relationship between service quality dimensions and consumer satisfaction. This result exceeds that of Margawati (2020), who reported a correlation value of 0.623.

The R<sup>2</sup> value is 0.920, indicating that 92% of the variation in consumer satisfaction is explained by service quality variables, while the remaining 8% is influenced by other factors not examined in this study. According to Kotler and Keller (2019:157), factors affecting consumer satisfaction include product quality, emotional factors, price, and cost.

The results of the F-test show that the calculated F-value is greater than the F-table value (242.625 > 0.959), indicating that each item in the service quality variable has a positive and significant simultaneous influence on the dependent variable, namely customer satisfaction at Kedai Falsafah Ngopi Ciharang Pondok Bogor. This finding is consistent with the studies by Sonani and Yulia (2021), Sari (2021), and Khoirista et al. (2015), which state that service quality has a positive and significant simultaneous effect on customer satisfaction. The results of the t-test, based on Table 4, show that the t-values are greater than the t-table values for all aspects – tangibles, empathy, reliability, responsiveness, and assurance – thus it can be concluded that each independent variable (X) has a positive and significant partial effect on customer satisfaction.

## DISCUSSION

The Influence of Service Quality on Customer Satisfaction Based on the test results, the service quality variable simultaneously has a positive and significant effect on customer satisfaction. In terms of tangibles, Kedai Falsafah's employees are neatly dressed, which creates a positive impression and increases customer comfort. The café's facilities are complete and well-organized, contributing to a comfortable and professional atmosphere. For

empathy, consumers noted that employees often prioritize customer needs, creating a positive experience that makes customers feel appreciated and at ease. Employees are able to communicate well, delivering information clearly, politely, and effectively, which enhances customer comfort and satisfaction.

In terms of reliability, timely service and order accuracy were noted. Customers appreciate quick and accurate service and orders being delivered as requested, both of which improve their satisfaction. For responsiveness, customers value employees who respond promptly to complaints and show readiness to meet every request, which reflects professionalism and boosts satisfaction.

In terms of assurance, employees consistently offer helpful suggestions and promo information. Customers stated that friendly and proactive communication about promotions increases their satisfaction and encourages repeat visits. Employees also treat customers attentively and respectfully, which helps create a pleasant and appreciated experience. These findings align with Tjiptono (2012:13), who asserted that service quality dimensions—empathy, tangibles, responsiveness, reliability, and assurance—have a positive and significant effect on customer satisfaction. This implies that as service quality improves, so does customer satisfaction.

**The Influence of Tangibles on Customer Satisfaction**  
The test results indicate that tangibles have a positive and significant effect on customer satisfaction. Neat appearance and cleanliness of employees create a positive impression and enhance customer comfort. The café's complete and well-arranged facilities foster a professional and comfortable environment. This is in line with the research conducted by Alby (2018:129), which found a positive and significant influence of tangibles on customer satisfaction.

**The Influence of Empathy on Customer Satisfaction**  
Empathy was also found to have a positive and significant effect on customer satisfaction. Kedai Falsafah's staff often prioritize customer needs, contributing to positive experiences and making customers feel valued and comfortable. The ability to communicate clearly and politely further enhances satisfaction. This is consistent with research by Kotler and Keller (2015:231), which found that empathy positively and significantly affects customer satisfaction.

**The Influence of Reliability on Customer Satisfaction**  
Reliability has a positive and significant effect on customer satisfaction. Prompt and accurate service helps create pleasant customer experiences. Ensuring that orders match what was requested makes customers feel respected, increasing their satisfaction. This is consistent with the findings of Kamsar (2021:13), which showed a positive and significant effect of reliability on customer satisfaction.

**The Influence of Responsiveness on Customer Satisfaction**  
Responsiveness was found to have a positive and significant effect on customer satisfaction. Quick responses to complaints can turn negative experiences into positive ones and show a commitment to customer satisfaction. Employee readiness to serve every customer request is perceived as a sign of professionalism that boosts satisfaction. This aligns with the study by Tri Bowo

et al. (2020:41), which found that responsiveness significantly and positively influences customer satisfaction.

The Influence of Assurance on Customer Satisfaction Assurance also has a positive and significant effect on customer satisfaction. Employees regularly provide helpful advice and promotional information in a friendly and proactive manner, which enhances satisfaction and encourages repeat visits. Staff members treat customers attentively and politely, helping to create a pleasant and respectful environment. These findings support Supranto (2022:12), who found a significant positive influence of assurance on customer satisfaction.

#### Factors Driving Customer Satisfaction

Based on the analysis, the main factor strengthening service quality in enhancing customer satisfaction is the assurance dimension, which includes employee knowledge, politeness, and competence in building customer trust and a sense of security (Lupiyoadi 2014: 216–217). Examples of implementation include: (a) employees communicating promotional programs, (b) treating customers with friendliness and attention, (c) providing a sense of security while at the café, and (d) building customer confidence. No inhibiting factors were found in this context.

### CONCLUSIONS AND IMPLICATIONS

The results of this study indicate the following points:

1. Customer responses to service quality and their perceived satisfaction fall into the "good" and "satisfied" categories. This shows that the service quality provided by Kedai Falsafah is quite good, from physical evidence to assurance, and has delivered satisfactory customer experiences during visits.
2. Service quality as a whole has a positive and significant influence on customer satisfaction at Kedai Falsafah.
3. Each of the five service quality dimensions—tangibles, empathy, reliability, responsiveness, and assurance—has a partially positive and significant influence on customer satisfaction at Kedai Falsafah.

The implications of this study are as follows:

- In the tangible dimension, the statement with the lowest score was "products are served in a very clean and hygienic manner," indicating the need for improved hygiene practices in product presentation at Kedai Falsafah.
- In the reliability dimension, the lowest-rated item was "employees do not differentiate in serving customers," suggesting the need for a more flexible and personalized approach to ensure customers feel valued and satisfied.

- In the responsiveness dimension, the lowest score was given to "employees have the knowledge to answer customer questions." This highlights the need for better training and evaluation to ensure staff are knowledgeable and responsive when serving customers.
- In the assurance dimension, the lowest-rated item was "employees are polite to customers." This suggests a need to emphasize not only politeness but also friendliness, attentiveness, and responsiveness to ensure a more satisfying customer experience.

Customer satisfaction was found to be in the "satisfied" category, but continuous improvement in service quality is essential to enhance satisfaction, create memorable experiences, and maintain a high level of customer retention.

### **ADVANCED RESEARCH**

Future researchers may use this study as a reference and foundation. It is recommended that future studies explore other variables beyond service quality that may affect customer satisfaction at Kedai Falsafah in order to obtain more comprehensive and insightful results.

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