

Consumer Satisfaction Using Airlines in Indonesia is Influenced by Several Factors

Arif Fakhrudin¹, Kifni Yudianto², Djaelani Susanto³

Sekolah Tinggi Teknologi Kedirgantaraan^{1,2}, Universitas Mercu Buana Yogyakarta³

ariffakhrudin21@gmail.com¹

ABSTRACT

This study aims to analyze the effect of service quality through (tangible, reliability, responsiveness, assurance, and empathy) to customer satisfaction. This study uses independent variables, namely tangible, reliability, responsiveness, assurance, and empathy with dependent variable, customer satisfaction. After literature and field reviews and hypothesis formulation, the data in this study were collected through distributing questionnaires to 100 people using the Lion Air airline as a research sample. The sampling technique used was purposive sampling. The data analysis method used is a quantitative analysis of the validity and reliability test, multiple regression analysis, t test and f test and the determinant coefficient. The results of this study indicate that the indicators in this study are valid and reliable. In the tangible hypothesis test, reliability, responsiveness, assurance and empathy have a significant effect on consumer satisfaction partially and simultaneously. The determinant coefficient test results in this study obtained a determinant value of 0.326 which means that the magnitude of the influence of tangible variables (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) on customer satisfaction variables (Y) are by 32,6%.

Keywords: *tangible, reliability, responsiveness, assurance, empathy and customer satisfaction.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan melalui (*tangible, reliability, responsiveness, assurance, dan empati*) terhadap kepuasan pelanggan. Penelitian ini menggunakan variabel independen, yaitu *tangible, reliability, responsiveness, assurance, dan empathy* dengan variabel dependen, kepuasan pelanggan. Setelah literatur dan tinjauan lapangan serta rumusan hipotesis, data dalam penelitian ini dikumpulkan melalui pembagian kuesioner kepada 100 orang dengan menggunakan maskapai Lion Air sebagai sampel penelitian. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Metode analisis data yang digunakan adalah analisis kuantitatif uji validitas dan reliabilitas, analisis regresi berganda, uji t dan uji f serta koefisien determinan. Hasil penelitian ini menunjukkan bahwa indikator dalam penelitian ini valid dan dapat diandalkan. Dalam uji hipotesis nyata, keandalan, daya tanggap, kepastian, dan empati memiliki efek signifikan pada kepuasan konsumen sebagian dan bersamaan. Hasil uji koefisien determinan pada penelitian ini memperoleh nilai determinan sebesar 0,326 yang berarti besarnya pengaruh variabel berwujud (X1), reliabilitas (X2), responsivitas (X3), jaminan (X4) dan empati (X5) terhadap variabel kepuasan pelanggan (Y) sebesar 32,6%.

Kata kunci: nyata, keandalan, daya tanggap, jaminan, empati dan kepuasan pelanggan.

INTRODUCTION

The progress in the current era of globalization has made human life develop more rapidly. This progress is marked by the increasing activity and level of population mobility which is accompanied by the increasing number of choices of transportation facilities available today. The increasingly diverse choice of transportation means makes people have more choices in using transportation services that suit their respective needs. Many transportation companies offer a variety of services with different prices and facilities. Therefore, people are becoming more careful in determining their choices (Prasetiadi, 2011).

Transportation has a very large role in human life, in the economy and development, from the past until now and in the future. Transportation has a strategic function, namely as a supporting facility (helping to open isolated areas, remote areas, underdeveloped areas and border areas). The importance of the function of transportation in the economy and development, then transportation service activities must be organized effectively and efficiently, through planning, regulation and preparation of policies (Prasetiadi, 2011).

Transportation has become a primary need for today's society, because transportation can provide effectiveness in work and as a means to meet daily needs. There are three transportation routes in Indonesia, namely air routes, sea routes and land routes. Air routes are the least dense routes among the three routes, because people choose to use air routes to meet their daily needs, so air transportation is the most popular transportation. People have a high dependence on transportation, because people want efficiency in travel time. The high dependence of people on transportation is the reason to continue to develop transportation businesses that are in accordance with the needs of today's society (Dewa, 2018).

According to Wardani, (2017) Service quality is the conformity between consumer expectations or desires and consumer perceptions. Dimensions of service quality according to Wardani (2017) There are five elements that determine the quality of service, namely: "tangible, reliability, responsiveness, assurance and empathy". Tangible is various facilities that can be seen and used by the company in an effort to meet consumer satisfaction, reliability is the reliability of employees/officers in serving customers as promised, responsiveness is a responsive attitude of wanting to listen and respond to customers in an effort to satisfy customers, assurance is a sense of security or comfort felt or received by customers, and empathy is the ability of employees to provide personal attention to customers.

Providing satisfaction to consumers in meeting their needs, desires and expectations is the most important thing for companies to face competition. One way to capture market share is to get as many customers as possible. A company will succeed in getting a large number of customers if it is considered to be able to provide satisfaction to customers. Customers who are satisfied and become loyal customers

will recommend by word of mouth (Wardani, 2017). These conditions underlie the importance of this study to analyze the factors that influence customer satisfaction. This study focuses more on important variables that influence customer satisfaction, namely service quality through tangible, reliability, responsiveness, assurance and empathy at Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin. The focus of this study was conducted to reveal these factors for Lion Air passengers at Syamsudin Noor International Airport, Banjarmasin. Based on this description, the purpose of this study is to determine the effect of service quality through tangible, reliability, responsiveness, assurance and empathy on customer satisfaction of Lion Air airline customers at Syamsudin Noor International Airport, Banjarmasin, partially or simultaneously.

RESEARCH METHODS

This study uses a quantitative research type with a survey method to collect primary data using a questionnaire as a research instrument. This study examines the influence of independent variables, namely service quality through tangible (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) on the dependent variable, namely consumer satisfaction (Y). The sampling technique used is purposive sampling, which is a sampling technique that gives researchers the freedom to choose samples according to certain criteria (Priyatno, 2010). The sample criteria in this study were those who had used Lion Air airline services at Syamsudin Noor Banjarmasin International Airport. The operational definition of variables, indicators, and measurement scales of each variable in this study are presented in detail in Table 1. This study also presents the results of the validity and reliability tests of the research instruments to obtain more valid and reliable results.

Respondent Analysis

The respondents in this study were Lion Air passengers at Syamsudin Noor International Airport, Banjarmasin. In determining the number of samples used, the researcher was guided by the recommendations put forward by Roscoe in Sugiyono (2010) that a sample size of more than 30 and less than 500 is sufficient for a study. And the questionnaires distributed were 100.

Table 1. Definition, Indicators, and Measurement Scales of Research Variables

Variables	Operational Definition	Indicator	Measurement Scale
<i>Tangible</i> (X1)	Concerning the attractiveness of the physical facilities, equipment and materials used by the company, as well as the appearance of employees.	-Employee appearance -Equipment used -Strategic location	Measured using a Likert scale of 1-5

<i>Reliability (X2)</i>	The ability to provide accurate service the first time without making any mistakes	- Punctuality -Equal service for all buyers -Immediate fulfillment of promises	Measured using a Likert scale of 1-5
<i>Responsiveness (X3)</i>	The willingness and ability of employees to help buyers and respond to their requests, as well as inform and provide quickly	-Fast service -Clear information delivery -Handling of complaints and grievances	Measured using a Likert scale of 1-5
<i>Assurance (X4)</i>	The behavior of employees who are able to grow buyer trust in the company and the company can create a sense of security for its buyers, always be polite and master the knowledge and skills needed to handle every question or problem from buyers.	-Buyer trust in employees -Security in transactions -Ability to explain to buyers	Measured using a Likert scale of 1-5
<i>Emphaty (X5)</i>	The company understands its buyers' problems and acts in the buyers' interests, providing personal attention to buyers and having convenient operating hours.	-Understand buyer needs -Employee relationships with buyers - Communication with buyers	Measured using a Likert scale of 1-5
Kepuasan Konsumen (Y)	A feeling of pleasure or disappointment that arises after comparing perceptions or impressions of the results obtained and whether the product performance is in accordance with expectations.	-Consumers are satisfied with fast service -Consumers are satisfied with the ability of officers to respond to complaints -Consumers are satisfied with the condition of the waiting	Measured using a Likert scale of 1-5

room
-Consumers are satisfied with the availability of supporting facilities

The general description of the characteristics of the respondents in this study is shown in Table 2. Based on the data in Table 2, the majority of respondents were male (56%), while the remaining 44% were female. Furthermore, most respondents were aged 21-30 years (43%) and 36% of respondents worked as private employees.

Table 2. Respondent Characteristics

Respondent Characteristics	Criteria	Amount (n=100)	Percentage
Gender	Man	56	56%
	Woman	44	44%
Age	16 - 20	42	42%
	21 - 30	43	43%
	> 31	15	15%
Profession	Students	34	34%
	Private employees	36	36%
	Self-employed	17	17%
	TNI/Polri/PNS	9	9%
	Other	4	4%

Source: Processed primary data

Validity and Reliability Test

The purpose of testing the validity of an instrument is to determine the extent to which the measuring instrument is accurate and precise in carrying out its measuring function (Priyatno, 2010). Validity test using product moment correlation coefficient, while for reliability testing of this research instrument using Cronbach's alpha. This formula is used to see the extent to which the measuring instrument can provide relatively no different results if re-measurement is carried out on the same symptoms at different times (Priyatno, 2010).

The results of the validity test show that of the three statements to measure the tangible variable, all are declared valid. Meanwhile, for the reliability test, the Cronbach's alpha coefficient of 0.799 is obtained, indicating that the tangible instrument is declared reliable. The results of the validity test show that of the three statements to measure the reliability variable, all are declared valid. Meanwhile, for the reliability test, the Cronbach's alpha coefficient of 0.789 is obtained, indicating

that the reliability instrument is declared reliable. The results of the validity test show that of the three statements to measure the responsiveness variable, all are declared valid. Meanwhile, for the reliability test, the Cronbach's alpha coefficient of 0.773 is obtained, indicating that the responsiveness instrument is declared reliable. The results of the validity test show that of the three statements to measure the assurance variable, all are declared valid. Meanwhile, for the reliability test, the Cronbach's alpha coefficient of 0.800 is obtained, indicating that the assurance instrument is declared reliable. The results of the validity test show that of the three statements to measure the empathy variable, all are declared valid. Meanwhile, for the reliability test, the Cronbach's alpha coefficient was obtained at 0.809, indicating that the empathy instrument was declared reliable. The measurement of consumer satisfaction variables used four statements and all were declared valid in the validity test, while the reliability test produced a Cronbach's alpha coefficient of 0.766, indicating that the consumer satisfaction instrument was declared reliable.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression analysis in this study was processed using the SPSS version 20 application, the results are shown in Table 3, namely:

$$Y = 7,077 + 0,149 X1 + 0,122 X2 + 0,131 X3 + 0,211 X4 + 0,203 X5 \quad \text{-----}[1]$$

Table 3. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.077	2,406	-	2,478	0,033
<i>Tangible (X1)</i>	0,149	0,063	0,350	2,446	0,029
<i>Reliability (X2)</i>	0,122	0,085	0,202	2,180	0,034
<i>Responsiveness (X3)</i>	0,131	0,062	0,245	2,056	0,043
<i>Assurance (X4)</i>	0,211	0,067	0,240	2,711	0,022
<i>Empathy (X5)</i>	0,203	0,082	0,301	2,831	0,013

Source: Processed primary data.

The constant (α) of 7.077 is statistically interpreted that if the quality of service through tangible, reliability, responsiveness, assurance and empathy has no value or is equal to 0, then the consumer satisfaction value is 7.077. The regression coefficient of the tangible variable (X1) of 0.149 indicates that if the tangible variable is increased by 1 unit, then consumer satisfaction will increase by 0.149 units. The regression coefficient of the reliability variable (X2) is 0.122. This coefficient indicates that if the reliability variable is increased by 1 unit, then consumer satisfaction will increase by 0.122 units. The regression coefficient of the responsiveness variable (X3)

is 0.131. This coefficient indicates that if the responsiveness variable is increased by 1 unit, then consumer satisfaction will increase by 0.131 units. The regression coefficient of the assurance variable (X4) is 0.211. This coefficient indicates that if the assurance variable is increased by 1 unit, then consumer satisfaction will increase by 0.211 units. The regression coefficient of the empathy variable (X5) is 0.203. This coefficient indicates that if the empathy variable is increased by 1 unit, then consumer satisfaction will increase by 0.203 units. If the regression coefficient is positive, then the effect of service quality through the variable's tangible, reliability, responsiveness, assurance and empathy on consumer satisfaction is positive or increases in the same direction. This means that increasing service quality through the variable's tangible, reliability, responsiveness, assurance and empathy can affect the increase in consumer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin.

Hypothesis Testing

1. T test (Partial Influence)

The Influence of Tangibles on Consumer Satisfaction

Tangible variables are proven to have a significant effect on consumer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin. Based on the multiple linear regression analysis in Table 3, the tangible variable has a t-count of 2.446 with a significance value of 0.029. These results indicate that the t-count value is greater than the t-table of 1.985 and the significance value is smaller than 0.05. Thus, the tangible variable has a significant effect on consumer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin partially, so that H1 can be accepted.

In line with research conducted by Pertiwi & Khasanah (2010) entitled "Analysis of the Influence of Service Quality on Consumer Satisfaction at St. Semarang Hospital". The results of this study are that service quality through indicators of assurance, empathy, physical evidence, reliability and responsiveness have a significant effect on consumer satisfaction partially in using the services of St. Semarang Hospital. This is also supported by research Wahab & Widiyanti (2014) in the study of the Influence of Service Quality on Consumer Satisfaction of Aviation Services (Case Study of Consumers in Palembang City) which concluded that physical evidence, responsiveness, assurance, reliability and empathy have a positive and significant influence on consumer satisfaction partially.

The Influence of Reliability on Consumer Satisfaction

The reliability variable is proven to have a significant effect on customer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin. Based on the multiple linear regression analysis in Table 3, the reliability variable has a t-count of 2.180 with a significance value of 0.034. These

results indicate that the t-count value is greater than the t-table of 1.985 and the significance value is smaller than 0.05. Thus, the reliability variable has a significant effect on customer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin partially, so that H2 can be accepted.

This is supported by research Atsatalada (2012) entitled Analysis of the Influence of Service Quality on Consumer Satisfaction and Its Impact on Consumer Loyalty in using PO Sumber Daya Alam Transportation services (Case study on Sumber Alam bus passengers on the Yogyakarta-Jakarta route), it can be concluded that physical evidence, responsiveness, assurance, reliability and empathy have a positive and significant influence on consumer satisfaction partially. In line with research conducted by Aji (2011) entitled "Analysis of the Influence of Service Quality, Price and Facilities on Patient Satisfaction (Study on Patients of As Syifa Clinic in Bekasi Regency)". The results of this study are that the quality of service using indicators of assurance, empathy, physical evidence, reliability and responsiveness has a positive and significant influence on patient satisfaction partially at the As Syifa Bekasi clinic.

The Influence of Responsiveness on Consumer Satisfaction

The responsiveness variable is proven to have a significant effect on consumer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin. Based on the multiple linear regression analysis in Table 3, the responsiveness variable has a t-count of 2.056 with a significance value of 0.043. These results indicate that the t-count value is greater than the t-table of 1.985 and the significance value is smaller than 0.05. Thus, the responsiveness variable has a significant effect on consumer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin partially, so that H3 can be accepted.

This is supported by research Permana (2012) entitled The influence of service quality on consumer satisfaction in using airline services, found that the variables of physical evidence, reliability, responsiveness, assurance, and empathy are related to have a significant influence and have a positive relationship to the dependent variable, namely consumer satisfaction, partially. In line with research conducted by Yunus & Budiyanto (2014) entitled "The Influence of Service Quality and Facilities on Customer Satisfaction at Narita Hotel Surabaya". The results of this study are that there is a significant influence between service quality using indicators of assurance, empathy, physical evidence, reliability and responsiveness on customer satisfaction partially in using the services of Narita Hotel Surabaya.

The Influence of Assurance on Consumer Satisfaction

The assurance variable is proven to have a significant effect on customer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin. Based on the multiple linear regression analysis in Table 3, the assurance variable has a t-count of 2.711 with a significance value of 0.022. These

results indicate that the t-count value is greater than the t-table of 1.985 and the significance value is smaller than 0.05. Thus, the assurance variable has a significant effect on customer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin partially, so that H4 can be accepted.

This is supported by research Dharmawan & Kristianingsih (2018) where the quality of service found that the variables of physical evidence, reliability, responsiveness, assurance, and empathy have a positive effect on consumer satisfaction at the Pelangi Hotel Malang partially. In line with research conducted by Harfika & Abdullah (2017) entitled "The Influence of Service Quality and Facilities on Patient Satisfaction at the General Hospital of Aceh Barat Daya Regency". The results of this study are that service quality through indicators of assurance, empathy, physical evidence, reliability and responsiveness have a significant effect on consumer satisfaction partially in using the services of the General Hospital of Aceh Barat Daya Regency.

The Influence of Empathy on Consumer Satisfaction

The empathy variable is proven to have a significant effect on customer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin. Based on the multiple linear regression analysis in Table 3, the empathy variable has a t-count of 2.831 with a significance value of 0.013. These results indicate that the t-count value is greater than the t-table of 1.985 and the significance value is smaller than 0.05. Thus, the empathy variable has a significant effect on customer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin partially, so that H5 can be accepted.

This is supported by research Hardiyati (2010) shows that service quality through the variables of physical evidence, reliability, responsiveness, assurance, and empathy has a positive and significant effect on consumer satisfaction partially. In line with research conducted by Puspita & Santoso (2018) entitled "The Influence of Service Quality and Supporting Facilities on Customer Satisfaction at Lempuyangan Station Yogyakarta". The results of this study indicate that service quality using indicators of assurance, empathy, physical evidence, reliability and responsiveness has a positive and significant influence on customer satisfaction at Lempuyangan Station Yogyakarta partially.

2. F Test (Simultaneous Effects)

The Influence of Tangible, Reliability, Responsiveness, Assurance and Empathy Simultaneously on Consumer Satisfaction

Based on the results of the F Test, it is known that the F-count is 10.276 with a significance level of 0.000. For the F-table using a significance level of 5% and degrees of freedom $(df) = (k-1) (n-k) = (6 - 1) (100 - 6) = (5; 94)$ the F-table value is 2.31. Thus, it is known that the third hypothesis is accepted because the F-count

(10.276) > F-table (2.31) with a significance level of 0.000 < 0.05. This means that the variables tangible (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) have a simultaneous effect on consumer satisfaction (Y) of Lion Air airlines, so that H6 can be accepted.

This is supported by research Wahab & Widiyanti (2014). In the study of the Influence of Service Quality on Consumer Satisfaction of Garuda Indonesia Airlines Flight Services (Consumer Case Study in Palembang City) it was concluded that physical evidence, responsiveness, assurance, reliability and empathy have a positive and significant influence on consumer satisfaction simultaneously. This is also in line with his research Atsatalada (2012) entitled Analysis of the Influence of Service Quality on Consumer Satisfaction and Its Impact on Consumer Loyalty in using PO Sumber Daya Alam Transportation services (Case study on Sumber Alam bus passengers on the Yogyakarta-Jakarta route), it can be concluded that physical evidence, responsiveness, assurance, reliability and empathy have a positive and significant influence on consumer satisfaction simultaneously. In his research Permana (2012) entitled The influence of service quality on consumer satisfaction in using Garuda Indonesia Airlines flight services, found that the variables of physical evidence, reliability, responsiveness, assurance, and empathy are related to have a significant influence and have a positive relationship to the dependent variable, namely consumer satisfaction simultaneously. The research Dharmawan & Kristianingsih (2018) where the variables of service quality and facilities on consumer satisfaction have a positive effect on consumer satisfaction at Hotel Pelangi Malang together. This shows that service quality is one of the reasons customers choose Hotel Pelangi Malang. The results of the study Hardiyati (2010) shows that service quality through the variables of physical evidence, reliability, responsiveness, assurance, and empathy has a positive and significant effect on consumer satisfaction simultaneously.

Table 4. F Test Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
<i>Regression</i>	118,371	5	23,636	10,276	.000 ^a
<i>Residual</i>	218,343	94	2,271		
Total	362,570	99			

Source: Processed primary data.

Coefficient of Determination Test (R²)

The results of the determination coefficient (R²) test in this study are indicated by the R² (R-square) figure of 0.326 or 32.6%. These results indicate that the quality of service through the variables of tangible, reliability, responsiveness, assurance and empathy of Lion Air passengers at Syamsudin Noor International Airport, Banjarmasin is able to explain the variation in their customer satisfaction

variables by 32.6%, while the remaining 67.4% is explained by other variables not used in this research model.

Table 5. Results of the Determination Coefficient Test

R	R-square	Adjusted R-square	Std. Error of the Estimate
0,620	0,326	0,382	1,498

Source: Processed primary data.

CONCLUSION

Based on the results of statistical calculations in the partial test (t-count), it shows that the variables tangible, reliability, responsiveness, assurance, and empathy have a significant partial effect on consumer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin or H1, H2, H3, H4, H5 are accepted. And the next statistical results also show that the variables tangible, reliability, responsiveness, assurance, and empathy have a significant simultaneous effect on consumer satisfaction of Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin or H6 is accepted. The results of the coefficient of determination show that the variables tangible, reliability, responsiveness, assurance, and empathy are able to explain the variations that occur in consumer satisfaction at Lion Air airlines at Syamsudin Noor International Airport, Banjarmasin by 32.6%, while the remaining 67.4% is explained by other variables outside the research model.

SUGGESTION

From these results, Lion Air management at Syamsudin Noor International Airport Banjarmasin needs to improve the quality of its flight services. Efforts to improve service quality through tangible, reliability, responsiveness, assurance, and empathy variables, such as quality service and time efficiency during pre-flight, in-flight to post-flight need serious attention. Further research needs to further develop this research model through improvements to research limitations, increasing the number of samples analyzed, and increasing the respondent response rate. The number of variables studied also needs to be added in further research.

REFERENCES

- Aji, W. K. (2011). *Analisis Pengaruh Kualitas Pelayanan, Harga dan Fasilitas terhadap Kepuasan Pasien (Studi pada Pasien Klinik As Syifa di Kab. Bekasi)*. Universitas Diponegoro.
- Atsatalada, N. (2012). *Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Dan Dampaknya Pada Loyalitas Konsumen Dalam Menggunakan*

Jasa Transportasi Po Sumber Alam. *Diponegoro Journal of Management*, 1(4), 200–211.

Dewa, C. B. (2018). Pengaruh Kualitas Pelayanan dan Promosi Penjualan Jasa Terhadap Kepuasan Pelanggan. *Perspektif*, 16(1), 1–6.
<http://ejournal.bsi.ac.id/ejurnal/index.php/perspektif/article/view/2347>

Dharmawan, R. H., & Kristianingsih, T. (2018). Pengaruh Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Konsumen Di Hotel Pelangi Malang. *Jurnal Aplikasi Bisnis*, 4(2), 1–20.

Endarwita. (2013). Pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan dan loyalitas nasabah tabungan bank BRI cabang simpang empat. *Apresiasi Ekonomi*, 1(3), 167–180.

Hakim, A. L. (2013). *Analisis Pengaruh Tangibles, Reliability, Responsiveness, Assurance, dan Emphaty Terhadap Kepuasan Konsumen Pada Green Fitness Cepiring*". Universitas Diponegoro.

Hardiyati, R. (2010). *Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Menggunakan Jasa Penginapan (Villa) Agrowisata Kebun Teh Pagilaran*. Universitas Diponegoro.

Harfika, J., & Abdullah, N. (2017). Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Kepuasan Pasien pada Rumah Sakit Umum Kabupaten Aceh Barat Daya. *Balance*, XIV(1), 44–56.

Hasan, S. (2009). Pengaruh Kualitas Layanan, Citra, Nilai Dan Kepuasan Terhadap Loyalitas Pasien (Studi pada Industri Rumah Sakit di Kota Makassar). *Aplikasi Manajemen*, 8(1), 256–263.

Kotler, P. (2010). *Manajemen Pemasaran*. Erlangga.

Maharani, A. dhiah. (2010). Analisi Pengaruh Kepercayaan dan Kepuasan Terhadap Loyalitas Nasabah tabungan Bank Mega Semarang. *Navigation*, 129.
<https://doi.org/10.1002/j.2161-4296.1970.tb00024.x>

Muktiono, K. V. (2014). Pengaruh Kualitas Pelayanan Inti Dan Kualitas Pelayanan Periferal Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Minat Word Of Mouth Pada Bengkel Pt. Nasmoco Gombel Semarang. *Diponegoro Journal of Management*.

Permana, A. B. (2012). *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Dalam Menggunakan Jasa Penerbangan Garuda Indonesia Airlines (Study Kasus Pada Konsumen Garuda Indonesia Airlines Kelas Ekonomi Di Bandara Juanda)*. Univeritas Pembangunan Nasional “Veteran” Jatim.

Pertiwi, O. D., & Khasanah, I. (2010). *Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen (Studi Pada Pasien Poli Spesialis Rumah Sakit St. Elisabeth*

Semarang). Universitas Diponegoro.

- Prahmana, S., Iranita, & Sofia, M. (2013). Pengaruh Dimensi Kualitas Pelayanan (Tangible, Reliability, Responsiveness, Emphaty) Terhadap Kepuasan Penumpang KM.Bukit Raya (Studi Pada Mahasiswa Universitas Maritim Raja Ali Haji yang berasal dari Natuna dan Anambas). *Journal of Chemical Information and Modeling*, 53(9), 1689–1699. <https://doi.org/10.1017/CBO9781107415324.004>
- Prasetiadi, A. E. (2011). Web 3.0: Teknologi Web Masa Depan. *Jurnal INDEPT*, 1(3), 1–6.
- Prasetyo, W. B. (2013a). Pengaruh kualitas pelayanan, kepercayaan dan kepuasan terhadap loyalitas pelanggan (studi pada swalayan luwes purwodadi). *Jurnal Manajemen Pemasaran*, 1–13.
- Prasetyo, W. B. (2013b). Pengaruh kualitas pelayanan, kepercayaan dan kepuasan terhadap loyalitas pelanggan (studi pada swalayan luwes purwodadi). *Jurnal Manajemen Pemasaran*, 1–13. <http://eprints.dinus.ac.id/5069/1/12708.pdf>
Diakses tanggal 15 maret 2020
- Priyatno, D. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS dan Tanya Jawab Ujian Pendadaran*. Gaya Media.
- Puspita, R. M., & Santoso, S. (2018). Pengaruh Kualitas Pelayanan Dan Fasilitas Pendukung Terhadap Kepuasan Pelanggan Stasiun Lempuyangan Yogyakarta. *Eksis: Jurnal Riset Ekonomi Dan Bisnis*, 13(1), 69–80. <https://doi.org/10.26533/eksis.v13i1.145>
- Sugiyono, P. (2010). *Metode Penelitian Bisnis*. Alfabeta.
- Wahab, Z., & Widiyanti, M. (2014). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Jasa Penerbangan Garuda Indonesia Airlines (Studi Kasus Konsumen Di Kota Palembang). *Jembatan : Jurnal Ilmiah Manajemen*, 11(1), 59–72. <https://doi.org/10.29259/jmbt.v11i1.3134>
- Wardani, T. U. (2017). *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Bisnis Jasa Transportasi GO-JEK (Studi Kasus Mahasiswa FEBI UIN Sumatera Utara)*. Universitas Islam Negeri Sumatra.
- Wibowo, P. A., & Muhtarom. (2018). Determinasi Kualitas Pelayanan: Reliability, Assurance, Tangible, Empathy, Responsiveness Terhadap Kepuasan Pelanggan (Studi Kasus Pada J&T Express Lamongan). *Jurnal Penelitian Ilmu Manajemen*, 3(2), 664. <https://doi.org/10.30736/jpim.v3i2.182>
- Widiono, E. (2014). *Analisis Pengaruh Kualitas Pelayanan, Citra Perusahaan Dan Nilai Pelanggan Terhadap Kepuasan Pelanggan Pada Bengkel Body Repair Mobil Rapi Glass Semarang*. Universitas Diponegoro.

Ximenes, M. D. W., & Mudarya, I. N. (2017). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Jasa Penerbangan Garuda Indonesia Airlines Di Bandara Ngurah Rai Denpasar. *DAIWI WIDYA Jurnal Pendidikan*, 04(2), 28–42.

Yunus, & Budiyanto. (2014). Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Kepuasan Pelanggan. *Jurnal Ilmu & Riset Manajemen*, 3(12), 1–20.