

# The Influence of Service Quality on BPJS Patient Satisfaction at Adam Malik Hospital Medan

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## Abstract

This research aims to determine the influence of service quality on BPJS patient satisfaction at Adam Malik Hospital, Medan. The author uses the associative quantitative research method. Associative research is a research method that asks questions about two or more variables. The data used is primary data obtained directly from the source or place where the research was conducted. The sample used was BPJS Hospital patients. Adam Malik as many as 30 people. The research instruments used are validity tests and reliability tests. The data analysis technique used is multiple linear regression. Based on calculations carried out by the author using the SPSS 27 program application, the results of this study show that service quality does not have a significant effect on patient satisfaction but has a significant positive effect on patient satisfaction.

**Keywords:** Service quality and patient satisfaction.

## 1. INRODUCTION

Services basically cover very broad aspects of life. In state life, the government or business owners have the function of providing various services needed by the community, starting with services in the form of regulations or other services in order to meet community needs in the fields of education, health, utilities, etc. Apart from that, society in general is very closely related to services to obtain goods and services in social life because every individual is a social creature. Health is a fundamental thing that every citizen must have to achieve a sustainable life. Every local government is obliged to provide facilities and infrastructure as a form of health support to create a prosperous society. basically covers very broad aspects of life. In state life, the government or business owners have the function of providing various services needed by the community, starting with services in the form of regulations or other services in order to meet community needs in the fields of education, health, utilities, etc. Apart from that, society in general is very closely related to services to obtain goods and services in social life because every individual is a social creature. Health is a fundamental thing that every citizen must have to achieve a sustainable life. Every local government is obliged to provide facilities and infrastructure as a form of health support to create a prosperous society.

Health is a fundamental thing that every citizen must have to achieve a sustainable life. Every local government is obliged to provide facilities and infrastructure as a form of health support to create a prosperous society. Therefore, changes in health services are basically the main capital for human resources to realize community welfare. Because health is the main cause of public welfare, which the government wants to realize, health is of course the government's main interest as the manager of public services. The government must be responsible for the people's right to live a healthy life by providing fair, comprehensive, satisfying, affordable, and quality health services. The state is responsible for helping every citizen and resident fulfill their basic rights and needs in the context of public services, which is the direction of the 1945 Constitution of the Republic of Indonesia. Building trust in public services carried out by public service providers is an activity that must be carried out in line with the hopes and requests of all citizens and residents for improved public services. H. Adam Malik Central General Hospital, which is one of the health service providers, is located at Jalan Bunga Lau 17 Selamat Tani Medan Tuntungan and opens health services from 08:00 a.m. - 04:00 p.m. H. Adam Malik Hospital has facilities, namely a patient/consultant waiting room equipped with TV and magazines, as well as a patient examination/treatment room. and drinking water is also provided in hospitals if patients wait too long. According to (Tjiptono, 2019), service quality is a dynamic condition that is closely related to products, services, human resources, processes, and the environment and can at least meet or even exceed the expected service quality.

What is no less important so that services can be delivered well by hospitals is the existence of supporting health service facilities. The existence of facilities such as a suggestion box that will help hospitals obtain information about the things they want, cleanliness of equipment, cleanliness of medical personnel, and neatness in the arrangement of facilities will be a customer need. Improvements to hospital facilities and infrastructure need to be carried out to prevent technical obstacles from arising when treatment provides comfortable and quality services. Of all the activities carried out by a company, it will ultimately boil down to the value that will be given by the patient regarding the satisfaction they feel. Consumer satisfaction is a very important element for customers when consuming a service. If customers are satisfied, they are likely to use the same service again. Consumer satisfaction with the services provided by the company will be known when measuring and testing consumers. The service is considered satisfactory if the service can meet the needs and expectations of consumers (Hadiyati, 2019). And Susanti (2018) which shows that service quality has a significant influence on

customer satisfaction, the better the quality of service provided, the higher customer satisfaction with the service. It can be concluded that the quality of service affects customer satisfaction.

According to Umar in Meithiana (2019: 82), customer satisfaction is the level of someone's feelings after comparing their perceived performance (or results) compared to their expectations. According to Philip Kotler and Kevin Lane Keller in Meithiana (2019: 82), customer satisfaction is a feeling that arises after sharing the experience of using a product and according to Philip Kotler (2000) customer satisfaction is a person's feeling of being happy or disappointed.

## 2. RESEARCH METHODS

### 2.1 Research Methods

This research uses quantitative methods. According to Sugiyono (2020:16), quantitative research methods can be interpreted as research methods that are based on the philosophy of positivity, used to research certain populations and samples, collect data using research instruments, or perform quantitative or statistical data analysis with the aim of testing hypotheses that have been set. According to Nurwulandari and Darwin (2020), quantitative research has three characteristics in the field: namely, research from start to finish is permanent, so it will have the same title as the research report. Developing problems that have been discovered previously, and the problems will be different in the field because they have been confirmed by the reality found. In the research, quantitative research aims to determine the extent of the influence of service quality on BPJS patient satisfaction at Adam Malik Hospital Medan.

According to Sugiyono (2018: 117), a population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions. Sugiyono (2019:126) explains that a population is a generalized area consisting of objects or subjects that have certain quantities and characteristics that are determined by researchers to be studied and then draw conclusions. According to Sugiyono (2019:127), the sample is part of the number and characteristics of the population. According to Handayani (2020), the sampling technique, or what is usually called sampling is the process of selecting a number of elements from the population being studied to be used as samples and understanding the various traits or characteristics of the subjects being sampled, from which generalizations can then be made from the elements of the population.

In this research, the author will take several BPJS patients encountered, namely 30 patients at Adam Malik Hospital, Medan from June, July, and August 2023, using purposive sampling where sample determination is based on selecting samples according to the researcher's knowledge towards research (based on the objectives or problems of the research). The sample was chosen because it was considered suitable for the research and could provide the required information. Based on the gender of the 30 respondents, the following general results were obtained.

**Table 1.** Respondents by Gender

Gender	Total (Person)	Percentage
Male	27	90%
Female	3	10%
Total	30	100%

*Source: Adam Malik Hospital, Medan (2023)*

Based on Table 1, it can be seen that the number of 30 respondents was divided into two, namely 27 men and 3 women. This shows that the majority of respondents in this study were male.

### 2.2 Analysis of Research Measurement Tools

According to Sugiyono (2019), research instruments are tools used to collect data in a study. This research instrument can be a questionnaire, interview, test, observation, or documentation. The purpose of using research instruments is so that the data obtained is in accordance with the research objectives and can be trusted. In addition, research instruments must also be valid and reliable so that the research results are accurate and reliable for drawing conclusions.

#### 2.2.1 Validity Test

According to (Sugiyono 2018: 193) The validity test is a test that serves to see whether a measuring instrument is valid (valid) or invalid. The research results are valid if there is a similarity between the data collected and the actual data that occurs on the object under study. Valid means that the instrument can be used to measure what should be measured. A valid meter can be used to measure length carefully, the meter becomes invalid if it is used to measure heavy equipment because the meter is a tool for measuring length.

#### 2.2.2 Reliability Test

According to (Sugiyono 2018: 93) Reliability test is an instrument that is used several times to measure the same object, it will produce the same data. Reliable research results, if there is similar data at different times. Reliable instruments are not necessarily valid, the meter that breaks at the end when used many times will produce the same data (reliable) but always invalid. This is because the instrument (meter) is damaged.

Instrument reliability is a requirement for testing instrument validity. Therefore, although valid instruments are generally reliable, instrument reliability testing needs to be done.

### 2.2.3 Normality Test

According to Ghozali (2018: 145) the normality test is carried out to test whether the independent variable regression model and the dependent variable or both have a normal distribution or not. If the variables are not normally distributed, the statistical test results will decrease. According to Ghozali (2018), this normality test aims to determine whether in the regression model, the dependent variable and the independent variable have a normal distribution. This test can be done using the Kolmogorov-Smirnov (K-S) variable analysis, with the condition that a data is said to be normal if the significant value of the variable  $> \alpha = 0.05$  and vice versa if the significant value of the variable  $< \alpha = 0.05$  then it does not meet the assumption of normality.

### 2.2.4 Linearity Test

According to Ghozali (2018), the linearity test is used to see whether the model specifications used are correct or not. The linearity test aims to determine whether two variables have a linear relationship or not significantly. This test is usually used as a prerequisite in correlation or linear regression analysis. Testing on SPSS using Test for Linearity with a significance of 0.05 with the provisions, if the Sig. deviation from linearity value  $> 0.05$ , then there is a linear relationship between the independent variable and the dependent variable. Conversely, if the Sig. deviation from linearity value  $< 0.05$ , then there is no linear relationship between the independent variables and the dependent variables.

### 2.2.5 Determination Test

According to Siregar in (Viola Syahputri, 2022), the coefficient of determination (KD) is a number used to determine the contribution or contribution given by one or more X (free) variables to variable Y (bound) which aims to measure how large a proportion of the variation in the dependent variable is explained by all independent variables.

Description:

KD = coefficient of determination

$r^2$  = correlation index

### 2.2.6 T test

Hypothesis testing can use the T-test; F-test; Z-test with this test it will be known  $H_0: \mu = 0$ ; variable X has no significant / real effect on Y and  $H_a: \mu \neq 0$ ; variable X has a significant / real effect on Y. In this study using the t-test

$H_0$ : There is no influence between service quality and service quality on customer satisfaction at Adam Malik Hospital.

$H_a$ : There is an influence between service quality and service quality on customer satisfaction at Adam Malik Hospital.

If  $t_{count} > t_{table}$  or the significance value of the t test  $< 0.05$ , it is concluded that individually the independent variable has a significant effect on the dependent variable. Steps to perform the t-test:

Determine the Hypothesis

$H_0: \mu = 0$ ; variable X has no significant / real effect on Y

$H_1: \mu \neq 0$ ; variable X has a significant / real effect on Y

Determine the level of significance ( $\alpha$ )

The level of significance,  $\alpha$  which is often used is  $\alpha = 5\%$  ( $\alpha = 0.05$ )

Calculate the t value using the formula:

Description:

t = t-test value

r = Coefficient

## 3. RESULT AND DISCUSSION

### 3.1 Service Quality

Service quality is the key to success in various businesses in activities that are service providers. The role of service will be greater and decisive if the service activities compete in an effort to capture market share or customers. One way for service sales to be superior to competitors is to provide quality and quality services that meet the level of customer interest. According to (Sinollah & Masrurroh, 2019) service quality is the level of excellence expected and control over the level of excellence to meet customer desires. Various definitions of service quality can be concluded that service quality can be known by seeing where patients provide an assessment of service quality. according to Lewis & Booms (in Tjiptono 2020, p. 142) service quality can be interpreted as a measure of how good the level of service provided is able to match the expectations or expectations of customers. Service can be seen as a system consisting of two main components, namely Service operations which are often invisible or unknown to customers, for example a hospital has an emergency department that operates 24 hours a day. Here, patients who need immediate care will be given emergency medical treatment. And service delivery that is usually visible (visible) or known to customers. For example,

hospitals provide intensive care or inpatient facilities for patients who need further treatment and close monitoring.

Dimensions of service quality According to a series of studies on various service industries by (Lupiyoadi Hamdani in Menthiana Indrasari, 2019: 63) (Helwig et al., n.d.) there are several dimensions or attributes that need to be considered in service quality, namely:

- a) Reliability (Realibility), which includes consistency of work (performance) and the ability to be trusted (dependability). This means that the company provides its services right from the start (right the frist time) and has fulfilled its promises (advertisements).
- b) Responsiveness, namely the willingness or readiness of employees to provide the services needed.
- c) Assurance, Is the knowledge, courtesy and ability of company employees to foster customer trust in the company. This includes several components including communication, credibility, security, competence and courtesy.
- d) Empathy (empathy), It means giving sincere and individualized or personal attention given to customers by trying to understand consumer desires. Where a company is expected to have understanding and knowledge of customers, understand specific customer needs, and have a convenient operating time for customers.

### 3.2 Customer satisfaction

Satisfying customer needs is the desire of every company. Apart from being an important factor for the survival of the company, satisfying customer needs can increase the advantage in competition. This customer satisfaction is highly dependent on the perceptions and expectations of the customers themselves. Factors that influence customer perceptions and expectations when purchasing goods or services are the needs and desires felt by the customer when purchasing a good or service, past experiences when consuming these goods or services and the experiences of friends who have consumed these goods or services and advertising. According to Umar in Meithiana (2019: 82), customer satisfaction is the level of a person's feelings after comparing the perceived performance (or results) compared to his expectations. According to Philip Kotler and Kevin Lane Keller in Meithiana (2019: 82), customer satisfaction is a feeling that arises after evaluating the experience of using a product and according to Philip Kotler (2000) customer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance of a product and his expectations. Meanwhile, according to, (Sinollah & Masrurroh, 2019) customer satisfaction is an after-purchase evaluation where the alternative chosen is at least the same or exceeds customer expectations, while dissatisfaction arises if the results (outcomes) do not meet expectations.

Dimensions of customer satisfaction, things that can affect customer satisfaction can be seen from the size or dimensions of customer satisfaction according to Tjiptono in Meithiana (2019: 92), namely:

- a) Expectation conformity  
Satisfied customers tend to get services that match or exceed what is expected.  
Example: pocari sweet, where customers feel fit again after drinking pocari and also customers feel in accordance with the price given.
- b) Interest in visiting again  
The desire to visit again or make repeat purchases because the service provided by employees is satisfying.  
Example: if the service at the hospital is good and comfortable, of course the customer will choose the hospital as the first choice if they want to go to the hospital.
- c) Willingness to recommend  
Satisfaction is a factor that encourages positive word of mouth communication. This can be in the form of recommendations to other potential customers and saying good things about the product and the company that provides the product.  
Example: if the customer is satisfied with the service at the hospital, what happens is that the customer talks to relatives and neighbors that the hospital he has visited is very good and also quickly handled.

### 3.3 Validity Test

According to (Sugiyono 2018: 193) The validity test is a test that serves to see whether a measuring instrument is valid (valid) or invalid. The research results are valid if there is a similarity between the data collected and the actual data that occurs on the object under study. Valid means that the instrument can be used to measure what should be measured. A valid meter can be used to measure length carefully, the meter becomes invalid if it is used to measure heavy equipment because the meter is a tool for measuring length.

**Table 2.** Validity test results

Item Number	Rcount (Service Quality)	Rcount (Customer Satisfaction)	Rtable 5% (18)	criteria
1	0.796	0.842	0,468	Valid
2	0.780	0.749	0,468	Valid
3	0.611	0.795	0,468	Valid

Item Number	Rcount (Service Quality)	Rcount (Customer Satisfaction)	Rtable 5% (18)	criteria
4	0.644	-	0,468	Valid
5	0.617	-	0,468	Valid
6	0.590	-	0,468	Valid
7	0.847	-	0,468	Valid
8	0.876	-	0,468	Valid
9	0.675	-	0,468	Valid
10	0.579	-	0,468	Valid

Source: Data processed from SPSS (2023)

Based on table 1 above, it can be seen that the results of the r-count value are greater than the r-table (0.468), so that all items in the Brand Image variable indicator and service quality can be said to be valid. This shows that all indicators are suitable for use in further research.

### 3.3 Reliability Test

In looking for reliability in this study, the authors used the Cronbach Alpha technique to test the reliability, measuring instruments, namely task complexity, obedience pressure, auditor knowledge and audit judgment. According to Sujarweni (2015 in Fatimah 2020), the Cronbach Alpha technique can be used to determine whether a research instrument is reliable or not. The criteria for a research instrument are said to be reliable if the reliability coefficient ( $r_{11}$ ) > 0.6. The calculation formula for the reliability test using the Cronbach Alpha technique

**Table 3.** Reliability test results

Variabel	Cronbach's Alpha	N off items
Service quality	.884	10
Customer satisfaction	.697	3

Source: Data processed (2023)

### 3.4 Normality Test

The data normality test is intended to show that the sample data comes from a normally distributed population. Normality testing in this study used *Kolmogorov-smirnov*. The data are declared normally distributed, if the significance > 0.05.

**Table 4.** Nomality Test results

			Unstandardized Residual
N			30
Normal Parameters <sup>a,b</sup>	Mean		,000000
	Std. Deviation		,93027437
Most Extreme Differences	Absolute		,121
	Positive		,078
	Negative		-,121
Test Statistic			,121
Asymp. Sig. (2-tailed) <sup>c</sup>			,200 <sup>d</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.		,310
	99% Confidence Interval	Lower Bound	,298
		Upper Bound	,321

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481.

From the data results above, the level of significance is 0.200 which means that  $H_0$  is accepted and the data is normally distributed. The above results state that the data is normally distributed and can be carried out for further research.

### 3.3 Correlation Test

The product moment correlation is denoted (r) the largest positive correlation coefficient = 1 and the largest negative correlation coefficient = -1, while the smallest is 0. If the relationship between two or more variables has a correlation coefficient = 1 or = -1, then the relationship is perfect.

**Table 5.** Correlation test results

		Service Quality	Customer satisfaction
Service Quality	Pearson Correlation	1	,317
	Sig. (2-tailed)		,088
	N	30	30
Customer Satisfaction	Pearson Correlation	,317	1
	Sig. (2-tailed)	,088	
	N	30	30

Source: Data processed (2023)

Based on the results of the Correlation test using SPSS 29 in table 4.29 above, it can be seen that the Pearson Correlation value between variable X service quality and variable Y Customer satisfaction is 0.317.

### 3.4 Simple linear test results

**Table 6. Simple linier test results**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,010	2,677		2,992	,006
	Service Quality	,109	,063	,311	1,733	,094

a. Dependent Variable: Customer satisfaction

Data Source: SPSS 2023

Based on the above results, it can be predicted how the value of the dependent variable changes if the value of the independent variable increases or decreases. Using the formula:

$$Y = a + bX$$

$$Y = 8.010 + 0.109X$$

If the brand image value increases by one, it will affect the value of customer satisfaction by 0.663, which can be illustrated as follows:

$$X=1 \ Y = 8,010 + 0.109 (1) = 8,010 + 0.109 = 8,119$$

$$X=2 \ Y = 8,010 + 0.109 (2) = 8,010 + 218 = 8,228$$

$$X=3 \ Y = 8,010 + 0.109 (3) = 8,010 + 327 = 8,337$$

$$X=4 \ Y = 8.010 + 0.109 (4) = 8.010 + 436 = 8.446$$

$$X=5 \ Y = 8,010 + 0.109 (5) = 8,010 + 545 = 8,555$$

From the test results above, it can be concluded that there is an influence between Service Quality on customer satisfaction. This can be proven if the value of Service Quality is increased by 1, it will also increase the value of customer satisfaction.

### 3.9 Determination Test Results

The coefficient of determination (KD) is a number used to determine the contribution or contribution given by one or more X (free) variables to the Y (dependent) variable which aims to measure how large the proportion of variation in the dependent variable is explained by all independent variables.

**Table 7. Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,317 <sup>a</sup>	,101	,068	1,143

a. Predictors: (Constant), kualitas pelayanan

Source: Data processed (2023)

Based on the results of the coefficient of determination test using SPSS 29 in table 9 above, it can be seen that the Customer Satisfaction variable (Y) is influenced by service quality (X) by 10.1% and the remaining 89.9% is influenced by other factors not tested in this study.

### 3.9 T Test Results

Based on the Table 6, it can be seen that the significance probability number of variable X is  $0 > 0.05$ , the tcount value of the Brand Image (X) variable is  $1.733 < t$  table 2.048, the t test results (partial) show that the significant value is  $0.000 < 0.05$ . So it can be concluded that there is an influence between variable X on Y.

From the analysis carried out, the results of the research conducted by the author were obtained:

1. In the validity test carried out on the data that has been collected, all items from the service quality variable, and customer satisfaction are valid.
2. In the reliability test carried out on the data that has been collected, the reliability value of the quality variable is 0.884, and the reliability value of customer satisfaction is 0.697. This proves that the questionnaire used is reliable or trustworthy or reliable.
3. The normality test conducted shows that the Kolmogorov-Smirnov value is 0.200, it can be concluded that the residual value is normally distributed.
4. In the linearity test conducted, it shows that between Service Quality and Customer Satisfaction is linear because the linearity value of 0.345 is greater than 0.05.

5. In the correlation coefficient test carried out, it shows that the correlation value is 0.317, which means that Service Quality to Customer satisfaction has a strong positive correlation. to Customer satisfaction 0.610 also has a low positive correlation.
6. The results of the coefficient of determination test can be seen that the Customer Satisfaction variable (Y) is influenced by Service Quality (X1) by 37.2% and the remaining 62.8% is influenced by other factors not tested in this study.
7. Based on the T test results, it can be seen that the significance probability number of variable X is  $0 > 0.05$ , the tcount value of the Brand Image (X) variable is  $1.733 < t \text{ table } 2.048$ , the t test results (partial) show that the significant value is  $0.000 < 0.05$ . So it can be concluded that there is an influence between variable X on Y.

#### 4. CONCLUTION

The results of this study indicate that service quality has a significant effect on BPJS patient satisfaction at Adam Malik Medan Hospital, overall this study has a positive value. Service quality has an important role in the view of BPJS patients, shaping patient perceptions and perceptions of services. Patients tend to be more satisfied when the service quality of a service is positive. Good service quality can increase the level of consumer confidence which ultimately increases consumer satisfaction. From the results of the study found that service quality has a positive and significant effect on customer satisfaction. This means that the better the level of service provided by employees to customers, the more customer satisfaction will increase. The results of this study support research conducted by Oktarini, (2019) and Merek (2018) who found that service quality and price have a significant effect on customer satisfaction. The quality of service at Adam Malik Hospital itself continues to improve to make patients feel satisfied using their services because this hospital is also a class A hospital in Medan City. So that service quality has an important role to achieve customer satisfaction or patients who use the services of this hospital. And this research proves that service quality has a very important role for patient or customer satisfaction.

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