

## Efforts to Increase Loyalty of UM Jember Master of Management RPL Students Based on Satisfaction and Service Quality

Nursaid<sup>1</sup>, Feti Fatimah<sup>2</sup>, Luluk Sriwitantiningsish<sup>3</sup>, Nurul Qomariah<sup>4</sup>, Muhammad Thamrin<sup>5</sup>

Universitas Muhammadiyah Jember, Indonesia

### Abstract

*Competition is increasing in every line of business, including competition in getting students for higher education institutions, especially in Jember Regency. RPL is a university effort to appreciate people whose past performance is recognized as a course. The aim of this research is to determine and analyze the role of service quality and student satisfaction on the loyalty of RPL Master of Management FEB UM Jember students. The research population was all RPL Master of Management students at UM Jember, totaling 75 people. The sample was determined to be 1st semester RPL students because they had received services from the management master's study program, totaling 50 students. The data analysis method used is descriptive analysis, validity testing and also reliability testing for testing measuring instruments, then research hypothesis testing is also carried out. The results of data analysis show that service quality influences customer satisfaction. Service quality influences student loyalty. Customer satisfaction influences customer loyalty among RPL Master of Management students at UM Jember.*

### Keywords

*service quality; satisfaction; customer loyalty; RPL students*



## I. Introduction

Higher education is a means for a country to make the nation's life more intelligent at the final level of education. Higher education is also an indicator of a country's prosperity. By pursuing higher education, a person's quality of life can improve significantly. College graduates have longer life spans, better access to health care, better nutrition and health practices, greater economic stability and security, more prestigious jobs and greater job satisfaction, lower dependence on government assistance, greater understanding of government, stronger community service and leadership, more volunteer work, more self-confidence, and less criminal activity and incarceration than high school graduates (<https://worldscholarshub.com/id/importance-of-higher-education/> 2023).

With regard to the importance of higher education for every citizen, in 2023 the government issued regulations related to policies in the field of higher education, namely Regulation of the Minister of Education, Culture, Research and Technology of the Republic of Indonesia Number 41 of 2021 concerning Recognition of Past Learning (RPL). Recognition of Past Learning, hereinafter abbreviated to RPL, is recognition of a person's learning achievements obtained from formal, non-formal, informal education, and/or work experience as a basis for continuing formal education and for equivalency with certain qualifications. With this new policy, those who are already working and have gained competency while working can continue their studies via the RPL route.

With regard to this RPL policy, the FEB UM Jember Masters in Management Study Program takes advantage of the government's policy by accepting master's students through the RPL route. Several universities in Jember also take advantage of the opportunities provided by the government to admit students through the RPL route. The existence of RPL students also needs to get attention from the management of a university's study program regarding student service and satisfaction. Acceptance of RPL Master of Management students at FEB UM Jember for 2 semesters is presented in Table 1 below.

**Table 1.** Number of Master of Management RPL Students, FEB UM Jember

No.	Academic year	Number of RPL Students
1.	Second semester 2022/2023	50
2.	First Semester 2023/2024	25
	Total	75

Source: FEB UM Jember 2023.

Based on Table 1, it shows that there is a fluctuation in the number of RPL Master of Management FEB UM Jember students who register as students. Therefore, it is necessary for managers to know student loyalty based on satisfaction and service quality.

According Tjiptono (2014), Customer loyalty can be interpreted as an effort to reuse services that have been experienced. Loyalty can also be said to be an effort to recommend services to other people. Customer satisfaction and dissatisfaction with a product at the end of a sales process has its own impact on customer behavior towards the product. Consumer satisfaction can be achieved with marketing activities, because the goal of marketing is to fulfill and satisfy consumer needs. Consumer satisfaction can be shown through purchasing attitudes. The definition of customer satisfaction can be interpreted as the degree of someone's emotions after comparing their perceived performance or results with expectations ( Kotler, 2013). Service provider companies must be able to make customers satisfied. Customers who are satisfied indicate that their expectations exceed the performance of the service or product they consume. Customers who are satisfied will give the best recommendations to organizations or companies that have provided these services. According to (Lupiyoadi 2013), Service quality can be defined as the attitude of a consumer and also their assessment of the superiority of a service from a company or organization in general. Quality is the overall characteristics and characteristics of a product or service in its ability to meet predetermined or latent needs. (Tjiptono 2007). Quality is a basic business strategy that produces goods and services that meet the needs and satisfaction of internal and external consumers, explicitly and implicitly (Simamora 2014). Services are activities that cannot be defined separately and are essentially intangible, which fulfill needs and do not have to be tied to the sale of other products or services. Service quality is how far the difference is between reality and consumers' expectations for the services they receive or obtain. Based on the theory and problems that occur in the Master of Management Study Program, FEB UM Jember, the objectives of this research are: 1) To determine and analyze the influence of service quality on the satisfaction of RPL Master of Management students at UM Jember; 2) To determine and analyze the influence of service quality on the loyalty of UM Jember Master of

Management RPL students; 3) To find out and analyze the influence of customer satisfaction on loyalty of RPL Master of Management students at UM Jember.

## **II. Literature Review**

According Kotler and Keller (2016), High consumer loyalty is a customer who makes purchases with increasing presentation to a particular company compared to other companies. Consumer loyalty is something that is really needed by companies. There are six reasons why a company needs to gain customer loyalty. First: existing customers are more prospective, meaning loyal customers will provide big profits to the company. Second: the cost of getting new customers is much greater than the cost of keeping and retaining existing customers. Third: customers who already trust the company in one matter tend to trust it in other matters as well. Fourth: a company's operating costs will be efficient if it has many loyal customers. Fifth: companies can reduce psychological and social costs because old customers have had many positive experiences with the company or company products. Sixth: loyal customers will always defend the company and even try to attract and advise other people to become customers

### **2.1 Customer Satisfaction**

The definition of customer satisfaction can be interpreted as a degree of emotion (Kotler (2013). Customer satisfaction must always be maintained by all service or product providers (Tjiptono 2011). Satisfied customers are customers who hope that the service provider's performance exceeds customer expectations. If the service provider's performance is below customer expectations, the customer will feel dissatisfied. Thus, it can be concluded that satisfied customers are customers who feel that the service provider's performance is above the customer's expectations.

### **2.2 Service Quality**

Quality is a basic business strategy that produces goods and services that meet the needs and satisfaction of internal and external consumers, explicitly and implicitly (Simamora 2014). Services are activities that cannot be defined separately and are essentially intangible, which fulfill needs and do not have to be tied to the sale of other products or services. Service quality is how far the difference is between reality and consumers' expectations for the services they receive or obtain. Quality is a condition related to products, services, people, processes and the environment that meets or exceeds expectations (Lupiyoadi 2013). The most popular service quality model and which is currently widely used as a reference in service management and marketing research is the SERVQUAL (Service Quality) model (Parasuraman 1998).

### **2.3 Research Hypothesis Development**

The Influence of Service Quality on Customer Satisfaction, Service quality has been widely conceptualized as the difference between expected service performance and actual perceived service performance (Buchari 2007). The service process concerns how the final results of the process are transferred to the customer (Parasuraman, et al., 1985). Good service quality will usually give a good impression to customers. Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance or results of a product with their expectations (Tjiptono 2020). Research on service quality and customer satisfaction was carried out by: (Pahlevi,

Suwarni, and Nurzam 2021), (Sukamuljo, Ruswanti<sup>1</sup>, and Aida 2021), (Sitinjak, Jushermi, and Noviasari 2017), (Kuntari, Kumadji, and Hidayat 2016), (Poha, Karundeng, and Suyanto 2022), (Harun 2015), (Chao, Wu, and Yen 2015), (Saleem and Raja 2014), (Dimiyati and Subagio 2016), (Muzammil, Yunus, and Darsono 2017), (Mutmainnah 2018), (Wahyuni, Arifin, and Slame 2020), (Prasmara, Rachma, and Primanto 2019), (Fahrika, Rachma, and Slamet 2019), (Hanny and Krisyana 2022), (Fadli 2018), (Nurzhavira and Iriani 2022), (Ratnasari and Gumanti 2019), (Setyawati, Rifai, and Sasmito 2018), (Firmansyah 2022), (Halimah, Mursityo, and Rusydi 2022), (Verriana and Anshori 2017), (Budiyono, Sarbullah, and Novandalina 2022), (Muharmi and Sari 2019), (Yulisetiari and Prahasta 2019), (Purwati and Hamzah 2019). Thus the first hypothesis (H1) is: service quality has an impact on customer satisfaction.

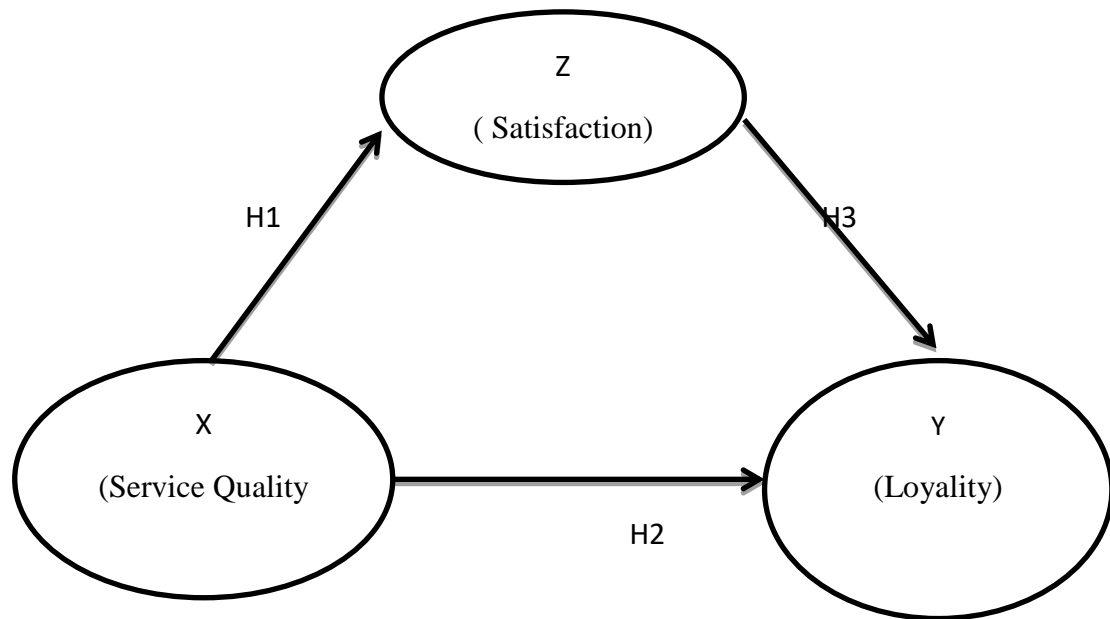
#### **2.4 The Influence of Service Quality on Loyalty**

Service quality has been widely conceptualized as the difference between expected service performance and actual perceived service performance (Buchari 2007). The service process concerns how the final results of the process are transferred to the customer (Parasuraman, et al., 1985). This loyalty can be obtained if the company has provided satisfaction to their consumers. If an organization's service is good, it will make a special impression on customers. Research on service quality and loyalty was carried out by: (Mulyawan and Rinawati 2016), (Soliha et al. 2019), (Nurzhavira and Iriani 2022), (Kassim and Asiah Abdullah 2010), (Osman and Sentosa 2013), (Shi, et al. 2014), (Wu 2011) (Antanegoro, et al. 2017), (Mey and Mohamed 2010), (Putri and Farida 2020), (Pallefi 2017), (Putro, et al. 2014), (Sukamuljo, et al 2021), (Pahlevi, et al. 2021), (Kuntari, et al 2016), (Sivadas and Baker-Prewitt 2000), (Aliman and Mohamad 2016), (Lee and Hwan 2005). Thus, H2 is: service quality influences customer loyalty.

#### **2.5 The Effect of Satisfaction on Loyalty**

Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance or results of a product with their expectations (Tjiptono 2020). This loyalty can be obtained if the company has provided satisfaction to their consumers. If an organization's service is good, it will make a special impression on customers. Providers must provide services that can provide satisfaction to customers. Satisfied customers indicate that the expectations received are greater than the performance of the service. In this way, customers feel satisfied. Customers who are satisfied will provide the best information from service providers to other customers. Research on the relationship between satisfaction and loyalty was carried out by: (Samal and Pradhan 2014), (Nurzhavira and Iriani 2022), (Ratnasari and Gumanti 2019), (Lie et al. 2019), (Soliha et al. 2019). Thus, the third research hypothesis (H3) is: Customer satisfaction influences customer loyalty.

## 2.6 Research Conceptual Framework



**Figure 1.** Research Conceptual Framework

## 2.7 Research Hypothesis

H1: Service quality has a positive influence on customer satisfaction

H2: Service quality has an impact on customer loyalty.

H3: Satisfaction has a positive impact on customer loyalty.

## III. RESEARCH METHODS

### 3.1 Research design

This research is causality research. Causal research is research conducted to identify the level and nature of cause-and-effect relationships. Causal research can be conducted to assess the impact of specific changes to existing norms, various processes, etc (Sugiyono 2017). In this causality research, the influence of service quality variables (X) and satisfaction variables (Z) and customer loyalty (Y) will be analyzed on RPL students of the Master of Management FEB Muhammadiyah University of Jember.

### 3.2 Research variable

There are 3 types of variables used in this research, namely: independent variables, dependent variables and intervening variables. Independent variables are variables that influence the dependent variable (Ferdinand 2016). Variabel bebasnya yaitu service quality (X). The dependent variable is a variable that is influenced by the independent variable (Ferdinand 2016). The dependent variable in this research is customer loyalty (Y). An intervening variable is a variable that acts as an intermediary (means) in the relationship between the independent variable and the dependent variable, its nature can strengthen or weaken the influence on the dependent variable. (Ferdinand 2016). The intervening variable in this research is customer satisfaction (Z).



### **3.3 Research Variable Indicators**

Service Quality, Service quality is an effort that focuses on fulfilling needs, requirements, and timeliness to meet customer expectations. According to Kotler and Keller (2016), Service quality is the actions or actions of a person or organization aimed at providing satisfaction to customers or employees. Of course, satisfaction can be created if customer expectations are met (Qomariah 2016). The indicators of service quality are: physical evidence, responsiveness, empathy, reliability and guarantee (Parasuraman, et al., 1985).

### **3.4 Customer satisfaction**

Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance or results of a product with their expectations (Tjiptono and Chandra 2016). Therefore, consumer satisfaction is a high benchmark for various marketing needs and company goals in general. The indicators of satisfaction are: satisfaction with existing facilities; satisfied with employee services; satisfied with IT use; satisfied with student data services; satisfied with employee care.

### **3.5 Customer loyalty**

Loyalty is a complex concept containing attitudinal and behavioral dimensions. According to (Mu'ah and Masram 2014), loyalty from a behavioral perspective as ongoing repeat purchases. According to (Lupiyadi 2013), Loyalty is an attitude referring to a consumer's ability to maintain a relationship with a service provider. This shows consumers' emotional and psychological commitment to a brand or company. Indicators of customer loyalty are: providing good information; recommend products or services; encourage colleagues to use products and services.

### **3.6 Research Population and Sample**

Population is a generalized area consisting of objects/subjects that have certain quantities and characteristics (Ghozali 2018). The population is all objects or individuals who have certain, clear and complete characteristics that will be studied. The population of this study was 75 RPL students of the Master of Management FEB University of Muhammadiyah Jember. A sample is a representative or part of a population that has the same traits and characteristics and is representative and describes the population so that it is considered to represent the entire population studied. (Sugiyono 2017). Sampling techniques are useful to assist researchers in generalizing to the population represented. Roscoe (1982) provides guidelines for determining sample size, including: in each study, the sample size must range between 30 and 500. The sample in this study was based on Roscoe's opinion and was determined at 50 respondents. The research sample was determined using a purposive sampling method, namely first semester RPL students Academic Year 2022/2023, totaling 50 people.

### **3.7 Data analysis method**

Descriptive Statistical Analysis, Descriptive analysis is used to determine the average value of the variables used in the research which consist of the independent variable, namely service quality (X) and the intervening variable in the form of satisfaction (Z) and the dependent variable, namely customer loyalty (Y) in RPL students of the Master of Management FEB University. Muhammadiyah Jember (Arikunto 2016).

### 3.8 Data Analysis Technique

Data analysis in this study used multiple linear regression analysis with two stages. Validity and reliability tests were carried out to test the research questionnaire. Hypothesis testing is carried out to determine the effect of the independent variable on the dependent variable.

## IV. Results and Discussion

### 4.1 Research Validity and Reliability Test Results

The results of the validity and reliability test of the research variables are presented in Table 1., below.

**Table 1.** Validity Test and Reliability Test Results

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Service Quality (X)	31,6400	17,745	,691	,483	,707
Customer Satisfaction (Z)	31,4800	23,724	,659	,436	,703
Customer Loyalty (Y)	38,0000	30,490	,671	,451	,748

Source: Data Processed by Researchers 2024.

Based on Table 5.1, it can be seen that the Corrected Item-Total Correlation value is above the value of 0.3 which is required as an indicator of the validity test value so it can be concluded that all research variable indicators are valid. Meanwhile, for the construct reliability test, it can be seen that the Cronbach alpha values of the research variables are all above 0.6 as the cut off value for the reliability test assessment.

### 4.2 Hypothesis Test Results

The results of the hypothesis test for the satisfaction variable as the dependent variable are presented in Table 2, below.

**Table 2.** Hypothesis Test Results with Satisfaction as the Dependent Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	9,705	1,784		5,439	,000			

Service Quality (X)	,496	,093	,610	5,337	,000	,610	,610	,610
---------------------	------	------	------	-------	------	------	------	------

Based on the data presented in Table 2, it can be seen that the coefficient value for the service quality variable (X) is 0.496 with a significance level of 0.000, which indicates that service quality has an impact on customer satisfaction.

**Table 3.** Hypothesis Test Results with Loyalty as the Dependent Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3,518	1,534		2,293	,026	,432	6,605
Service Quality(X)	,251	,079	,431	3,163	,003	,091	,410
Customer Satisfaction (Z)	,225	,098	,315	2,308	,025	,029	,422

Source: Data Processed by Researchers 2024.

Based on the data presented in Table 3, it can be seen that the coefficient value for the service quality variable (X) is 0.251 with a significance level of 0.003 and the coefficient value for the customer satisfaction variable is 0.225 with a significance level of 0.025 which indicates that service quality and customer satisfaction impact on customer loyalty.

#### 4.3 Coefficient of Determination

The coefficient of determination value for customer satisfaction as the dependent variable is presented in Table 4, below.

**Table 4.** Results of the Determination Coefficient with Satisfaction as the Dependent

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,610 <sub>a</sub>	,372	,359	2,20449	,372	28,481	1	48	,000	1,522

Source: Data Processed by Researchers 2024.

Based on the data presented in Table 4, it can be seen that the coefficient of determination value can be seen from the Adjusted R Square with a value of 0.359. Thus, it can be concluded that the service quality variable contributes 35.9% to customer satisfaction, while the rest is influenced by other variables outside those studied. The coefficient of determination value for customer loyalty as the dependent variable is



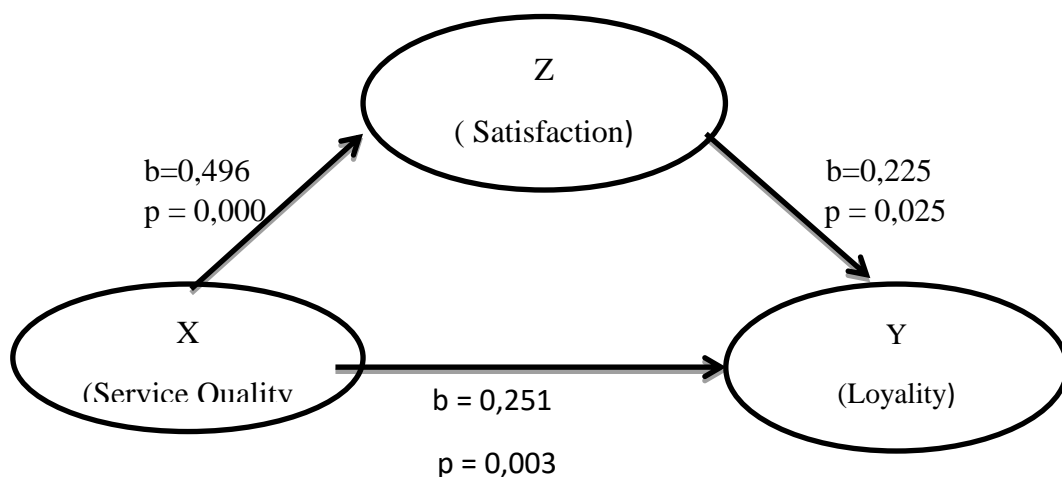
presented in Table 5, below.

**Table 5.** Results of the Determination Coefficient with Customer Loyalty as Dependent variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,672 <sub>a</sub>	,451	,428	1,49095	,451	19,308	2	47	,000	2,355

Source: Data Processed by Researchers 2024.

Based on the data presented in Table 5, it can be seen that the coefficient of determination value can be seen from the Adjusted R Square with a value of 0.428. Thus, it can be concluded that the variables of service quality and customer satisfaction contribute 42.8% to customer loyalty, while the rest is influenced by other variables outside those studied. The results of the hypothesis testing analysis are explained in Figure 2, below.



**Figure 2.** Path Analysis Results

#### 4.3 The Influence of Service Quality on Customer Satisfaction

Based on the results of statistical calculations, it can be seen that the coefficient value of the service quality variable (X) is 0.496 with a significance level of 0.000. Thus, it can be concluded that the first hypothesis which states that service quality influences customer satisfaction is accepted (H1 is accepted) and H0 is rejected. Service quality has been widely conceptualized as the difference between expected service performance and actual perceived service performance (Buchari 2007). Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance or results of a product with their expectations (Tjiptono 2020). Customers will feel satisfied if the service provided exceeds customer expectations. This research is in line with research conducted by (Pahlevi, et al. 2021), (Sukamuljo, et al. 2021), (Sitinjak, et al. 2017), (Kuntari, et al. 2016), (Poha, et al. 2022), (Harun 2015), (Chao, et al. 2015), (Saleem and Raja 2014), (Dimiyati and Subagio 2016), (Muzammil, et al. 2017),

(Mutmainnah 2018), (Wahyuni, et al. 2020), (Prasmara, et al. 2019), (Fahrika, et al., 2019), (Hanny and Krisyana 2022), (Qomariah, et al. 2023), (Muzaki et al. 2023), (Qomariah et al. 2023), (Purnomo et al. 2023), (Qomariah et al. 2022), (Sanosra et al. 2022), (Ambarwati, et al. 2022), (Nikmah et al. 2022), (Swatyas, et al. 2022), (Qomariah and Lestari 2020), (Fahrurrozi, et al. 2020), (Qomariah et al. 2020), (Yanuar,et al. 2017), (Ariska, et al. 2020), (Atmanegara et al. 2019), (Setiawan, et al. 2019), (Sutrisno, et al., 2017), (Dimyati and Subagio 2016), (Subagja and Susanto 2019), (Mutmainnah 2018), (Prasmara, et al. 2019), (Fahrika, et al. 2019), which says that service quality influences customer satisfaction. Meanwhile, research whose results are not in line with this research is research from (Fahmi, et al. 2020), (Qomariah 2012), (Ciputra and Prasetya 2020) which states that service quality has no impact on customer satisfaction.

#### **4.4 The Influence of Service Quality on Customer Loyalty**

Based on the results of statistical calculations, it can be seen that the coefficient value of the service quality variable (X) is 0.251 with a significance level of 0.003. Thus, it can be concluded that the second hypothesis which states that service quality influences customer loyalty is accepted (H2 is accepted) and H0 is rejected. Service quality has been widely conceptualized as the difference between expected service performance and actual perceived service performance (Buchari 2007). The service process concerns how the final results of the process are transferred to the customer (Parasuraman, et al. 1985). This loyalty can be obtained if the company has provided satisfaction to their consumers. If an organization's service is good, it will make a special impression on customers. In this way, customers will provide positive recommendations for the services they have received. Research that is in line with this research is research conducted by (Mulyawan and Rinawati 2016), (Soliha et al. 2019), (Nurzhavira and Iriani 2022), (Kassim and Abdullah 2010), (Osman and Sentosa 2013), (Shi, et al. 2014), (Wu 2011) (Antanegoro, et al. 2017), (Mey and Mohamed 2010), (Putri and Farida 2020), (Pallefi 2017), (Putro, et al. 2014), (Mu'ah et al. 2021), (Rorong et al. 2023) which states that service quality influences customer loyalty. Meanwhile, research that is not in line with this research is that conducted by (Qomariah et al. 2021), (Qomariah 2012), (Sukamuljo, et al., 2021) which states that service quality has no effect on customer loyalty.

#### **4.5 The Influence of Customer Satisfaction on Customer Loyalty**

Based on the results of statistical calculations, it can be seen that the coefficient value of the customer satisfaction variable (Z) is 0.225 with a significance level of 0.025. Thus, it can be concluded that the third hypothesis which states that customer satisfaction influences customer loyalty is accepted (H3 is accepted) and H0 is rejected. Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance or results of a product with their expectations (Tjiptono 2020). This loyalty can be obtained if the company has provided satisfaction to their consumers. If an organization's service is good, it will make a special impression on customers. Providers must provide services that can provide satisfaction to customers. Satisfied customers indicate that the expectations received are greater than the performance of the service. In this way, customers feel satisfied. Customers who are satisfied will provide the best information from service providers to other customers. This research is in line with research conducted by:(Samal and Pradhan 2014), (Nurzhavira and Iriani 2022), (Ratnasari and Gumanti 2019), (Lie et al. 2019), (Soliha et al. 2019), (Hanny and Krisyana 2022), (Oktaviani 2017), (Antanegoro, et al., 2017), (Woor and Meliana 2019), (Quintania and Sasmita 2020), (Mustamu, 2021), (Mardiyan and Murwatiningsih 2015) which

states that customer satisfaction has an impact on customer loyalty.

## V. Conclusion

1. Service quality influences customer satisfaction at the Master of Management Study Program, FEB Muhammadiyah University, Jember.
2. Service quality influences customer loyalty in the Master of Management Study Program, FEB Muhammadiyah University, Jember.
3. Customer satisfaction influences customer loyalty in the Master of Management Study Program, FEB Muhammadiyah University, Jember.

## References

- . 2011. Strategi Pemasaran. Yogyakarta: Andi.
- . 2014. Pemasaran Jasa – Prinsip, Penerapan, Dan Penelitian. Yogyakarta: ANDI Offset.
- . 2016. Marketing Adactive Strategy. Jember: Cahaya Ilmu.  
[https://www.researchgate.net/publication/326623130\\_MARKETING\\_ADACTIVE\\_STRATEGY](https://www.researchgate.net/publication/326623130_MARKETING_ADACTIVE_STRATEGY).
- . 2020. “Building Student Satisfaction and Loyalty Based on Service Quality and Institutional Image.” SSRG International Journal of Economics and Management Studies (SSRG-IJEMS) 7(9): 24–33.  
<https://www.internationaljournalsrsg.org/IJEMS/paper-details?Id=703>.
- . 2020. Strategi Pemasaran: Prinsip Dan Penerapan. Yogyakarta: Andi.
- Aliman, Nor Khasimah, and Wan Normila Mohamad. 2016. “Linking Service Quality, Patients’ Satisfaction and Behavioral Intentions: An Investigation on Private Healthcare in Malaysia.” Procedia - Social and Behavioral Sciences 224(August 2015): 141–48. <http://dx.doi.org/10.1016/j.sbspro.2016.05.419>.
- Ambarwati, Iin Umi, Nurul Qomariah, and Abadi Sanosra. 2022. “Impact of Service Quality and Trust on Patient Satisfaction at Blambangan Hospital Banyuwangi.” 10(2): 11–17.
- Antanegoro, R.M Yordan, Djasuro Surya, and Fauzi Sanusi. 2017. “Analisis Pengaruh Inovasi Produk, Inovasi Layanan Dan Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Nasabah.” Jurnal Riset Bisnis dan Manajemen Tirtayasa 1(2): 167–78.  
<https://ejournal.unsrat.ac.id/index.php/emba/article/view/16522/16014>.
- Antanegoro, RM Yordan, Djasuro Surya, and Fauzi Sanusi. 2017. “Analisis Pengaruh Inovasi Produk, Inovasi Layanan Dan Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Nasabah.” Jurnal Riset Bisnis dan Manajemen Tirtayasa 1(2): 167–79.  
<https://jurnal.untirta.ac.id/index.php/JRBM/article/view/3152/2395>.
- Arikunto, Suharsimi. 2016. Prosedur Penelitian Suatu Pendekatan Praktik. Jakarta: Rineka Cipta.

- Ariska, Viky, Nurul Qomariah, and Bayu Wijayanti. 2020. "The Impact of Service Quality, Price, Products, and Trust on 'Kober Mie Setan' Consumer Satisfaction." *International Journal of Scientific and Technology Research* 9(4): 1782–85.
- Atmanegara, Stivani Yanti, Dwi Cahyono, Nurul Qomariah, and Abadi Sanosra. 2019. "Pengaruh Kualitas Pelayanan , Citra Perusahaan , Dan Lokasi Terhadap Kepuasan Konsumen Hotel Ijen View Bondowoso." *Jurnal Sains Manajemen dan Bisnis Indonessia*, E-ISSN : 2541-2566 9(1): 79–89. <http://jurnal.unmuhjember.ac.id/index.php/SMBI/article/view/2375/1875>.
- Buchari, Alma. 2007. *Manajemen Pemasaran Dan Pemasaran Jasa*, Edisi Revisi. Bandung: Alfabeta.
- Budiyono, Rokhmad, Sarbullah, and Arini Novandalina. 2022. "Pengaruh Kualitas Pelayanan, Harga Dan Kepercayaan Terhadap Kepuasan Pelanggan Cherry Pet Shop Purwokerto." *JURNAL INFOKAM* Vol. 18(1): 9–25.
- Chao, Ren-fang, Tai-Chi Wu, and Wei-Ti Yen. 2015. "The Influence of Service Quality , Brand Image , and Customer Satisfaction on Customer Loyalty for Private Karaoke Rooms in Taiwan." *The Journal of Global Business Management* 11(1): 59–67.
- Ciputra, William, and Wibawa Prasetya. 2020. "Analisis Pengaruh E-Service Quality, Perceived Value Terhadap Customer Satisfaction, Trust, Dan Customer Behavioral Intention (Survei Pada Customer Toko Online Wwww.Blibli.Com)." *COMMENTATE: Journal of Communication Management* 1(2): 109. <https://doi.org/10.37535/103001220201>.
- Dimiyati, Muhammad, and N Ari Subagio. 2016. "Impact of Service Quality, Price, and Brand on Loyalty with the Mediation of Customer Satisfaction on Pos Ekspres in East Java." *Mediterranean Journal of Social Sciences MCSER Publishing* 7(4): 2039–9340.
- Fadli, Mochammad Faisal. 2018. "Pengaruh Orang, Proses, Kualitas Layanan Dan Nilai Pelanggan Terhadap Kepuasan Pelanggan Pada PT Prudential Life Assurance Pontianak." *Jurnal Ekonomi Integra* 7(1): 015. <http://journal.stieip.ac.id/index.php/iga/article/view/109/82>.
- Fahmi, Adriyan, Nurul Qomariah, and Dwi Cahyono. 2020. "Effect of Service Quality and Service Innovation of Patient Satisfaction and Loyalty." *International Journal of Engineering Research & Technology (IJERT)* 9(06): 1085–90.
- Fahrika, Afifa, N Rachma, and Afi Rachmat Slamet. 2019. "Pengaruh Online Marketing Dan E-Service Quality Terhadap Loyalitas Dengan Kepuasan Sebagai Variabel Intervening Pada Online Shop Joyism Malang." *Jurnal Ilmiah Riset Manajemen* 8(4): 52–63.
- Fahrurrozi, Achmad, Yusron Rozzaid, and Nurul Qomariah. 2020. "Efforts to Increase Retail Customer Satisfaction." *SSRG International Journal of Economics and Management Studies (SSRG-IJEMS)* 7(7): 25–31. <https://www.internationaljournalssrg.org/IJEMS/paper-details?Id=655>.
- Ferdinand, Agusty. 2016. *BP Undip 2 Metode Penelitian Manajemen: Pedoman Penelitian Untuk Skripsi, Tesis Dan Disertasi Ilmu Manajemen*.
- Firmansyah, Irman. 2022. "Kepuasan Nasabah Perumda Bpr Kota Sukabumi Pasca Covid-19 : Dampak Kualitas Layanan Online." *Jurnal Inovasi Penelitian* 3(6).

- Ghozali, I. 2018. *Aplikasi Analisis Multivariate SPSS 25 (9th Ed).* (9th ed.). Semarang: Universitas Diponegoro.
- Halimah, Roshidah Nur, Yusi Tyroni Mursityo, and Alfi Nur Rusydi. 2022. "Analisis Pengaruh Kualitas Layanan Bca Mobile Terhadap Tingkat Kepuasan Dan Loyalitas Nasabah Berdasarkan Model E-S-Qual Dan E-Recs-Qual Analysis Of Bca Mobile Service Quality Impact On Customer Satisfaction And Loyalty Levels Based On The E-S-Qual And E-." 9(6): 1219–27.
- Hanny, Hanny, and Krisyana Krisyana. 2022. "Pengaruh Kualitas Pelayanan, Citra Merek Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Kafe Di Kota Batam." *Jesya (Jurnal Ekonomi & Ekonomi Syariah)* 5(1): 1115–29. <https://stiealwashliyahsibolga.ac.id/jurnal/index.php/jesya/article/view/703/377>.
- Harun, Rustam. 2015. "Pengaruh Atribut Produk Dan Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Nasabah Simpedes Pada Bri Unit Kantor Cabang Palu." *Katalogis* 3(10): 145–54.
- <https://worldscholarshub.com/id/importance-of-higher-education/>. 2023. "No Title."
- Joel Mustamu, Elijah. 2021. "Pengaruh Inovasi Produk Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Kfc Srandol." *Jurnal Administrasi Bisnis X(I)*: 689–96.
- Kassim, Norizan, and nor Asiah Abdullah. 2010. "The Effect of Perceived Service Quality Dimensions on Customer Satisfaction, Trust, and Loyalty in e-Commerce Settings: A Cross Cultural Analysis." *Asia Pacific Journal of Marketing and Logistics* 22(3): 351–71.
- Kotler, K, and K L Keller. 2016. "Manajemen Pemasaran, Buku 1, Edisi 13." Indonesia: Erlangga.
- Kotler, Philip, and Kevin Lane Keller. 2016. *Marketing Management 15e*. New Jersey: Person Prentice Hall, Inc.
- Kotler. 2013. "Analisis Manajemen Pemasaran , Perencanaan, Impementasi Dan Pengendalian." 1(3): 89.
- Kuntari, B., S. Kumadji, and K. Hidayat. 2016. "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Pelanggan (Survei Pada Pelanggan Bengkel PT Astra International Tbk â Daihatsu Malang)." *Jurnal Administrasi Bisnis S1 Universitas Brawijaya* 36(1): 196–202.
- Lee, Ming Chang, and Ing San Hwan. 2005. "Relationships among Service Quality, Customer Satisfaction." *International Journal of Management* 22(4).
- Lie, Darwin, Acai Sudirman, E. Efendi, and Marisi Butarbutar. 2019. "Analysis of Mediation Effect of Consumer Satisfaction on the Effect of Service Quality, Price and Consumer Trust on Consumer Loyalty." *International Journal of Scientific and Technology Research* 8(8): 421–28.
- Lupiyoadi, Rambat. 2013. *Manajemen Pemasaran*. Jakarta: Salemba Empat.
- Mardiyani, Yuyun, and Murwatiningasih. 2015. "Pengaruh Fasilitas Dan Promosi Terhadap Kepuasan Pengunjung Melalui Keputusan Berkunjung Sebagai Variabel Intervening Pada Objek Wisata Kota Semarang." *Management Analysis Journal* 4(1): 65–75.

- Mey, Lau Pei, and Baharuddin Mohamed. 2010. "Service Quality , Visitor Satisfaction and Behavioural Intentions : Pilot Study At a Museum in Malaysia." *Journal of Global Business and Economics* 1(1): 226–40.
- Mu'ah, Mesra Surya Ariefin, Masram, and Nurul Qomariah. 2021. "The Role of Cafe Atmosphere and Product Quality in Building Consumers ' Trust and Loyalty." *International Journal of Economics and Management Studies* 8(9): 44–47.
- Mu'ah, Mu'ah, and Masram Masram. 2014. *Loyalitas Pelanggan:Tinjauan Aspek Pelayanan Dan Biaya Peralihan*. Sidoarjo: Zifatama.
- Muharmi, Habibah, and Kurnia Sari. 2019. "Pengaruh Service Quality , Food Quality , Dan Perceived Value Terhadap Consumer Satisfaction Dan Behavioral Intentions." *Jurnal Manajemen Dan Bisnis Indonesia* 5(2): 193–203. <http://jurnal.unmuhjember.ac.id/index.php/JMBI/article/view/2880/2224>.
- Mulyawan, Ali, and Rinawati. 2016. "Pengaruh Kualitas Layanan Akademik Terhadap Kepuasan Mahasiswa Serta Implikainya Pada Loyalitas Mahasiswa." *Jurnal Ekonomi, Bisnis & Entrepreneurship* 10(2): 119–31.
- Mutmainnah, Mutmainnah. 2018. "Pengaruh Kualitas Layanan Dan Citra Perusahaan Terhadap Kepuasan Dan Loyalitas Nasabah." *Jurnal Manajemen dan Pemasaran Jasa* 10(2): 201. <https://10.0.98.17/jmpj.v10i2.2344>.
- Muzaki, Mochamad, Ni Nyoman Putu Martini, Arik Susbiyani, and Nurul Qomariah. 2023. "Pengaruh Kualitas Dan Inovasi Pelayanan Terhadap Kepercayaan Masyarakat Melalui Kepuasan Masyarakat Sebagai Variabel Intervening Pada Dinas Kependudukan Dan Pencatatan Sipil Kabupaten Banyuwangi Mochamad." *Relasi, Jurnal Ekonomi* 19(2): 247–67. <http://jurnal.itsm.ac.id/index.php/relasi/article/view/856/755>.
- Muzammil, Abdul, Mukhlis Yunus, and Nurdasila Darsono. 2017. "Pengaruh Kualitas Pelayanan Dan Citra Perusahaan Terhadap Loyalitas Pelanggan Indihome Pt. Telkom Indonesia Di Banda Aceh Dengan Kepuasan Dan Kepercayaan Pelanggan Sebagai Variabel Mediasi." *Jurnal Manajemen dan Inovasi* 8(3): 104–33. <http://www.jurnal.unsyiah.ac.id/JInoMan/article/viewFile/9342/7643>.
- Nikmah, Hairun, Arik Susbiyani, Ni Nyoman Putu Martini, and Nurul Qomariah. 2022. "The Role of Price , Promotion and Quality Of Service in Improving Honda Motorcycle Customer Satisfaction and Loyalty." *SSRG International Journal of Economics and Management Studies* 9(1): 14–23. <https://www.internationaljournalssrg.org/IJEMS/paper-details?Id=920>.
- Nurzhavira, Gusti Putri, and Sri Setyo Iriani. 2022. "Pengaruh Kualitas Layanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Indihome." *JIMAT* 13(2): 692–704.
- Oktaviani, Qomariah Gladis. 2017. "Pengaruh Hedonic Value Dan Utilitarian Value Terhadap Customer Satisfaction Dan Behavioural Intentions." *Calyptra* 6(2): 892–909. <https://journal.ubaya.ac.id/index.php/jimus/article/view/957/764>.
- Osman, Z, and I Sentosa. 2013. "Service Quality and Customer Loyalty in Malaysian Rural Tourism: A Mediating Effect of Trust." *International Journal of Marketing Practices-IJMP* 1(1): 31–42. <http://ssrn.com/abstract=2270441>.



- Pahlevi, Afif Fakhri, Suwarni Suwarni, and Nurzam Nurzam. 2021. "The Influence Of Service Quality And Customer Satisfaction Towards Customer Loyalty At Bank Mega Syariah Bengkulu Pengaruh Kualitas Pelayanan Dan Kepuasan Nasabah Terhadap Loyalitas Nasabah Pada Bank Mega Syariah Bengkulu." *Jurnal Emak (Jurnal Ekonomi Manajemen Akuntansi dan Keuangan* 2(4): 315–22.
- Parasuraman, A, VA Zeithaml, and LL Berry. 1985b. "A Conceptual Model of Service Quality and Its Implications for Future Research." *Journal of Marketing* 49(Fall 1985): 41–50. <http://www.jstor.org/stable/1251430> (June 24, 2016).
- Parasuraman, A. 1998. "Customer Service in Business to Business Markets an Agenda for Research.Pdf." 13(4): 309–21.
- Parasuraman, A., Valarie A. Zeithaml, and Leonard L. Berry. 1985a. "A Conceptual Model of Service Quality and Its Implications for Future Research." *Journal of Marketing* 49(4): 41.
- Poha, Fauzia Rukmana, Deby Rita Karundeng, and Moh Afan Suyanto. 2022. "Analisis Citra Merek, Kualitas Produk Dan Kualitas Layanan Terhadap Kepuasan Konsumen (Survey Pengunjung Kopi Dari Hati Marisa)." *Jurnal Pendidikan dan Kewirausahaan* 10(1): 86–104.
- Prasmara, Ariska Estu, N. Rachma, and Alfian Budi Primanto. 2019. "Pengaruh Online Marketing Dan E-Service Quality Terhadap E-Loyalty Dengan E- Satisfaction Sebagai Variabel Intervening Pada Online Shop Khayrsraf." *e – Jurnal Riset Manajemen*: 29–44.
- Purnomo, Deddy Dwi, Permana. Anindya Restu, Dedy Irawan, and Nurul Qomariah. 2023. "The Influence Of Service Quality, Brand Image, And Customer Satisfaction On Customer Loyalty Of Bekam Therapy Center Jember." *International Journal of Management Science and Information Technology (IJMSIT)* 3(2): 157–64. <http://journal.lembagakita.org/index.php/IJMSIT/article/view/1309/1001>.
- Purwati, Astri Ayu, and Muhammad Luthfi Hamzah. 2019. "Total Service Quality Management and It's Impact on Customer Satisfaction and Loyalty of Online Transportation in Indonesia." *International Journal of Scientific and Technology Research* 8(11): 1066–70.
- Putri, Aldilla Dwi Septianing, and Naili Farida. 2020. "Pengaruh Fasilitas Wisata Dan Kualitas Pelayanan Terhadap Niat Berkunjung Kembali Melalui Kepuasan Pengunjung (Studi Obyek Wisata Goa Kreo Kota Semarang)." *Jurnal Administrasi Bisnis X(I)*: 781–93. <https://ejournal3.undip.ac.id/index.php/jiab/article/view/29796>.
- Putro, Shandy Wijoyo, Hatane Samuel, and Ritky Karina MR Brahmana. 2014. "Pengaruh Kualitas Layanan Dan Kualitas Produk Terhadap Kepuasan Pelanggan Dan Loyalitas Konsumen Restoran Happy Garden Surabaya." *Jurnal Manajemen Pemasaran* 2(1): 1–9. <http://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/1404>.
- Qomariah, Nurul, and Yayan Ayu Lestari. 2020. "The Role of Service Quality to Increase Customer Satisfaction of Bank Syariah Mandiri Jember." In *Proceedings of International Seminar*, , 175–81.
- Qomariah, Nurul, Bibin Widiatmoko, Abadi Sanosra, and Nursaid Nursaid. 2022. "Dapatkah Inovasi Dan Kualitas Layanan Meningkatkan Tingkat Kunjungan Dan

- Kepuasan Pengunjung Pada Lounge Pemda Banyuwangi ?” In SENAMA 2022, Surabaya: UPN Surabaya, 165–80.  
<http://prosenama.upnjatim.ac.id/index.php/prosenama/article/view/37/38>.
- Qomariah, Nurul, Mohammad Krisna Murti Pangestu, Toni Herlambang, and Ni Nyoman Putu. 2021. “The Role of Promotion and Service Quality in Increasing Consumer Satisfaction and Loyalty in Pawnshops.” *Journal of Economics, Finance and Management Studies* 4(10): 1948–60.
- Qomariah, Nurul, Raihul Firdaus, and Toni Herlambang. 2023. “Peran Kualitas Layanan, Kepercayaan, Dan Kepuasan Dalam Meningkatkan Loyalitas Nasabah Koperasi.” In *PROSENAMA 2023*, Surabaya: UPN Jatim, 121–31.
- Qomariah, Nurul, Sarwito Sarwito, Abadi Sanosra, and Mohammad Thamrin. 2023. “Peran Kualitas Layanan, Inovasi Dan Kepercayaan Dalam Meningkatkan Kepuasan Pengunjung Lapas Kelas IIB.” *BUDGETING: Journal of Business, Management and Accounting* 4(2): 204–17.
- Qomariah, Nurul. 2012. “Pengaruh Kualitas Layanan Dan Citra Institusi Terhadap Kepuasan Dan Loyalitas Pelanggan.” *Jurnal Aplikasi Manajemen* 10(1): 177–87.  
<https://jurnaljam.ub.ac.id/index.php/jam/article/view/410/447>.
- Quintania, Melani, and Sasmitha Sasmitha. 2020. “Pengaruh Desain Dan Inovasi Produk Terhadap Kepuasan Konsumen Dan Dampaknya Pada Loyalitas Konsumen (Studi Kasus Pada Konsumen Lipstik Wardah Kosmetik Jabodetabek).” *Media Ekonomi* 20(1): 26.  
<http://www.jurnalnasional.ump.ac.id/index.php/MEDEK/article/view/9491/3711>.
- Ratnasari, Dwi, and Tatang Ary Gumanti. 2019. “Relationship Marketing, Service Quality, Satisfaction and Customers Loyalty of Bank Sharia Mandiri Banyuwangi.” *International Journal of Scientific and Technology Research* 8(6): 7–10.  
<https://www.google.com/url?client=internal-element-cse&cx=015665522297807158791:e4ankvq01v0&q=http://www.ijstr.org/final-print/june2019/Relationship-Marketing-Service-Quality-Satisfaction-And-Customers-Loyalty-Of-Bank-Sharia-Mandiri-Banyuwangi.pdf&sa=U&ve>.
- Rorong, C J et al. 2023. “Pengaruh Atmosfer Café Dan Kualitas Layanan Terhadap Loyalitas Pelanggan Dengan Citra Merek Sebagai Variabel Intervening Pada Café I Care Langowan.” *Jurnal EMBA* 11(2): 255–64.
- Roscoe. 1982. *Research Methods for Business*. New York: McGraw Hill.
- Saleem, Hamad, and Naintara Sarfraz Raja. 2014. “The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan.” *Middle - East Journal of Scientific Research* 19(5): 706–11.
- Samal, Ratidev, and Sunil Kumar Pradhan. 2014. “Service Quality, Customer Satisfaction and Loyalty: An Empirical Analysis of Public Sector Banks in Bhubaneswar.” *Siddhant- A Journal of Decision Making* 14(2): 97.
- Sanosra, Abadi, Eko Budi Satoto, Tomi Ismanto, and Nurul Qomariah. 2022. “Impact of Service Quality and Promotion on Satisfaction and Loyalty of Visitors to Red Island Tourism Destinations Banyuwangi.” *Quest Journals Journal of Research in Business and Management* 10(2): 78–86.

- Setiawan, Ajis, Nurul Qomariah, and Haris Hermawan. 2019. "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen." In JSMBI(Jurnal Sains Manajemen Dan Bisnis Indonesia ), , 114–26.
- Setyawati, Widya Agustin, Muhammad Rifai, and Chyo Sasmito. 2018. "Pengaruh Kualitas Pelayanan , Fasilitas , Harga Dan Citra Institusi Terhadap Kepuasan Pasien." Madani, Jurnal Politik dan Sosial kemasyarakatan 10(2): 50–63.
- Shi, Yongdong, Catherine Prentice, and Wei He. 2014. "Linking Service Quality, Customer Satisfaction and Loyalty in Casinos, Does Membership Matter?" International Journal of Hospitality Management 40: 81–91. <http://dx.doi.org/10.1016/j.ijhm.2014.03.013>.
- Simamora, Bilson. 2014. "Nilai Pelanggan Sebagai Basis Pemasaran Strategik." : 469.
- Sitinjak, Rutmaira, Jushermi, and Henni Noviasari. 2017. "Analisis Pengaruh Atribut Produk Islami Dan Kualitas Pelayanan Terhadap Kepuasan Nasabah Dan Loyalitas Nasabah Pada Pt Bank Negara Indonesia Syariah (BNI Syariah) Pekanbaru." JOMFekom 4(1): 843–57. <https://media.neliti.com/media/publications/125589-ID-analisis-dampak-pemekaran-daerah-ditinja.pdf>.
- Sivadas, Eugene, and Jamie L. Baker-Prewitt. 2000. "An Examination of the Relationship between Service Quality, Customer Satisfaction, and Store Loyalty." International Journal of Retail & Distribution Management 28(2): 73–82.
- Soliha, Euis et al. 2019. "Service Quality, Bank Image, and Customer Loyalty: The Mediating Role of Customer Satisfaction." International Journal of Scientific and Technology Research 8(10): 2667–71.
- Subagja, Iwan Kurniawan, and Putri Herlanies Susanto. 2019. "Pengaruh Kualitas Pelayanan, Kepuasan Nasabah Dan Citra Perusahaan Terhadap Loyalitas Nasabah Pt. Bank Central Asia Tbk Kantor Cabang Pondok Gede Plaza." Jurnal Manajemen Bisnis Krisnadwipayana 7(1): 69–84. <https://10.0.137.65/jmbk.v7i1.249>.
- Sugiyono. 2017. Metode Penelitian Kuantitatif, Kualitatif, Dan R&D. Bandung: Alfabeta.
- Sukamuljo, Luhur, Endang Ruswanti1, and Mus Aida. 2021. "Hospital Image and Service Quality Are Not Able to Provide Patient Satisfaction and Loyalty Effect." Journal of Multidisciplinary Academic 05(04): 321–27.
- Sutrisno, Dwi Cahyono, and Nurul Qomariah. 2017. "Analisis Kualitas Pelayanan , Kepercayaan Serta Citra Koperasi Terhadap Kepuasan Dan Loyalitas Anggota." Jurnal Sains Manajemen & Bisnis Indonesia 7(2): 157–74. <http://jurnal.unmuhjember.ac.id/index.php/SMBI/article/view/1230/990>.
- Swatyas, Debora R, Ni Nyoman Putu Martini, and Nurul Qomariah. 2022. "Impact of Service Quality and Product Innovation on Public Satisfaction and Trust." American Journal of Humanities and Social Sciences Research (AJHSSR) A 06(02): 15–24. <https://www.ajhssr.com/current-issue/>.
- Tjiptono, Fandy, and Gregorius Chandra. 2016. Service, Quality & Satisfaction. Yogyakarta: CV.Andi Offset.
- Tjiptono, Fandy. 2007. Service, Quality & Satisfaction. Yogyakarta: Andi.

- Verriana, Rusdyana Intan, and Mohamad Yusak Anshori. 2017. "Pengaruh Kualitas Layanan ( Service Quality ) Terhadap Loyalitas Melalui Kepuasan." *Accounting and Managemen Journal* 1(1): 63–79.
- Wahyuni, Fitri, Rois Arifin, and Afi Rachmat Slame. 2020. "Analisis Pengaruh Customer Service Quality, Customer Satisfaction, Switching Cost Dan Trust In Brand Terhadap Customer Retention (Studi Pada Pengguna Kartu SimPATI Telkomsel Malang)." *e\_Jurnal Riset Manajemen* 9(8): 197–208. <http://jim.unisma.ac.id/index.php/jrm/article/view/6284/5168>.
- Woor, Sasmiyarsi, and Vina Meliana. 2019. "Pengaruh Inovasi Proses T-Cash Tap Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Pelanggan Telkomsel." *Jurnal Bisnis dan Komunikasi* 6(1).
- Wu, Chao chan. 2011. "The Impact of Hospital Brand Image on Service Quality, Patient Satisfaction and Loyalty." *African Journal of Business Management* 5(12): 4873–82.
- Yanuar, Masnia Mahardi, Nurul Qomariah, and Budi Santoso. 2017. "Dampak Kualitas Produk, Harga, Promosi Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Optik Marlin Cabang Jember." *Jurnal Manajemen dan Bisnis Indonesia* 3(1): 61–80. <http://jurnal.unmuhjember.ac.id/index.php/JMBI/article/view/784/623>.
- Yulisetiari, Diah, and Yongky Ade Prahasta. 2019. "The Effect of Price, Service Quality, Customer Value, and Brand Image on Customers Satisfaction of Telkomsel Cellular Operators in East Java Indonesia." *International Journal of Scientific and Technology Research* 8(3): 5–9. <https://www.google.com/url?client=internal-element-cse&cx=015665522297807158791:e4ankvq01v0&q=http://www.ijstr.org/final-print/mar2019/The-Effect-Of-Price-Service-Quality-Customer-Value-And-Brand-Image-On-Customers-Satisfaction-Of-Telkomsel-Cellular-Opera>.
- Zulva Pallefi, Alvira. 2017. "Service Quality, Destination Competitiveness, and Previous Experience Influence Toward Revisit Decision." *Jurnal Administrasi Bisnis* 6(2): 117–23. <https://ejournal.undip.ac.id/index.php/janis/article/view/16613>.