# The Effect of Service Quality Moderated Policy Promotion on Customer Trust: A Study of the Port Sector

**Rosita Septiani[1], Rahmi Fahmy[2]**
[1,2]Andalas University, Indonesia
rosita.academic@gmail.com, rahmifahmy@eb.unand.ac.id

**Abstract**

*This paper aims to examine and build a conceptual model regarding the effect of the effectiveness of service quality on the level of customer trust in the port sector in Indonesia. This study explores the value and need to significantly increase competitiveness in the port industry by identifying empirically in improving service quality as well as looking for whether the promotion of policies carried out can affect customer trust. Research design, data and methodology based on online survey by distributing questionnaires with ship owners and ship management. In this study, samples were taken by accident as many as 100 representative ships accessing anchorage services in the waters of the Indonesian archipelago. The estimation results of the regression model show that there is a linear relationship between service quality, policy promotion and the interaction between the two and service quality on the object of this study has an impact on customer trust.*

## I. Introduction

Starting from the attention to maritime Indonesia since Law No. 17 of 2008 concerning Shipping which has implications for the business sector of the port sector for the diversity of functions and activities of port business development managed by the government and private parties. The dynamic approach of creating capital that can support business model innovation requires port authorities to be involved in it (Gjerding & Kringelum, 2018). In the second quarter of 2020, the number of ports in Indonesia was 2,439 ports (Kemenhub, 2020). The emergence of new ports makes the color of the port industry in Indonesia and port service users are also currently free to make choices that will become their business goals. The need to build a relationship between seaports and dry ports, and develop a symbiotic strategy to extend the port life cycle (Jeevan, et.al., 2020). Ports have a strategic role and added value, employment and investment for the region and a country contribute significantly to the competitiveness of international companies (Van den Bosch, et.al, 2012).

As a developing country, around 7.12 percent of Indonesia's area is sea and water. And it will target the formation of a water conservation area of 32.5 million hectares or about 10 percent of Indonesia's waters by 2030 (Ministry of Maritime Affairs, 2020). With the potential of marine resources owned, the provincial government has a great opportunity for regional income for the development of transportation services, fisheries, aquaculture, tourism and mining activities.

The Global Competitiveness Report 2021, reports that Indonesia's competitiveness ranking is at 37th place while Indonesia's port quality is at 82nd. This ranking is very far from Singapore's ranking which is in 2nd place. (Skiba, 2019) said, Ports have grown to

2170

play a very important role in the supply chain. Therefore, in an effort to catch up with Indonesia, determining the best port management operator is important.

Based on the above phenomenon, until now, cases in Indonesia are still very rare to discuss how the provincial government and port business actors utilize the potential for optimally managed services so as to create ports that give a positive impression of the quality of shipping service reliability in Indonesia. This study identifies the quality of service in the anchor port sector, which is a small facility but has a big impact on economic income. On the part of private companies and the government how to see the enormous opportunity with the presence of international ships in Indonesian waters. Of course, an anchor anchor management strategy that is carried out in detail and well can increase competitiveness significantly. The influence of service quality on customer trust is certainly inseparable from the promotional activities carried out by the institution. With the help of the right promotion, in this case, promotion can strengthen (moderate) the effect of service quality on customer trust.

## II. Review of Literature

### 2.1 Service Quality

Vveinhardt et.al, (2017) said that the most commonly used model to measure service quality is the SERVQUAL Model. The SERVQUAL model is also used to measure the impact of technology on service quality. In several studies, the SERVQUAL model is also used to measure the level of quality of banking services provided (Apornak, A, Oskooi & Albonaiemi, 2017). To measure perceptions of service quality, Althuntas et.al, (2017), used the SERVQUAL model and the two most popular multi-criteria decision making (MCDM) multi-criteria decision making methods, namely the scale-based method.

Service quality is a level where the company's service capabilities can meet consumer expectations. The bigger the gap between expectations and service capabilities, the greater the level of consumer dissatisfaction (Azis, 2018). Anchoring is a condition in which a ship in anchorage releases anchor, with a specific purpose such as waiting for the pilot to enter the port or to take other tactical actions, as well as for emergency actions (Manafi et.al, 2021). In the anchoring condition, the port manager provides services that are adapted to the conditions or needs of the ship anchored at the anchor. Herein lies the importance of quality anchorage services that can be trusted by ship owners to fulfill their purpose of anchoring at the port in question.

Research in the field of quality services has produced abundant scientific works, according to the object of study of each researcher. Initially, the study of quality was part of the management of the production sector in manufacturing, through the concept of the total quality movement (total quality management). But then quality studies also developed into the field of service studies, where Parasuraman and friends in 1985 sparked the concept of service quality which is famously abbreviated as Servqual (Cetin, 2020).

As theory develops and its findings Vatolkina et al (2020), two traditional research areas (technology acceptance model and service quality model and theory) influence recent advances in e-service quality modeling. The service quality model conceptualizes quality attributes and outcome variables—customer expectations, satisfaction, repurchase intentions, and word of mouth—while the technology acceptance model looks for quality attributes and other factors that influence customer behavior—decision to adopt e-services and to continue using them.

In the service sector, quality is difficult to assess because of the intangible nature of services. However, Parasuraman et.al., (1985), in their scientific research can bring up a

conceptual model of service quality that can be measured based on 10 dimensions (determinants): access, communication, competence, courtesy, credibility, reliability, responsiveness, security, physical evidence (tangibles) and understand the customer. The ten dimensions of service quality are then grouped by considering the similarity of factors (overlapping), so that they are condensed into 5 dimensions, namely tangibles (physical evidence), reliability, responsiveness (quick response), assurance (guarantee) and empathy. Tjiptono and Chandra (2016: 136).

Tangibles are physical evidence of services, such as equipment used in services, appearance of personnel, other means for customers to access services and so on. Furthermore, reliability is consistency in service performance and the service is reliable. Meanwhile, responsiveness is a dimension that shows how fast service personnel are responsive in dealing with customers. Assurance is a dimension that indicates how customers can access services safely. Finally, empathy is how service providers are able to pay attention to customers personally according to their needs. Parasuraman et.al., (1985), Kotler and Keller (2016:52).

## 2.2 Policy Promotion

Currently, new investment policies, mobilization of private capital and effective attraction into the national economy are a priority (Savir & Karachev, 2020). Investment promotion is the use of marketing activities that involve creating awareness about the location as an attractive destination for investment (Abamu, 2019). Marketing activities are not only applied to the private sector that produces goods or services, but these activities are also important to be carried out by public sector organizations. There is of course a difference between private sector and public sector marketing activities. Marketing in the public sector is not intended to sell products or services, but to inform what organizations do and how they operate, which of course is the result of political decisions (Serrat, 2010). Promotion is one of the marketing strategies to campaign for products/services to be consumed by consumers in their purchasing decisions.

Objects marketed by public institutions can be in the form of policies that will regulate society in certain segments, related to an activity (can be in the form of economic) society. When public institutions issue policies that will bind community activities in the formulation of certain rules, it is necessary to provide information to the public from the dissemination of these policies. Therefore, the function of the marketing strategy, namely promotion, must be formulated so that the public knows and follows the rules that have been set, and it is possible for the public to submit responses related to the policy.

Li and Jiang (2017) describe that policy promotion can be through every means of advertising, publicity, and public relations, government decisions, introducing the content of services provided by agencies or departments, operational processes, working methods, job functions, work rules, established institutions. and so on, make the public understand government policies or agree with the government's vision, gain maximum understanding and support from the community and receive better government services.

## 2.3 Customer Trust

Consumer trust in the company is also important, because it can reduce perceptions of uncertainty and risk and increase customer perceptions of company performance (Song, et.al. 2019). Explanation Mawey, et al. (2018), trust is the trust of certain parties to other parties in conducting transactional relationships based on the belief that the individuals they trust will complete all their obligations as expected. Customer trust, according to Jalilvand et al. (2017), is also a consequence of the company's excellent reputation.

According to Dwyer, et al. (1987) in Jasfar (2012:16), trust is a form of customer confidence in a company promise that is reliable and is also the basic reason for establishing a relationship with the company. Kotler (2009: 219), explains that trust is a company's willingness to depend on business partners. Berry (1999) in Jasfar (2012:16-17) suggests the factors that form the foundation of a long-term relationship based on trust, namely: 1) Assessment of the company's competence or reliability (perceived competence) 2) Assessment of fairness and honesty ( perceived fairness).

Trust is an individual's willingness to depend on other parties involved in the exchange because the individual has confidence in the other party (Moorman et.al., 1993 in Darsono, 2008). According to Lovelock and Wright in Jasfar (2012: 22), customer loyalty is the willingness of customers to use the services of a company repeatedly, and recommend the company's services to others. Berry in Jasfar (2012:16-17) explains the factors that form the foundation for the formation of long-term relationships between companies and consumers based on trust.

## 2.4 Relationship between Service Quality and Customer Trust

Similar research conducted by Azis (2018), Chou (2014), Suratno (2016) also states that there is a positive and significant influence on service quality with consumer trust. This means that the better the quality of service, the higher the consumer confidence. Kanthi et al (2017), as well as Suhendra and Yulianto (2016) also obtained results that service quality has a positive and significant effect on customer perceived value. When agencies or service companies provide services that have good quality, it will increase the perceived value for customers. Therefore, the agency or service company must be able to provide high quality services because it is important to be able to compete with competitors

The effect of service quality on customer trust has been widely studied in the context of transactional relationships (Moraga et al, 2013). The relationship between service quality and customer trust, according to research by researchers, can be direct or indirect. Moraga et al (2013) hypothesize that service quality affects customer trust by being mediated by satisfaction. Meanwhile, according to Selness (1998), trust is a core concept in producer-customer relations, where the goal of trust is to intensify/strengthen the relationship. Furthermore, Eisengerich and Bell (2008) found the effect of service quality (technical and functional quality) on customer trust directly, with the intervention of another variable (knowledge/education) functioning to moderate this effect.

In this study, it is suspected that service quality has an effect on customer trust. The influence here is direct as in the research of Eisengerich and Bell (2008). Then the causal relationship between the two variables is moderated by promotion. Promotion provides knowledge to customers on how the services provided by the service provider organization, so that it will strengthen customer trust after the actual service is experienced by the customer.

## 2.5 Promotion Moderation Effect on the Relationship between Service Quality and Customer Trust

Studies on promotion as a moderating effect, have been documented, although in quantity there are not many. For example, Alnazer (2013) and Kwon (2019), where promotion has an effect on the dependent variable, also acts as a moderating effect on the independent causal relationship to the dependent on research in the field of marketing. Promotion in this case becomes an evaluation instrument by consumers, the independent variable affects the dependent variable in the marketing study of each researcher.

As described in the previous section, the relationship between service quality and customer trust is a dynamic relationship, involving other variables between the two. Promotion in this study is thought to have an effect on customer trust, and is also thought to act as a moderating variable in the relationship between service quality and customer trust. Promotion will strengthen the influence of service quality on customer trust.

## 2.6 Research Hypothesis

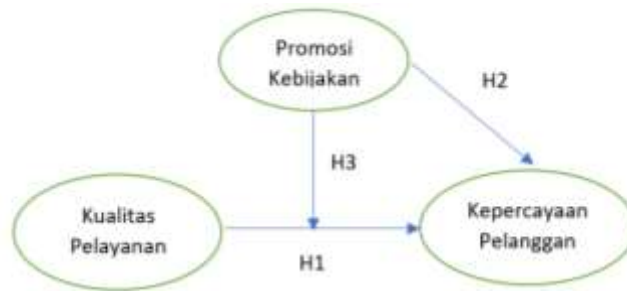The synthesis of the literature review can be described in the research paradigm as follows



*Figure 1. Research Paradigm*

Based on the research paradigm above, the proposed research hypotheses are as follows:

H1: The quality of service performed by the port manager affects the trust of customers who use anchor services

H2: Promotion of policies carried out by port managers affects the trust of customers who use anchorage services

H3: Promotion of anchoring service policy strengthens the influence of service quality on customer trust of anchoring service users

## III. Research Method

The research was conducted by means of a survey, namely by distributing questionnaires to obtain information, how are consumer perceptions of anchorage services carried out by port operators. Questionnaires were distributed to ship owners or ship management representatives to answer research problems. Samples were taken by accident as many as 100 representative ships that access anchorage services in the waters of the Riau Archipelago Province. Based on data from the Maritime Ministry, ship visits per year in the waters of the Riau Islands, Batam reach 4,447 Indonesian ships and 1,945 foreign ships. Manafi et al. (2021).

Collecting data through questionnaires with closed questions on a Likert scale (5 scales) on each variable indicator of Service Quality, Trust, and Policy Promotion. Data analysis used multiple regression analysis, with the independent variables being service quality and policy promotion. Then the moderating effect is calculated based on the interaction effect of the independent variables (Fairchild and MacKinnon, 2009), so that the moderating effect of policy promotion is calculated based on the interaction of service quality with policy promotion.

# IV. Results and Discussion

## 4.1 Descriptive Statistics

Measurement of service quality is based on 12 indicators. In item selection, the lowest item-total correlation indicator was 0.416, the highest was 0.743. The Cronbach-α value is 0.842. Policy promotion is assessed based on 5 indicators, with item-total correlations ranging from 0.68-0.799, Cronbach-α of 0.776. Finally, the Customer Trust variable is assessed based on 5 indicators with item-total correlations ranging from 0.881-0.916, Cronbach-α of 0.939. The results of the screening of these indicator items indicate that the questions are worthy (representative) to be used to represent the independent variables in the study, item correlations with a total > 0.3 can be used to measure variables (Azwar, 1997: 158). Cronbach-α value > 0.7 indicates the research instrument is quite good in terms of internal consistency (reliable) (Kaplan and Saccuzzo, 1993: 126).

**Table 1.** Statistik Deskriptif

| Variable | Average | Skewness | Kurtosis | Cronbach-α |
|---|---|---|---|---|
| Service quality | 3,78 | -0,61 | 0,06 | 0,842 |
| Policy Promotion | 3,45 | -0,14 | -0,14 | 0,776 |
| Customer trust | 3,75 | -0,09 | -0,16 | 0,939 |

The value of skewness and kurtosis of each variable is not greater than 1.0 and not less than -1.0. The value of the two statistics if it exceeds the threshold value is considered abnormal. Hair et al (2017:61) state that distributions with skewness and/or kurtosis values that exceed these benchmark values are considered non-normal." The average score of Service Quality and Customer Trust are in a fairly good category, respectively, while Policy Promotions have a slightly low average score.

## 4.2 The Effect of Service Quality on Customer Trust

To determine whether there is an influence between the independent variables on the dependent, multiple regression analysis is performed. The regression model of this study, as shown in Figure 1, has two independent variables, namely service quality and policy promotion, while the dependent variable is customer trust. In this research model, policy promotion apart from being an independent variable, also acts as a moderating variable on the causal relationship between service quality and customer trust. The effect of the moderating variable in linear regression is determined by the form of interaction of the independent variables that act as moderating variables with other independent variables in the regression model.

So in the regression model there are three independent variables, namely service quality, policy promotion and the interaction between the two. The form of interaction referred to in the calculation of the regression coefficient and testing its significance, in the computation is the multiplication of the input data of the two independent variables. Therefore, the data for the two independent variables was treated centered to improve the estimation results (Fairchild and MacKinnon, 2009) such as avoiding multicollinearity (Huang et al, 2017).

The estimation results of the regression model show an F value of 71.023 with a p-value of 0.000 (significant), which means a research model that shows a linear relationship between service quality, policy promotion and the interaction between the two. $R^2$ value of 0.689 which indicates the proportion of data variation that can be explained in the model is quite large (substantial).

**Table 2.** Regression Analysis Results

| Independent Variable | Dependent Variable | Coefficient | T | p-value | F | p-value | $R^2$ |
|---|---|---|---|---|---|---|---|
| Service quality | Customer trust | 2,471 | 8,423 | 0,000 | 71,023 | 0,000 | 0,689 |
| Policy Promotion | | 1,720 | 5,987 | 0,000 | | | |
| Service Quality*Promotion Policy | | -0,298 | -1,518 | 0,132 | | | |

Based on the table above, the quality of service produces a t-value of 8.423, a p-value of 0.000 (significant). Thus the quality of service on the object of this research has an impact on customer trust. These results prove the acceptance of the first hypothesis (H1) in this study. Anchor anchoring services carried out by the Batam port manager in the Riau Archipelago

The results of this study fill space in the field of marketing research, especially service quality and its relationship with customer trust, especially in the field of port services (anchoring). This research mainly results in finding the direct influence of service quality on customer trust. Similar studies place more on service quality as an antecedent of customer trust indirectly by involving other variables that intervene (mediating). Several studies such as Eisengerich and Bell (2008) or Moraga et al (2013) support the results of hypothesis testing the direct influence of service quality on customer trust.

This study shows the argument that the quality of service received by customers will directly generate a sense of trust from customers. The quality received by customers for the services they access, provides an experience of believing or not believing in the service features offered by the company. If the service received (perceived service) is as expected, then the quality of service is perceived as good, so that customers believe in the company's ability to provide good services.

The anchoring service at Batam Harbor is quite good. Because basically the services provided are in accordance with the operational standards of the ministry and local government. The problem that is still lacking is procedural in nature. Anchoring services in Batam and Riau Islands waters in general are related to the licensing process, including procedures, costs and processing time (Manafi et al, 2021).

## 4.3 Policy Promotion Moderation Effect

Based on the results of statistical inference, the regression coefficient of Policy Promotion which acts as an independent variable that affects customer trust is significant, with a p-value of 0.000 (Table 2). Meanwhile, the interaction coefficient between service quality and policy promotion is not significant, indicated by a p-value of 0.132. The second research hypothesis (H2) can be accepted, while the third research hypothesis (H3) is not proven. The results of this inference show that the position of policy promotion is parallel to service quality. Both together affect customer confidence in the delivery of services to customers. However, the promotion of the policy does not strengthen or weaken the effect of service quality on customer trust.

Theoretical implications regarding no moderating effect of this promotion require that other variables be included in the model. So there must be special treatment of the policy promotion variable. It is necessary to look for more specific promotion dimensions, so that promotion produces a moderating effect on the influence of other independent variables on the dependent variable.

The promotion of the anchoring policy in the Kabil waters still needs to be improved. Therefore, the service user's response gave a slightly low rating. According to Manafi et al

(2021), the principle of Anchoring Service is a temporary berth facility before the ship enters the port pool. During this waiting time, various types of services have been implemented which summarize the main services at the port later. Based on the operational conditions of the service, it is necessary to promote a more accurate policy that is accepted by service users. Because of the service policy, many are involved, namely local governments, the ministry of transportation, the ministry of maritime affairs. The involvement of private operators also makes promotional activities more complicated, and port services are still being regulated, so that the anchoring service rules are dynamic, in the sense that it is still possible for errors to occur in the delivery of information to service users.

## V. Conclusion

The conclusion of this study resulted in a model of the influence of service quality variables and policy promotion on customer trust anchoring in the waters of Batam, Riau Islands. Service quality and policy promotion positively affect customer trust. Both the service process received by the customer, as well as the promotion of policies related to service directly lead to a service experience that customers can trust. The service provided by the port manager is of good quality, felt by users of the anchoring service. Meanwhile, in terms of promotion, the implementation still needs to be improved by related parties.

Based on these conclusions, the necessary advice is the existence of a promotion policy by formulating standard operating procedures in providing information related to anchorage services in the waters of Batam, Riau Islands. Suggestions from the academic aspect are the need for more in-depth exploration to come up with more representative policy promotion indicators that can be applied to public institutional objects.

## References

Ahmed, R. R., Vveinhardt, J., Streimikiene, D., Ashraf, M., & Channar, Z. A. (2017). Modified SERVQUAL model and effects of customer attitude and technology on customer satisfaction in banking industry: mediation, moderation and conditional process analysis. Journal of Business Economics and Management, 18(5), 974-1004.

Apornak, A. (2017). Customer satisfaction measurement using SERVQUAL model, integration Kano and QFD approach in an educational institution. International Journal of Productivity and Quality Management, 21(1), 129-141.

Bamituni E. Abamu. 2019. Introducing Investment Promotion: A Marketing Approach to Attracting Foreign Direct Investment. International Journal of Marketing Studies; Vol. 11, No. 4; Published by Canadian Center of Science and Education

Ali, M., & Raza, S. A. 2017. Service quality perception and customer satisfaction in Islamic banks of Pakistan: the modified SERVQUAL model. Total Quality Management & Business Excellence, 28(5-6), 559-577

Allan N. Gjerding, Louise B. Kringelum. 2018. Systemic Coordination Of Organizational Roles: The Importance Of Relational Capital In Port Governance. Research in Transportation Business & Management. 1-8. Elsevier

Azis, Asriel., &Nurhadi. 2018. Pengaruh Kualitas Pelayanan Terhadap Kepercayaan dan Kesetiaan Konsumen. Jurnal Economia, 14(1), 89-98.

Cetin, Gurel. 2020. Experience vs Quality: Predicting Satisfaction and Loyalty in Services. The Service Industries Journal

Data Kementrian Perhubungan Indonesia 2020. Jumlah Pelabuhan di Seluruh Indonesia.

Data Kementrian Kelautan dan Perikanan. Perairan di Indonesia Tahun 2020.

Eduardo Torres-Moraga, Cristóbal Barra dan Arturo Z. Vásquez-Parraga. 2013. The Effects of Service Quality on Customer Trust and Satisfaction in Internet Banking College. Estudios de Administración, vol. 20 (1).

E. V. Sapir & I. A. Karachev. 2020. Challenges of a New Investment Policy: Investment Promotion and Protection. Finance: Theory And Practice Vol. 24, No. 3

Eisingerich, Andreas B dan Simon J Bell. 2008. Perceived service quality and customer trust - Does enhancing customers' service knowledge matter? Journal of Service Research.

Fairchild, Amanda J., dan David MacKinnon. 2009. Prev Sci, 10 (2).

Hair, J. F., Hult, G. T. M., Ringle, C. M., and Sarstedt, M. 2017. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). 2nd Ed. Thousand Oaks, CA: Sage

HakJun Song, Wenjia Ruan and Yunmi Park. 2019. Effects of Service Quality, Corporate Image, and Customer Trust on the Corporate Reputation of Airlines. Sustainability. MDPI

Huang, Ping-Lung, Bruce C.Y. Lee dan Ching-Chin Chen. 2019. The Influence of Service Quality on Customer Satisfaction and Loyalty in B2B Technology Service Industry. Total Quality Management, Vol. 30, 13.

Jalilvand, R. M., Samiei, N., Dini, B., & Yaghoubi, M. P. 2012. Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. Journal of Destination Marketing and Management, 1(1–2), 134–143.

Kanthi, Y.A., Suharyono, & S. Kumadji. 2017. Pengaruh Kualitas Layanan Terhadap Nilai Pelanggan, Kepuasan Pelanggan Dan Loyalitas Pelanggan (Studi Pada Klinik Dr. Sumakto, Sp. A(K) Di Malang). Jurnal Fakultas Ilmu Administrasi Universitas Brawijaya. 10(1), 34-45

Kaplan, R.M., Saccuzzo, D.P., 1993. Psychological Testing: Principles, Applications and Issues, Brooks-Cole Publishing.

Kotler, Philip dan Keller, Kevin Lane. 2016. Manajemen Pemasaran Edisi 15. Erlangga. Jakarta.

Kwon, Yong-San. 2013. The moderating role of promotional benefit level and brand awareness on the effectiveness of price discount and premium. International Journal of Business and Management Invention, Volume 2, 9.

Li, Yang-son dan Jiang, Wen-Qin. 2017. Study on the Marketing Strategy of Government Public Service Based on People's Livelihood Demand Orientation. Advances in Economics, Business and Management Research, vol. 21.

Mawey, T. C., Tumbel, A., & Ogi, I. W. J. 2018. The Effect of Trust and Service Quality on Customer Satisfaction of PT Bank Sulutgo. EMBA Journal: Journal of Economic Research, Management, Business and Accounting, 6(3).

Mokhles Alnazer. 2019. The Moderating Effects of Cobranding Promotions between Brand Experience and Loyalty. Journal of Distribution Science, vol. 17, 9.

Natalia Vatolkina, Elena Gorbashko, Nadezhda Kamyina & Olga Fedotkina. 2020. E-Service Quality from Attributes to Outcomes: The Similarity and Difference between Digital and Hybrid Services. Journal of Open Innovation: Technology, Market and Complexity. MDPI Published

Oskooii, N., & Albonaiemi, E. 2017. Measuring the customer satisfaction based on SERVQUAL model (case study: Mellat Bank in Tehran city). Innovative Marketing, 13(2), 13-22.

Parasuraman, A., Valarie A. Zeithaml, dan Leonard L. Berry. 1985. A Conceptual Model of Service Quality and Its Implications for Future Research. Journal of Marketing, vol. 49.

Selnes, Fred. 1998. Antecedents and Consequences of Trust and Satisfaction in Buyer-Seller Relationships. European Journal of Marketing, Vol. 32, 3/4.

Serrat, Olivier. 2020. Marketing in the Public Sector. Asian Development Bank, vol. 72.

Skiba, S.: Seaport-City Cooperation On The Example Of The City Of Gdynia. In: Economic and Social Development: Book of Proceedings. pp. 460–467 , Zagreb (2019).

Tjiptono, Fandy dan Gregorius Chandra. (2016). Service, Quality dan Satisfaction. Andi. Yogyakarta.

Wijayanti, Titik. 2017. Marketing Plan! Dalam Bisnis. Jakarta: Elexmedia Komputindo.

World Economic Forum. Global Competitiveness Report 2021. Peringkat Daya Saing Indonesia Sektor Perekonomian.