

The Influence of Service Quality on Customer Satisfaction at PT. Krakatau Bandar Samudera

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Abstract

This study aims to discuss the dimensions of service quality consisting of tangibles, reliability, responsiveness, assurance, and empathy towards customer satisfaction variables. This study used questionnaires distributed to 96 customer respondents of PT Krakatau Bandar Samudera, while the method used was multiple regression analysis using statistical software. The results of the analysis show that service quality variables influence customer satisfaction variables and there is a level of importance of the variables studied on customer satisfaction. The assurance and empathy variables have a significant positive effect on customer satisfaction. The results of the study stated that the empathy variable has a greater influence value compared to the assurance, responsiveness, reliability, and tangibles variables in influencing customer satisfaction. Therefore, it can be concluded that the rise and fall of port service quality can affect customer satisfaction.

Keywords: *service quality, customer satisfaction, assurance and empathy.*

INTRODUCTION

A port is a place where ships and other watercraft can anchor and/or moor, where passengers can embark and disembark, and where cargo and livestock can be loaded and unloaded, as well as a meeting place for various economic activities. A port is defined as a place consisting of land and/or waters with specific boundaries, used for government and business activities, used for berthing ships, embarking and disembarking passengers, and/or loading and unloading goods. It consists of a terminal and berth equipped with safety and security facilities for shipping and port support activities, as well as a place for intra- and inter-modal transportation transfers (Law of the Republic of Indonesia No. 17 of 2008).

From the definition of a port above, the primary function of a port is to serve as a safe place for ships to anchor and moor, and as a terminal for the transfer of goods and passengers. The function of a port has a broader meaning, namely as an interface, link, gateway, and industry entity (Abbas, 2013). In supporting these various functions, port services are crucial for supporting maritime transportation and equitable development in every region. To support these activities, ports must, in addition to providing adequate facilities and equipment, provide effective and efficient port services. This means that services are tailored to the intended purpose, utilizing sophisticated techniques to ensure fast, smooth, safe, and affordable loading and unloading of ships. The primary goal is to reduce production costs.

To ensure effective and efficient port services, in addition to the availability of primary facilities, namely waterways and docks, as well as reliable port equipment, supporting equipment and facilities are also required, as well as linkages with other operational activities, such as shipping lanes, signs, coastal radio stations, shipping safety security, customs and excise supervision of goods, quarantine, immigration, maritime and port security, and stevedoring labor services. Based on this description, Indonesian ports are managed and operated by a business entity called a Port Business Entity (BUP).

According to the Government Regulation of the Republic of Indonesia number 61 of 2009 concerning ports in Chapter I article 1 paragraph 29 Port Business Entity is a business entity whose business activities are specifically in the field of terminal management and other port facilities (PP No. 69 of 2009). PT. Krakatau Bandar Samudera which is better known in the international shipping map as Cigading Port is a company that manages Cigading Port and is engaged in port services and services related to port services. Currently PT Krakatau Bandar Samudera also manages other ports outside the Cilegon area. Cigading Port is a special port owned by PT Krakatau Steel which was built in 1974 and began operating in 1977. Since February 28, 1996, it has become a separate business unit, namely PT Krakatau Bandar Samudera which not only serves PT Krakatau Steel cargo but also other industrial cargo in the Banten, Jakarta and western West Java areas. Cigading Port is strategically located in the Sunda Strait with direct access to the Merak-Jakarta Toll Road, making it highly potential for supporting industrial growth in the surrounding area.

PT Krakatau Bandar Samudera, located at Jl. Mayjend S. Parman KM-13, Cilegon, Banten, is a subsidiary of PT Krakatau Steel Tbk (Persero), which operates in the port industry. It has received a renewed permit as a Port Business Entity from the Ministry of Transportation under Decree No. KP.309 of 2010 dated June 18, 2010 concerning the Granting of Business Permits as a Port Business Entity. Its scope of work is as follows: Dock services for ship mooring, fuel and clean water services, passenger and vehicle boarding and disembarking services, container loading and unloading, warehousing services, goods stacking and loading and unloading equipment, container terminal services, dry bulk, liquid bulk, and Ro-Ro (Road-to-Road) services, distribution center and goods/cargo consolidation, and ship towing services.

Other supporting facilities owned by PT Krakatau Bandar Samudera include: (a) port crane equipment, namely 4 ship unloaders with a capacity of 20 tons per unit; 2 units of portal harbor crane with a capacity of 100 tons per unit; 1 unit of multi-purpose crane with a capacity of 30 tons and 2 units of gantry grab ship unloader with a capacity of 45 tons with an average speed of 1,000 tons per hour; (b) two conveyor lines of 7 km with an average speed of 2,000 tons per hour; (c) a closed warehouse of 54,800 m² that can accommodate dry bulk cargo of 200,000 tons, as well as an open warehouse with an area of 80 ha; (d) 4 units of weighing facilities with a capacity of 80 tons per scale; (e) other supporting equipment such as 20 units of front loaders, 23 units of excavators, 4 units of forklifts, 8 units of hopper trucks, 4 units of ramp doors, 8 units of grabbers and 10 units of automatic bagging machines, 10 units of trailer transport and 50 units of dump trucks.



Figure 1. Location Map of PT Krakatau Bandar Samudera Port in Cilegon, Banten

PT Krakatau Bandar Samudera is one of the ports under the jurisdiction of the Banten Harbormaster and Port Authority Office (KSOP), Ministry of Transportation. The KSOP Banten area comprises various ports, both commercial and dedicated to the industrial needs of each company. Within the KSOP Banten area, there are three major ports under management, with adequate facilities and used for general cargo services: PT Krakatau Bandar Samudera, PT Pelabuhan Indonesia II Banten Branch (Ciwandan Port), and Merak Mas Port (a joint venture between PT Indah Kiat Pulp & Paper and PT Pelabuhan Indonesia II).

The facilities of Port Indonesia II Banten and Merak Mas Port within the Banten KSOP area are as follows:

1. PT Pelindo II Banten Branch, better known as Ciwandan Port, is located at Jalan Raya Pelabuhan No. 1, Ciwandan, Cilegon, Banten. It has the following supporting facilities: (a) port crane equipment: four gantry luffing cranes with a capacity of 40 tons each, and two multi-purpose gantry cranes with capacities of 35 and 35 tons each; (b) a covered warehouse with an area of 1,534.71 m² and an open warehouse with an area of 44,000 m²; (c) two weighing scales with a capacity of 70 tons each; (d) other supporting equipment such as two front loaders, four excavators, one forklift, four hopper trucks, two ramp doors, and two grab trucks; (e) ship pilotage and towing facilities with a fleet of six tugboats.
2. Merak Mas Port is located at Jalan Raya Pulojaya KM-1, Tamansari, Merak, Banten. Other supporting facilities owned by Merak Mas Port are: (a) port crane equipment facilities, namely 2 quay cranes with a capacity of 40 tons per unit, (b) a closed warehouse of 18,800 m² that can accommodate 30,000 tons of dry bulk cargo, an open warehouse with an area of 30,000 m² and a container yard of 40,000 m², (c) 2 weighing facilities with a capacity of 70 tons per scale, (d) other supporting equipment such as 2 front loaders, 3 excavators, 4 forklifts, 3 hopper trucks, 4 ramp doors, 4 reach stackers with a capacity of 40 tons.

With the opportunity as a port business entity and leveraging existing port capacity, PT Krakatau Bandar Samudera consistently utilizes existing facilities not only to serve the needs of PT Krakatau Steel and its group, but also those of other parties, particularly industries in Banten, Jakarta, and western West Java. The rapid development

of global technology and information has forced companies to strive harder to create superior products by implementing marketing strategies to increase sales targets. Along with the development of the port services business and logistics services in general, they are increasingly seeking to generate revenue through various means to facilitate services for service users. Advances in science and technology, particularly in transportation, communications, and information, are making the world smaller and more integrated. These rapid advances in technology and science will also spur competition among companies to maximize their business development. Science and technology offer various facilities that facilitate and enhance operations. However, a company cannot gain a competitive advantage simply by adopting new technology or managing its financial assets and liabilities effectively. Instead, companies must continuously strive to formulate and refine their business strategies to win the competition.

With intense business competition, particularly with the increasing opportunities in the port sector following the enactment of Law No. 17 of 2008 concerning Shipping, the port sector now requires not only superior products or services but also marketing strategies to create customer satisfaction, which is key to maintaining and increasing a company's revenue targets. Therefore, every company strives to fulfill all aspects to consistently retain loyal customers.

In today's economic climate, customers are becoming more price-conscious and increasingly demanding better service. This challenges companies to not only achieve satisfied customers but also to achieve more than satisfied customers, thus fostering loyalty. Companies attempt to increase sales and profits by acquiring new customers, but this is not enough. In addition to attracting new customers, they must also be able to maintain relationships with customers and increase business volume.

RESEARCH METHODS

This study covers the overall service provided by the company to its customers. Respondents in this study were customers of PT Krakatau Bandar Samudera who had used the company's services. The focus of the study was to describe the correlation between five independent variables (X1, X2, X3, X4, X5) within the service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy, which influence the dependent variable, customer satisfaction at PT Krakatau Bandar Samudera. The research design used was descriptive to present the data obtained, and a causal design to test the partial effect of each independent variable on the dependent variable.

The data sources used consisted of primary and secondary data. Primary data were obtained from respondents' responses to questionnaires distributed to PT Krakatau Bandar Samudera customers, with the aim of identifying the impact of service quality on customer satisfaction. Secondary data came from PT Krakatau Bandar Samudera, including a general description of the company, its products and services, and additional data from various sources. The study population included customer companies such as goods owners, freight forwarders, stevedoring companies, and shipping companies operating in the Banten, Jakarta, and western West Java regions. Based on customer data, 96 companies were registered, and all of them served as study respondents.

Data collection was conducted through interviews using a questionnaire compiled using a Likert scale. This scale measures respondents' attitudes, opinions, and

expectations regarding social phenomena, with responses scored on a gradation scale of 1–5. The measured variables were broken down into indicators, which then served as the basis for developing questions or statements in the questionnaire. The collected primary data was then processed and analyzed using linear analysis methods with the aid of statistical software to determine the effect of service quality on customer satisfaction.

RESULTS AND DISCUSSION

The regression equation results show a regression value of physical evidence (X1) of 0.324 with a probability value (Sig) of 0.000, indicating significance because Sig. <0.05. This indicates a positive contribution from the physical evidence variable. That is, if the port physical evidence variable increases by 1 point, it will be followed by an increase in customer satisfaction by the regression value (0.324). Conversely, if the port physical evidence variable decreases by 1 point, customer satisfaction is predicted to decrease by (0.324), assuming X2, X3, X4, and X5 remain constant.

The regression equation results show a regression value of reliability (X2) of 0.203 with a probability value (Sig) of 0.033 <0.05, indicating significance. This indicates a positive contribution from the reliability variable. That is, if the port reliability variable increases by 1 point, it will be followed by an increase in customer satisfaction by the regression value (0.203). If the reliability variable decreases by 1 point, customer satisfaction is predicted to decrease by 0.203, assuming X1, X3, X4, and X5 remain constant.

The regression equation shows a regression value of responsiveness (X3) of 0.779 with a probability value (Sig) of 0.00, which is significant because Sig. <0.05. This indicates a positive contribution from the responsiveness variable. That is, if the responsiveness variable increases by 1 point, it will be followed by an increase in customer satisfaction by 0.779. If the responsiveness variable decreases by 1 point, customer satisfaction is predicted to decrease by 0.779, assuming X1, X2, X4, and X5 remain constant.

The regression equation shows a regression value of assurance (X4) of 0.370 with a probability value (Sig) of 0.000, which is significant because Sig. <0.05. This shows that there is a positive contribution generated by the assurance variable, namely if the assurance variable increases by 1 point, it will be followed by an increase in customer satisfaction by the regression value (0.370). And if the assurance variable decreases by 1 point, then customer satisfaction is predicted to decrease by (0.370) assuming X1, X2, X3 and X5 remain constant. Meanwhile, the results of the regression equation show that the empathy regression value (X5) is 0.005 with a probability value (Sig) of 0.953 which means that the empathy variable does not have a significant effect on customer satisfaction because Sig. > 0.05.

Physical Evidence Variables on Customer Satisfaction

PT Krakatau Bandar Samudera currently has mooring facilities and loading and unloading services for vessels up to 200,000 DWT, making it the deepest bulk port in Indonesia. However, these facilities are exclusively for vessels owned by PT Krakatau Posco and are not available for vessels of other cargo owners, which have a maximum capacity of 150,000 DWT. Therefore, a future strategy, outlined in the annual RKAP

(Company Work Plan and Budget) and the 20-year RJPP (Company Long-Term Plan), is needed to develop docking facilities and other facilities for all customer vessels up to 200,000 DWT. This is because cargo owners tend to use large vessels to transport their goods to save freight costs. Having port facilities that are not available to competitors will provide PT Krakatau Bandar Samudera with added value in the eyes of port service users.

It is necessary to immediately arrange the supporting facilities for port services, including: (1) arranging the roads around the warehouse area, public bathroom facilities, warehouse safety and security systems; (2) simplifying the flow of vehicles entering and exiting the port scales and more importantly always maintaining the accuracy of the scales for 24 hours of operation; (3) immediately needing to concretize the roads in the port area because one of the causes of dust pollution in the port area is the current condition of the wavy paving block roads and causing potential dust; (4) repairing and perfecting the flow of vehicles between private cars and special goods transport vehicles; (5) making and implementing standard operating procedures (SOP) so that the goods being transported are not scattered on the road, so that cargo transport by trucks must not be overloaded, thus avoiding the risk of shrinkage and environmental pollution; (6) the layout of the port area, supporting facilities for port services and the industrial areas around it need to be rearranged, (7) systematizing all company business processes with an integrated Information Technology (IT) system, this is to guarantee the trust and security of goods or personnel served by PT Krakatau Bandar Samudera; (8) the physical appearance of employees is neat, polite and highly ethical as employees of a company operating in the service industry. Therefore, it is necessary to routinely and continuously conduct training and instill in PT Krakatau Bandar Samudera employees the importance of maintaining customer loyalty by maintaining the quality of service for customer satisfaction, (9) carrying out improvements and arrangements to all existing facilities to make them more attractive so that they are comfortable for all service users and the surrounding environment.

Reliability Variables and Customer Satisfaction

To improve the reliability and sustainability of service performance, the following steps are required: (1) incorporate a company program into both the RKAP and RJPP to improve PT Krakatau Bandar Samudera's service reliability, both in terms of equipment and employee capabilities; (2) In developing a service improvement or enhancement program, PT Krakatau Bandar Samudera must involve customers to facilitate operational applications and foster a strong emotional bond that customers are part of the company's family; (3) synchronize the integration of the service billing system with the operational system, ensuring timely billing and timely payments to PT Krakatau Bandar Samudera's partners; (4) develop innovations in handling equipment services, supporting equipment, and workshops to support increased productivity and efficiency of port services; and (5) establish strategic alliances with partners in the port business to ensure reliable port equipment and services.

Responsiveness Variables to Customer Satisfaction

Improvements that need to be taken to improve the responsiveness of company employees: (1) The quality of human resources is the main key to the success of

companies engaged in the service sector in serving customers, so what is very necessary is employee training on how to behave and be ethical in serving customers, maintaining service quality to ensure customer satisfaction; (2) Creating a schedule of regular meetings with customers, both for each company and per customer group according to commodity type or type of service because by visiting customers (customer visits) it is hoped to obtain input for improving subsequent service performance. (3) However, what needs to be improved is that with the growing company assets and business, an immediate need for a special department to handle complaints and claims to make it easier to maintain customer satisfaction; (4) Creating actual programs related to accelerating action on services, especially customer service, such as the "we respond better" program, improving the SOP for complaints and claims for customers.

Assurance Variables and Customer Satisfaction

As a public service provider, PT. Krakatau Bandar Samudera consistently strives to enhance customer trust by improving service quality in the face of an increasingly competitive business climate. The business environment and business activities are constantly changing, so anticipatory responses are essential to survive in higher levels of competition. PT. Krakatau Bandar Samudera not only acts as a player but also continuously strives to position itself as a major player in the port services industry, particularly in Western Indonesia. The following areas need improvement: (1) increasing customer confidence in PT Krakatau Bandar Samudera's guaranteed service performance compared to competitors, including developing performance improvement programs that involve all stakeholders, especially customer feedback. In the port services business, the most important factors for customers are timely docking (avoiding congestion), timely loading and unloading services to avoid demurrage and even to receive dispatch, and ensuring goods are safe, unshrunk, undamaged, and arrive safely at their destinations. (2) conducting comparative studies with competitors or other multinational companies to improve service performance; (3) increasing service productivity through improvements and enhancements to loading and unloading systems and facilities, and integrating all processes into the Information Technology system to assure customers that PT Krakatau Bandar Samudera is comfortable and safe; (4) increasing dock throughput by implementing a series of investment optimizations so that existing excess capacity can be sold; (5) maintaining and improving certification as an international port related to port facilities, loading and unloading equipment, and, more importantly, certification of employee expertise in running a port business (ISO, ISPS Code, SMK3, Port Expert, Crane Expert, Stevedoring Expert, Weighing and Welding Expert, and other expertise); (6) establishing strategic alliances with other parties to expand market share and port service networks that benefit all parties; (7) developing a competitive advantage in port services to increase customer satisfaction and reduce total landed costs.

Empathy Variable and Customer Satisfaction

According to the results of the multiple regression analysis, empathy does not have a significant effect on PT Krakatau Bandar Samudera's customer satisfaction. By looking at the increasingly tight competition conditions, the things that need to be done: (1) always try to improve the performance and service of port services and supporting facilities, by means of performance evaluation involving input and criticism from customers; (2) things

that need to be noted together that the element of empathy is the initial capital and the main capital for the success of a company engaged in the service sector. So this empathy factor must be cultivated and improved continuously in all company personnel to become better, on the other hand the empathy factor will be able to improve other service quality variables that are not yet good to be better. And more importantly will be able to take back some customers of PT Krakatau Bandar Samudera who have moved to competitors; (3) steps to improve service through continuous training and instilling a well-trained, polite and ethical performance attitude must start from the top leader down to the lowest workers; (4) cooperation with consultants who help build and monitor the development of empathy of company personnel so that they always grow and develop into reliable company personnel in the port services industry, (5) if in a company that produces certain products, quality standard checks must always be carried out by quality control, then PT Krakatau Bandar Samudera must also implement routine and scheduled checks on the service provided to customers, namely with quality of service. By being mutually aware as a company engaged in the service sector, optimization of service quality will increase in achieving customer satisfaction.

CONCLUSION

There is a relationship between service quality variables and customer satisfaction at PT Krakatau Bandar Samudera as follows: (1) the sig value of the physical evidence variable on customer satisfaction is 0.000, meaning there is a significant influence between the physical evidence variable and customer satisfaction because $\text{sig } 0.000 < 0.05$; (2) the sig value of the reliability variable on customer satisfaction is 0.033, meaning there is a significant influence on customer satisfaction because $\text{sig } 0.000 < 0.05$; (3) the sig value of the responsiveness variable on customer satisfaction is 0.000, meaning there is a significant influence between the responsiveness variable and customer satisfaction, because $\text{sig } 0.000 < 0.05$; (4) The sig value of the assurance variable on customer satisfaction is 0.000, indicating a significant influence of the assurance variable on customer satisfaction, as $\text{sig } 0.000 < 0.05$. (5) The sig value of the empathy variable on customer satisfaction is 0.953, indicating no significant influence of the empathy variable on customer satisfaction, as $\text{sig } 0.953 > 0.05$.

Based on calculations using statistical software, it is shown that tangible evidence, reliability, responsiveness, and assurance have an influence on customer satisfaction at PT Krakatau Bandar Samudera. However, these five factors cannot be separated and support each other in influencing the level of customer satisfaction. All five variables have an influence on changes in the customer variable, with 50.5% being determined by all variables simultaneously, while the remaining 49.6% is determined by other dimensions not included in this study.

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