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Effect of Service Quality on Customer Satisfaction at Popeye Chicken Express Kleco in Surakarta

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Abstract

The purpose to be achieved in this study is to determine the effect of quality service has an effect on customer satisfaction at Popeye Chicken Express Kleco Branch at Surakarta. In connection with these objectives, the following hypothesis is proposed the effect of quality tangible service, empathy, reliability, certainty, and responsiveness partially and simultaneously to customer satisfaction at Popeye Chicken Express Kleco in Surakarta. Sampling of this method of research using non-probability sampling with the type of non-probability sampling used is purposive sampling. By population and sample used in this study were 100 people, data collection in this study using. The questionnaire and analysis techniques used are validity test, reliability test, classical assumption test and test hypothesis using IBM SPSS Statistics 23. The analysis results show that the tangible service quality variable does not have a positive effect on customer satisfaction with a value of t count 0.043 with sig. 0.966, the service quality variable has no empathy positive effect on customer satisfaction with a value of t count 1.090 and sig. 0.278, variable Service quality reliability has a positive effect on customer satisfaction with a t value of 2.090 and sig. 0.039, the variable quality of service assurance has a positive effect on customer satisfaction with a value of t count 2.427 and sig. 0.017, and the variable responsiveness of service quality has no effect positive on customer satisfaction with a value of t count 1.290 and sig. 0.200.

Keywords: *Tangible, Empathy, Reliability, Certainty, Responsiveness and Customer Satisfaction.*

1. Introduction

The development of the business world in the current era of globalization has created intense competition and fierce among companies engaged in services, trade and industry. In meet human needs that are dynamic, which means that someone will do well to fulfill a more basic need before directing the behavior to fulfill higher need. Among the most basic human needs are the need to satisfy hunger is which it drives producers to create and provide the type of food in accordance with the needs of the target market. Human needs are not only limited to limited food but also demanding various desires including service and serving quickly at a price affordable. With the rapid development of existing technology, a system develops modern service where the service system provides fast food for various groups of consumers and this system already exist and are growing rapidly in Indonesia.

Fast Food Restaurant is a supported food service system by modern machines that make it possible to serve food in a reasonable time fast. Popeye Chicken Express (PCE) is one of the fastest growing fast food restaurants in Indonesia. PCE was originally established in Yogyakarta City, and later developed with franchise system to reach several cities in Indonesia. The PCE business development in Indonesia is supported by the services provided.

Service is the key to the success of PCE in facing increasingly fierce competition. by providing the best service for customers it will create satisfaction for its customers. Once the customer is satisfied with the product or service received, the customer will compare the services provided. If the customer completely satisfied, they'll buy again and give people recommendations others to buy at the same place and if the customer is satisfied with the service given of course will have a positive psychological impact, which may be impact on loyalty to companies that provide this satisfaction. In quality of service there are several aspects that must be considered in order to provide

Maximum services are tangible, empathy, responsive, reliability, and certainty. In each restaurant offers a strategic location, various types of food and quality service good, the various services offered are expected to attract new customers and retain old customers. This was also done by one of the existing PCE branches in Indonesia, namely PCE Kleco, where PCE Kleco provides good service with supported by good facilities too. Thus Kleco PCE can maintain its existence in the midst of the people of the city of Solo. It cannot be denied that the city of Solo is one of the cities that is now densely populated and has become land under development business in the culinary field. It is not only the quality of service that is maximized by the quality of employees also must be considered, because the quality of employee service also affects satisfaction customer. Sometimes there are times when a lack of service is provided such as the facilities available not in accordance with customer expectations or service from the employee itself less friendly with customers which can reduce customer satisfaction itself. By because it is very important to start thinking about the importance of customer service more mature, because service quality is a vital aspect in order to stay in business and win the competition.

Krisdianti in 2019 conducted a research entitled the influence of service quality on customer satisfaction at the Pizza Hut Malang Town restaurant Square with the results of the study show that the Service Quality is Tangible, Reliability, Responsiveness, Assurance and Empathy partially and simultaneously have a significant effect on Customer Satisfaction. This is what encourages researchers to examine customer satisfaction at PCE Kleco branch, Surakarta to evaluate the importance of the quality of services provided towards customer satisfaction at the PCE Kleco branch in Surakarta, it needs to be implemented research with the title ANALYSIS OF THE EFFECT OF QUALITY OF SERVICE ON CUSTOMER SATISFACTION IN THE POPEYE CHICKEN EXPRESS BRANCH OF KLECO IN SURAKARTA.

2. Literature Review

Tangible

Tangible, namely in the form of physical appearance, equipment and various good communication materials. Physical evidence represents physical facilities and equipment including employees, measured by conditions and location building, interior, and employee appearance. Means in providing service, everyone who is want the service can feel the importance of physical evidence presented by the developer services, so that the services provided provide satisfaction.

Empathy

Empathy is personal attention, understanding customer needs; measured by employee attention seriously and do not differentiate social status in service. The ministry will run smoothly and with quality if every party having an interest in the service has it empathy in completing or caring for or having the same commitment to service.

Reliability

Reliability, that is, every service requires a reliable form of service, meaning in providing service, every employee is expected to have the ability in knowledge, expertise, independence, mastery and high work professionalism, so that the work activities carried out produce results a satisfactory form of service, without any complaints and excessive impressions of service accepted by society. This means the level of reliability in the eye of pieces, including capability deliver the promised money service promptly, accurately, and satisfactorily.

Certainty (Assurance)

Assurance, which is the employee's ability to generate confidence and trust in promises that have been made to customers. Every form of service requires certainty for the services provided. The form of certainty of a service is largely determined by the guarantee of employees who provide services, so that people who receive services feel satisfied and confident that all forms of service affairs are carried out thoroughly and completed at speed, accuracy, convenience, smoothness and quality of services provided.

Quick Response (Responsiveness)

Quick Response, namely the willingness of employees and employers to help customers and provide services quickly and hear and resolve customer complaints. Everyone who gets services really need an explanation for the services provided so that they can be understood by customers and to make this happen, the quality of service responsiveness has a role important for fulfilling various explanations in service activities to customers.

Customer Satisfaction

According to Fauzi (2017), customer satisfaction is a result of the comparison between expectations and performance obtained; therefore it is necessary to do research to determine customer expectations in order company can meet these expectations. According to Farida (2016), customer satisfaction is a feeling happy or disappointed that the customer feels for the experience obtained from the product offered by the company in the hope that wants and needs can be met.

Framework

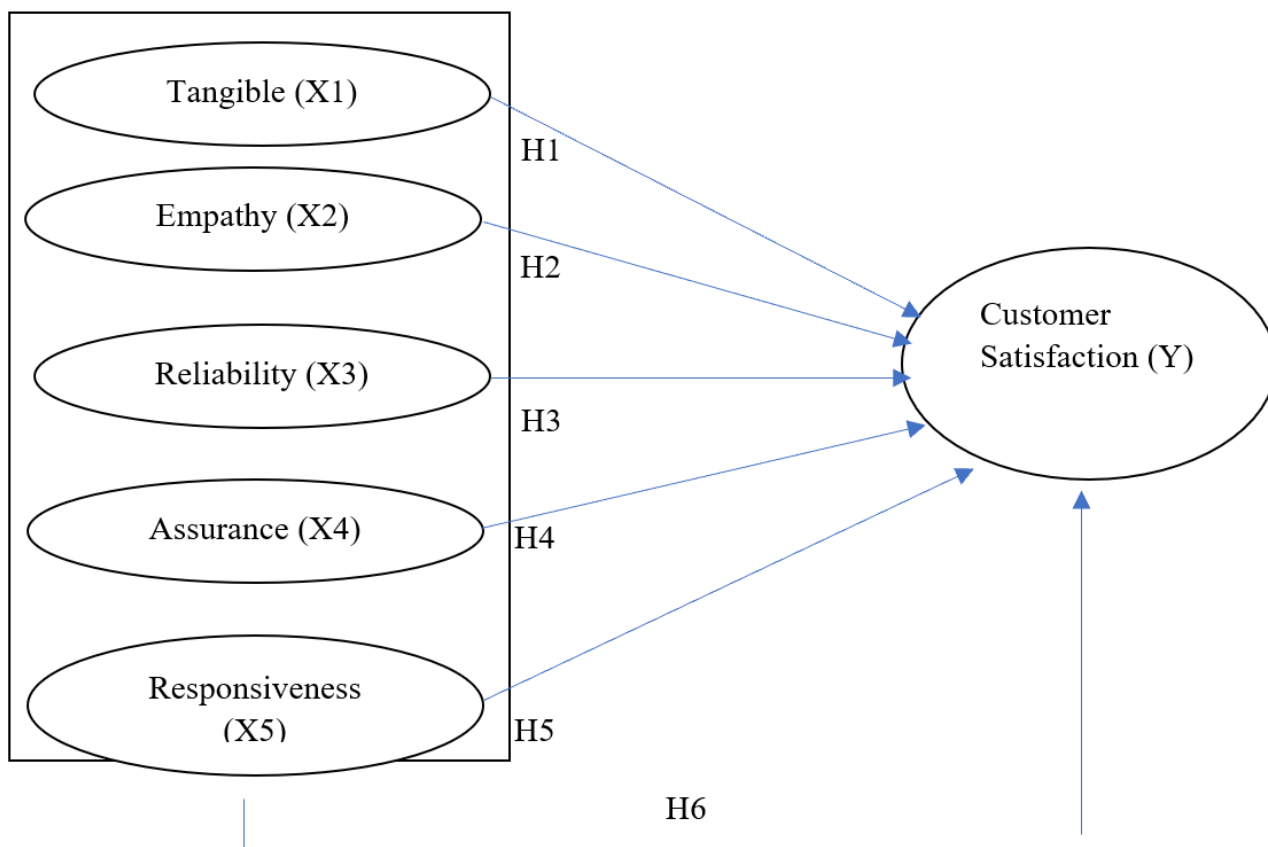


Figure 1. Framework

H1: It is suspected that Tangible service quality has an effect on customer satisfaction.

H2: It is suspected that the service quality of empathy has an effect on customer satisfaction.

H3: It is assumed that service quality reliability has an effect on customer satisfaction.

H4: It is assumed that service quality assurance has an effect on customer satisfaction.

H5: It is assumed that the quality of service responsiveness affects customer satisfaction.

H6: Allegedly Tangible service quality, Empathy service quality, Reliability service quality, Assurance service quality, and the quality of Quick Response services simultaneously affect customer satisfaction.

3. Methodology

The method used in sampling using non probability sampling, namely sampling is not randomly selected. The type of non probability sampling used is Purposive sampling. The number of samples was determined based on the opinions expressed (Sugiyono, 2011: 81 in Muchlis, 2015) which states that the sample size is feasible for used in the study were 30 to 500. Then the researcher set the amount for respondents as many as 100 respondents. This study uses a validity test to measure validity whether or not a questionnaire. Reliability test using Alpha Cronbach technique , where the Alpha Cronbach value > 0.60. Then the questions in the questionnaire are considered reliable (Abdussalam, 2018). The classical assumption test was carried out by testing the Heterokedsitas Test, Normality Test and Multicollinearity Test. Linear Regression Test Multiple to determine whether

there is a partial or simultaneous influence between the independent variables (X) to the dependent variable (Y). The individual parameter test (T test) was used to test the effect independent variable partially to the dependent variable. Simultaneous Parameter Significance Test (Test Statistics F) to see how the influence of all the independent variables together on dependent variable.

4. Results and Discussion

Validity Test

By using respondent 100, the value of r table can be obtained through the product moment r table Pearson with df (degree of freedom) = $n - 2$, so $df = 100 - 2 = 98$. Then $r \text{ table} = 0.165$. Question said to be valid if the value of r count > r table, and it can be seen from the Corrected Item Total Correlation.

Table 1. Validity Test Results

Variabel	R count	R table	Information
X1	0,381	0,165	Valid
X2	0,308	0,165	Valid
X3	0,309	0,165	Valid
X4	0,180	0,165	Valid
X5	0,370	0,165	Valid
Y	0,442	0,165	Valid

Table 1 shows that the results of $r \text{ count} > r \text{ table}$ for each question. So it can be concluded that all question is valid.

Reliability Test

The reliability test can be seen in the Cronbach's Alpha value, if the Alpha value is > 0.60 then the construct is the question which is the variable dimension is reliable.

Table 2. Quality Reliability Test Results

Variabel	Alpha Cronbach	Standard	Information
X1	0,839	0,60	Reliabel
X2	0,841	0,60	Reliabel
X3	0,842	0,60	Reliabel
X4	0,845	0,60	Reliabel

X5	0,839	0,60	Reliabel
Y	0,843	0,60	Reliabel

Based on the results of the reliable test above, the Cronbach Alpha value is > 0.60 , the data is declared Reliable.

Normality Test

The normality test in this study uses the Kolmogorov-Smirnov test, if it is significantly greater than alpha 5%, it indicates normal data distribution.

Table 3. Normality Test Results

Model	Significance	Decision
1	0,051	Normal

The table above shows that the results of the normality test are $0.051 > 0.05$, it can be concluded based on the basis of decision making in the Kolmogorov-Smirnov normality test above can it was concluded that the data were normally distributed.

Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a correlation between independent variable. To detect the presence or absence of multicollinearity, the tolerance value and variance inflation factor (VIF), the tolerance value limit > 0.10 and variance inflation factor (VIF) < 10 then multicollinearity does not occur, and if the tolerance value is < 0.10 and the variance inflation factor (VIF) > 10 then multicollinearity occurs.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
TOTAL_X1	0,887	1.127	Multicollinearity does not occur
TOTAL_X2	0,760	1.315	Multicollinearity does not occur
TOTAL_X3	0,700	1.428	Multicollinearity does not occur
TOTAL_X4	0,939	1.065	Multicollinearity does not occur
TOTAL_X5	0,743	1.346	Multicollinearity does not occur

Based on the multicollinearity test results in table 4 above, it can be concluded that the effect of quality tangible service, empathy, reliability, certainty and responsiveness to customer satisfaction is not multicollinearity occurs, because the result of the Tolerance value is greater than 0.10 and for VIF is smaller of 10.

Heteroscedasticity Test

In this test, if the result is greater than 0.05, heteroscedasticity does not occur.

Table 5. Heteroscedasticity Test Results

Variable	Alpha	Significance
TOTAL_X1	0,05	0,645
TOTAL_X2	0,05	0,202
TOTAL_X3	0,05	0,542
TOTAL_X4	0,05	0,610
TOTAL_X5	0,05	0,075

Based on the results of the output table 5 above, it can be concluded that there is no heteroscedasticity due to sig value more than 0.05.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients
	B
(Constant)	7,988
TOTAL_X1	0,020
TOTAL_X2	0,121
TOTAL_X3	0,152
TOTAL_X4	0,168
TOTAL_X5	0,101

Based on the results of the above calculation of Unstandardized Coefficients, the value is 0.020 for quality tangible service, 0.121 for service quality empathy, 0.152 for service quality reliability, 0.168 for assurance service quality and 0.101 for service quality responsiveness.

Partial Significance Test (t Statistical Test)

This test compares the calculated t value with the t table value using a significance level of 0.05, the value of t table in this study was 1.661. It can be said to be significant if the significance value is $\alpha \leq 0.05$, the value of t table in this study was 1.661.

Table 7. T Test Results

Model	t count	t table	Significance	Information
TOTAL_X1	0,043	1,661	0,966	H1 rejected
TOTAL_X2	1,090	1,661	0,278	H2 rejected
TOTAL_X3	2,090	1,661	0,039	H3 accepted
TOTAL_X4	2,427	1,661	0,017	H4 received
TOTAL_X5	1,290	1,661	0,200	H5 accepted

H1 or the first hypothesis is rejected, which means there is no influence between the Quality of Tangible Service (X1) on Customer Satisfaction (Y) and Ho is accepted and Ha is rejected.

H2 or the second hypothesis is rejected, which means there is no influence between the service quality of empathy (X2) on Customer Satisfaction (Y) and Ho accepted Ha rejected.

H3 or the third hypothesis is accepted which means that there is an influence between Service Quality Reliability (X3) on Customer Satisfaction (Y) and Ho is rejected and Ha is accepted.

H4 or the fourth hypothesis is accepted which means there is an influence between the Quality of Service Assurance (X3) on Customer Satisfaction (Y) and Ho is rejected and Ha is accepted.

H5 or the fifth hypothesis is rejected, which means there is no influence between the quality of fast response services (X5) on Customer Satisfaction (Y) and Ho accepted Ha rejected.

Simultaneous Significance Test (Test Statistic F)

It can be said to be significant if the significance value $\alpha \leq 0.05$ and based on the comparison between f tables with f count, if the value of f count is greater than f table then the hypothesis is accepted or the independent variable has an effect simultaneously to the dependent variable. F count in this study is $(k; nk) = (5; 100-5) = 5; 95$ and get the f table value of 2,310.

Table 8. F Test Results

F count	F table	Significance	Information
5.443	2,310	0,000 ^b	H6 accepted

Based on table 8 which is the result of the f test, it is obtained that f count is 5.443 (f count $5.443 > f \text{ table } 2,310$). The probability value is smaller than 0.05 (sig $0.000 < 0.05$), it can be concluded that H0 is rejected and Ha accepted which means tangible service quality, empathy, reliability, certainty, responsiveness jointly affect customer satisfaction.

Coefficient of Determination (*R Square*)

Table 9. Results of the coefficient of determination

Model	<i>Adjusted R Square</i>
1	0,183

Based on the output table above, it is known that the *R Square* value is 0.183 or equal to 18.3%, which means that variable tangible service quality (X1), service quality empathy (X2), service quality reliability (X3), service quality assurance (X4), and service quality responsiveness (X5) simultaneously affect the customer satisfaction variable (Y) by 18.3% while the rest (100% -18.3% = 81.7%) is influenced by other variables outside the variables studied.

Based on the results of the discussion and data processing carried out, it can be concluded that:

Validity Test Results

Based on the results of the validity test in table 1 above, which shows the value of $r_{count} > r_{table}$ means for each item questions about service quality are tangible, empathy, reliability, certainty and promptness responsive is declared valid.

Reliability Test Results

Based on the reliability results, the Cronbach's Alpha technique shows all research instruments reliable because the Cronbach's Alpha value > 0.60 which can be said to be quite good and acceptable.

Normality Test

Based on the normality test in this study, the Asymp Sig (2-tailed) value was 0.051 where the result is greater than 0.05 which states that the sample comes from the population normally distributed.

Multicollinearity Test

Based on the results of the multicollinearity test research in this study, it shows all Tolerance values variable valued (0.887; 0.760; 0.700; 0.939; 0.743) > 0.10 and VIF (1.127; 1.315; 1.428; 1.065; 1.346) < 10 . Then it can be concluded that the data is multicollinearity free.

Heteroscedasticity Test

Based on the results of the heteroscedasticity test, the sig. greater than 0.05, which means it does not happen heteroscedasticity.

Multiple Regression Analysis

The regression coefficient for X1 is 0.020 which means that if X1 has increased by 1% then Y has increased by 0.020. The regression coefficient is positive, which means there is a strong relationship positive between tangible service quality and customer satisfaction, so the greater the value the quality of tangible services also increases customer satisfaction.

The regression coefficient for X2 is 0.121 which means that if X2 has increased by 1% then Y has increased by 0.121. The regression coefficient is positive, which means there is a strong relationship positive between the quality of service empathy with customer satisfaction, so the greater the value of quality service of empathy also increases customer satisfaction.

The regression coefficient for X3 is 0.152 which means that if X3 has increased by 1% then Y has increased by 0.152. The regression coefficient is positive, which means there is a strong relationship positive between the quality of service empathy with customer satisfaction, so the greater the value of quality service of empathy also increases customer satisfaction.

The regression coefficient for X4 is 0.168 which means that if X4 has increased by 1% then Y experienced an increase of 0.168. The regression coefficient is positive, which means there is a strong relationship positive between service quality reliability with customer satisfaction, so the greater the value service quality reliability is increasing customer satisfaction.

The regression coefficient X5 is 0.101, which means that if X5 has increased by 1% then Y increased by 0.101. The regression coefficient is positive, which means there is a strong relationship positive between service quality assurance and customer satisfaction, so the greater the value the quality of service assurance also increases customer satisfaction.

T Test Results

The tangible service quality variable has a sig value. of $0.966 > 0.05$ states that H_a rejected, while the value of t count and t table is $0.043 < 1.661$ which indicates that the effect is not significant between the tangible service quality variables on customer satisfaction.

The service quality variable of empathy has a sig value. equal to $0.278 > 0.05$, it states that H_a is rejected, while the value of t count and t table is $1.090 < 1.661$ which indicates that the effect is not significant between the service quality variables empathy on customer satisfaction.

The variable of service quality reliability has a sig value. amounting to $0.039 < 0.05$ states that H_a accepted, while the value of t count and t table is $2.090 > 1.661$ which indicates that the effect is significant between the variables of service quality reliability to customer satisfaction.

The variable of service quality assurance has a sig value. amounting to $0.017 < 0.05$ states that H_a accepted, while the value of t count and t table is $2.427 > 1.661$ which indicates that the effect is significant between variables of service quality assurance to customer satisfaction

The variable of responsive service quality has a sig value. of $0.200 > 0.05$ states that H_a rejected, while the value of t count and t table is $1.290 < 1.661$ which indicates that the effect is not significant between the variables of service quality responsiveness to customer satisfaction.

F Test

Based on the results of the f test, the sig value. 0.000 is less than 0.05 which indicates that H_0 is accepted which means tangible service quality variables, empathy, reliability, certainty, and responsiveness collectively. The same effect simultaneously on customer satisfaction variables.

5. Conclusion

The results showed that the tangible service quality variable had no effect significant to customer satisfaction. This has been proven through the results of the t test analysis with the value of t arithmetic of 0.043 is smaller than t table (1.661), 0.966 sig value greater than 0.05 and the regression coefficient value has a positive value of 0.005, it can be concluded that there is no influence between Tangible Service Quality on Customer Satisfaction so that H_0 is accepted and H_a is rejected.

The results showed that the variable empathy service quality had no effect significant to customer satisfaction. This has been proven through the results of the t test analysis with a t count value of 1.090 smaller than the t table value (1.661), the sig value of 0.278 is greater than 0.05 and the regression coefficient value has a positive value of 0.137, it can be concluded that there is no influence between service quality empathy on customer satisfaction so that H_0 is accepted and H_a is rejected.

The results showed that the variable of service quality reliability had an effect significant to customer satisfaction. This has been proven through the results of the t test analysis with a t count value of 2.090 greater than the t table value (1.661), a sig value of 0.039 is smaller than 0.05 and the regression coefficient value has a positive value of 0.282, it can be concluded that there is an influence between service quality reliability on customer satisfaction so that Ho was rejected and Ha accepted.

The results showed that the variable quality of assurance services had an effect significant to customer satisfaction. This has been proven through the results of the t test analysis with the t count value of 2.427 greater than the t table value (1.661), the sig value of 0.017 is smaller than 0.05 and the regression coefficient value has a positive value of 0.334, it can be concluded that there is an influence between service quality assurance on customer satisfaction so that Ho was rejected and Ha accepted.

The results showed that the variable of service quality was responsive not has a significant effect on customer satisfaction. This has been proven through the results t test analysis with t count 1,290 smaller than t table (1.661), sig 0.200 more greater than 0.05 and the regression coefficient value has a positive value of 0.169 so it can concluded that there is no influence between responsiveness to service quality Customer Satisfaction so that Ho is accepted and Ha is rejected. Of the five variables that affect customer satisfaction at Popeye Chicken Express Kleco in Surakarta, the most dominant variable is the certainty based variable t test results. Certainty has the highest value t count (2.427)> t table (1.661) in comparison with other variables, with the required significance.

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