THE EFFECT OF SERVICE QUALITY ON THE SATISFACTION OF MEDIA PARTNERS AT PT. MAIN SOLO AUDIO RADIO (SOLOPOS RADIO)

Devi Cahyasari[1]
Ni Komang Septia Noriska[2]

[1,2]Universitas Sebelas Maret, Indonesia
Correspondence information: devichy12@student.uns.ac.id

ABSTRACT

Currently, many companies are opening services. This makes the level of competition of companies very tight. Therefore, these problems need to be considered by companies so that their business continuity is maintained. This study aims to analyze the quality of service on the satisfaction of media partners at Radio Solopos. In this study, a quantitative descriptive method is used. The respondents in this study are media partners of Radio Solopos. Of the 45 questionnaires distributed, the researcher took 30 respondents. Data collection was carried out by distributing questionnaires to respondents. The researcher calculated the questionnaire result using *Social Science Statistics Package* (SPSS) version 29 program. The result of this study is that service quality has a significant effect on media partner satisfaction. Because t counts are greater than t tables (7,254 > 2,048). So that if the quality of the service provided is high, then the higher the satisfaction that will be obtained by media colleagues. Radio Solopos needs to improve the quality of services provided and also evaluate the job desks of each division.

Keywords : Service Quality, Customer Satisfaction, Media Partner

INTRODUCTION

In the context of management, competition includes efforts to secure orders through the provision of price quotes or conditions that are considered most favorable for the company. This bidding process involves marketing management practices.

According to him, marketing management can be described as a business function that assesses the needs and desires of customers that need to be met through the efforts of other humans in creating tools to meet needs, both tangible goods and services. Therefore, marketing management serves as a guide in managing the continuity of the company's processes, from the production stage to the product to the consumer. This management role is inseparable, as its effective implementation can bring benefits to the company and satisfaction to customers. The success of a company can be realized through the presence of efficient marketing management, which, in turn, contributes to creating quality products or services (Sunyoto, 2015).

The definition of quality refers to the level of good or bad, the level, quality, or level of something. In the context of a company, quality is not only related to the product but also related to the quality of the service. Based on this, service quality can be defined as a focus on meeting needs and requirements, including timeliness, to meet consumer expectations. Service quality is the center of attention for companies because it can affect customer satisfaction. Success in creating customer satisfaction is closely related to the provision of good service quality. The service, as expressed by, is part of a series of activities provided to customers or partners who need services. Service is a way of providing services to customers or partners. Kasmir states that service is an action or action of an individual or organization that has the goal of providing satisfaction to consumers, colleagues, and leaders. A service is an activity that is offered to consumers and has an intangible nature. This action can be done by using means to provide services to consumers directly or through indirect services, such as the use of machines (Arianto, 2018; Kasmir, 2017).

From the definition of service above, it can be concluded that service is an action or activity that occurs in the interaction of individuals or organizations to provide services and products to customers or partners. Good service can be assessed based on the quality of service provided to customers or partners. In this view, service quality refers to the ability of an industry to provide services that have a direct impact on customer satisfaction according to their needs (Kasmir, 2017).   In the service industry, service quality is a very important factor because it is a profit strategy to attract more new customers, retain existing customers, avoid customer turnover and create special advantages (Sriwidodo & Indriastuti, 2010).

PT Radio Solo Audio Utama is one of the radio stations in the city of Solo. Radio is one of the media to disseminate information or news that is happening. Not only does it provide information or news but it can also be used as a promotional medium. So PT Radio Solo Audio Utama not only provides services to listeners but also provides services to customers, and

partnership media. Media partners are collaborations between media partners, both TV, radio, online and print, with event organizers.

Based on the results of the distribution of questionnaires carried out during the internship at PT Radio Solo Audio Utama Marketing Administration section. Media partners complained about the quality of service provided by PT Radio Solo Audio Utama. Partners struggle with long service times, so customers feel unemployed and staff are busy on their own. Some partners complain about the staff who are a little less friendly in doing the service. Not only that, partners also feel a lack of communication regarding the agenda that will be implemented in the future.

Mohon isikan kritik Anda untuk Radio Solopos

Pelayanannya lebih ditingkatkan misal dalam menjamu mitra, jangan dianggurkan/ditinggal sibuk sendiri

Figure 1. Customer statements
Source: Questionnaire Data

Mohon isikan kritik Anda untuk Radio Solopos

Sebelumnya BKKT UNS dalam proses kerja sama yang ke 2 kalinya dengan Radio Solopos, tetapi admin yang menerima menurut kami jmkurang sedikit ramah tidak seperti sebelumnya.

Figure 2. Customer statements
Source: Questionnaire Data

Mohon isikan kritik Anda untuk Radio Solopos

Berharap ke depannya, sistematika kerjasama media partner dapat semakin rinci

Figure 3. Customer statements
Source: Questionnaire Data

Describe customer satisfaction as a result of an assessment of the experience of using a product or service that arises as a feeling (Tjiptono, 2014). Rather, the view states that customer satisfaction is an evaluation of the choices that arise from certain purchasing decisions and experiences when using or consuming goods or services. Based on the understanding of the two experts, it can be concluded that customer satisfaction is the result of a comparison between performance expectations obtained when acquiring a product or service. Customer satisfaction (S) is the customer's perception of the comparison between the performance (results) of service quality (Razak, 2017). According to research on the quality of service at Pegadaian, the quality of Pegadaian service has a considerable impact on consumer happiness, according to the findings of research that utilizes machine learning and questionnaire surveys. Application, fluidity, speed, usability, service functionality, connectivity, interface/display, usability, responsiveness, and troubleshooting clarity of customer service are all factors that affect customer satisfaction (Bahrudin & Zuhro, 2015; Maulana & Noriska, 2023).

The research conducted by Noni Meisavitri, 2014 is entitled "The Relationship between Service Quality and Listener Satisfaction of TRAX FM Radio Semarang". The results of the hypothesis test stated that there was a significant relationship between reliability in service and listener satisfaction which was shown by a correlation coefficient of 0.521. The quality of the products has proven the relationship and significant variation of customer satisfaction. Meanwhile, the quality of service has not been able to prove the attachment of customer satisfaction. So in this case, the company must be able to improve the quality of service by re-evaluating the obstacles or making continuous improvements in order to provide an image of satisfaction with the services that have been provided to customers (Ibrahim & Thawil, 2019). In Eka et al., (2018) research, satisfaction is also one of the predictions for educational institutions to improve quality and increase the number of students. Customer satisfaction has a great influence on the continuity of the café's business, because it is the key to success in retaining its customers with factors that support customer satisfaction itself (Nanincova, 2019). From this explanation, the researcher is interested in research on consumer satisfaction. In line with Rafiah (2019) research, which stated that it is important for online business owners to be able to continue to improve customer satisfaction and trust so that they can continue to compete with competitors and be able to continue to maintain their business. Secondly, to solve problem customer satisfaction is also important. Research part of managing the service quality of a service firm can also be achieved by reducing the occurrences of, and the scope of, agreed results that are not delivered (Razak, 2017 & Dedeke, 2003). Satisfaction is also one of the predictions for educational institutions to improve quality and increase the number of students.

This study aims to investigate whether the quality of services provided by PT Radio Solo Audio Utama has been felt to provide satisfaction to media partners. It is hoped that this research will be able to provide information related to service quality and provide solutions to obstacles in customer satisfaction. Therefore, the researcher conducted a study entitled "The Effect of Service Quality on Media Partner Satisfaction at PT. Radio Solo Audio Utama (Radio Solopos).

RESEARCH METHODS

This research applies with a quantitative research design in the form of a survey. Quantitative research requires questions or hypotheses that need to be answered. Quantitative research is one of the research methods where the data taken is in the form of numerical data that is quantitative or can be quantified by analyzing using statistics and variable testing. Through surveys, it can be measured about population behavior through a sample of partner satisfaction media as a research variable. Survey research design is a procedure in quantitative research conducted to describe the behavior, attitudes and characteristics of the population through a sample in the population. In the explanation of this research, it will be descriptive. This approach was chosen to provide a holistic and in-depth view of service quality to customer satisfaction (Noriska & Puspitasari, 2024). This research is a quantitative research through a descriptive approach, there are two variables. These variables are independent variables, namely service quality (X) and dependent variables, namely customer satisfaction (Y). This study aims to

determine the effect of the implementation of service quality on media partner satisfaction (Creswell, 2012).

This research was carried out by distributing questionnaires, observations, and interviews at PT Radio Solo Audio Utama (Radio Solopos) which became one with the Solopos Media Group (SMG) company whose focus of this research was service quality analysis. The company is under the auspices of Bisnis Indonesia Group. The research location is on Jl. Adi Sucipto No.190, Karangasem, Laweyan District, Surakarta City, Central Java. Radio Solopos stands among the very diverse Soloraya community, when viewed in terms of interests and information needs.

The existence of data sources in this study is an important point because data sources or information sources have a significant impact on the output that will be produced by researchers. The discussion method in this study uses quantitative descriptive. By describing the results of the questionnaire that has been shared by the researcher. States that quantitative descriptive methods are used to analyze data by describing or presenting the data that has been collected as it is, with the intention of making generalized conclusions. Then in this study, the researcher used the Social Science Statistics Package (SPSS) version 29 program (Noriska, 2024; Sugiyono, 2018).

Argues that the research paradigm can be interpreted as a way of thinking that shows the relationship between the variables to be studied and explains the type and number of problem formulations that need to be answered through research. Sugiyono (2016) said that a simple paradigm is a paradigm that shows the relationship between one variable and another. The variables in this study are the information needed in the explanation of variable x, namely service quality and variable y, namely the satisfaction of media partners. Independent variable (x) and bound variable (y). The following is a model of this research paradigm:

Figure 4. Simple Paradigm

Information:

x   : Quality of Service
y   : Satisfaction of media partners

A hypothesis is a conjecture or answer used to solve a problem in a study that will be tested for truth. states that a hypothesis is a provisional answer to the formulation of a problem in a study based on facts obtained from data collection. In the study on the influence of service quality on the satisfaction of media partners at PT Radio Solo Audio Utama, the researcher has the following hypotheses (Sugiyono, 2019):

HO : There is an influence between the quality of service provided by PT Radio Solo Audio Utama employees on the satisfaction of fellow media.

RESULTS AND DISCUSSION

In this study, data was obtained from the distribution of questionnaires conducted by researchers. From the questionnaire distributed, the researcher obtained 30 respondents. Rosponden is an institution that collaborates with Radio Solopos as a media partner.

1. Respondent Profile Data

Table. 1 Respondent Profile Data

Information	Sum	Percentage
Sector Type		
Education	21	70%
Service	7	23,3%
Trade	3	6,7%
Long Cooperation		
1 year	8	26,7%
2 years	14	46,6%
>2 years	8	26,7%

Source: Devi Cahyasari (2023)

Most of the respondents in this study came from the service sector as much as 70%, others from the service sector as much as 23.7%, and the trade sector as much as 6.7%. Then the length of time respondents collaborated with Radio Solopos was 26.7% for 1 year, 46.6% for 2 years, and 26.7% for more than 2 years.

2. Respondent's Response

In this study, interviews and observations were also conducted. Interviews and direct observations are only to reinforce the data. The theory used in service quality is in accordance with the independent variable and the satisfaction of media partners as a dependent variable. Analysis of respondent data was obtained from the distribution of questionnaires, as follows (Bachtiar & Noriska, 2023):

a. Quality of Service

Below are the responses of respondents from media partners regarding service quality indicators. The quality of service here is how Radio Solopos staff serves partners when cooperating.

Table 2. Questionnaires and respondent responses

It	Statement	Answer Scale				
		STS	TS	N	S	SS
1	Radio Solopos staff responded appropriately to the needs of partners	1	2	9	18	
2	Radio Solopos staff have adequate knowledge in answering questions from partners		2	14	14	
3	Radio Solopos staff are always ready when asked for help by mita		4	14	12	
4	Radio Solopos staff have good communication when serving partners			11	19	
5	Radio Solopos staff provide services according to the agreed time	1	2	13	14	
6	Radio Solopos staff do not differentiate services between partners			16	15	
7	Radio Solopos staff have tolerance in using the service when there is a change in the publication schedule		3	15	13	
8	Radio Solopos staff are always polite to partners			12	18	

Table 2 explaining about the questionnaire and respondents' responses, consists of 8 statements that asked respondents about the quality of Radio Solo's services to partners. From the table, there is a response from 1 respondent who stated that it was not in accordance with statement 1, namely the solopos radio staff responded appropriately to the needs of the partners and 1 respondent who stated that it was not in accordance with statement 5, namely the solopos radio staff did not distinguish services between partners and others. In statement 1 there are 2 respondents who declare neutral, statement 2 there are 2 respondents who declare neutral, statement 3 is that the solopos radio staff has good communication when serving partners there are 4 respondents who declare neutral, statement 5 there are 2 neutral respondents and statement 7 there are 3 respondents who declare neutral with statements namely: Radio Solopos staff have tolerance in using the service when there is a change in the publication schedule.

b. Satisfaction

Below are the answers of respondents from media partners regarding media partner satisfaction indicators. The satisfaction of media colleagues here is a sense of satisfaction after collaborating with Radio Solopos.

Table 3. Questionnaires and respondent responses

It	Statement	Answer Scale				
		STS	TS	N	S	SS
1	Radio Solopos staff can be trusted in the services provided by the staff			5	13	12
2	Happy and satisfied with the service performance provided by Radio Solopos staff			4	14	12
3	Satisfied with the hospitality of the service provided by the Radio Solopos staff				16	14
4	Cooperation is carried out in accordance with expectations				19	11
5	In the implementation of cooperation to achieve the goals that have been set			1	18	11
6	Partners get useful things from the partner's media collaboration with Radio Solopos				17	13
7	Partners are interested in collaborating with Radio Solopos again in the future				14	16
8	Partners will recommend to other parties for partner cooperation media with Radio Solopos			1	12	17

Table 3 describes the questionnaire and respondents' responses, consisting of 8 statements related to the satisfaction of solopos radio partners. It was obtained that 5 respondents stated that they were neutral about the trust in Radio Solopos staff in providing services. In the statement of satisfaction with the service performance of the solopos radio staff, 4 respondents were obtained who stated neutral.

c. Validity Test

Table 4. X Validity Test

Variable	Indicators	R Calculate	Table R	Decision
	X1	0.802	0.296	Legitimate
	X2	0.799	0.296	Legitimate
	X3	0.770	0.296	Legitimate
Quality of Service (X)	X4	0.778	0.296	Legitimate
	X5	0.807	0.296	Legitimate
	X6	0.673	0.296	Legitimate
	X7	0.619	0.296	Legitimate
	X8	0.445	0.296	Legitimate

Source: SPSS data processing

The r table for df = n − 2 (30-2) is 0.296. Based on the table above, there are 8 indicators and all r counts for each service quality variable are greater than the r table (0.296), so it can be interpreted that all service quality variables (X) are valid.

Table 5. Y Validity Test

Variable	Indicators	R Calculate	Table R	Decision
Partner Satisfaction (Y)	Y1	0.729	0.296	Legitimate
	Y2	0.683	0.296	Legitimate
	Y3	0.478	0.296	Legitimate
	Y4	0.699	0.296	Legitimate
	Y5	0.754	0.296	Legitimate
	Y6	0.675	0.296	Legitimate
	Y7	0.619	0.296	Legitimate
	Y8	0.630	0.296	Legitimate

Source: SPSS data processing

Based on the table above there are 8 indicators, all r calculates each service quality variable greater than r table (0.296) so that it can be interpreted that all partner satisfaction variables (Y) are valid.

d. Reliability Test

Table 6. Reliability Test

Variable	Alpha Cronbach	Criterion	Information
Quality of Service (X)	0.861	0.6	Reliable
Partner Satisfaction (Y)	0.811		Reliable

Source: SPSS data processing

Based on the table in table 6, it can be seen that the service quality variable has a Cronbach alpha value greater than 0.6, which is 0.861, which means reliable service quality variable data, and partner satisfaction is known to have a Cronbach alpha value greater than 0.6, which is 0.811, which means a reliable partner satisfaction variable. From this description, it was found that all variables were reliable to be used in the study.

e. Normality Test

Table 7. Normality Test

Kolmogorov-Smirnov Test One Sample		
		Unstandardized Residual
N		30
Parameters of Normala,b	Mean	.0000000
	Std. Deviation	.26502107
The Most Extreme Differences	Absolute	.153
	Positive	.153
	Negative	-.139
Test Statistics		.153

Continued Table 7. Normality Test

Asymp. Sig. (2-tail) c	.71
Monte Carlo Sig. (2-tail) d	.70
99% Lower Limit Confidence Interval.063	
Upper Limit 0.76	
a. The distribution of the test is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
d. Lilliefors method based on 1000 Monte Carlo samples with early seeds	

Source: SPSS data processing

The significance value in this study is 0.05. From table 7, it can be seen that the results of Asymp. Sig. (2-tailed) has a value of 0.71. So it can be concluded that the scattered data is distributed normally because 0.71 > 0.05.

f.   Product Moment Correlation Coefficient *Test*

Table 8. Interpretation of correlation coefficients

Coefficient Interval	Relationship Level
0.00 – 0.199	Very Low
0.20 – 0.399	Low
0.40 – 0.599	Keep
0.60 – 0.799	Strong
0.80 – 1.000	Very powerful

Source: (Sugiyono, 2018)

Table 9. Correlation Coefficient Test

Correlation		Quality of Service	Media Partner Satisfaction
Quality of Service	Pearson Correlation	1	.808**
	Sig. (2-tail)		<.001
	N	30	30
Media Partner Satisfaction	Pearson Correlation	.808**	1
	Sig. (2-tail)	<.001	
	N	30	30
**. The correlation was significant at the level of 0.01 (2-tailed).			

Source: SPSS data processing

Based on table 9, a correlation test value of 0.808 was obtained, from this value it means that there is a positive influence of 0.808 between the independent variable and the dependent variable. Based on table 3.10, the value is included in a very strong correlation because the value of 0.808 is found in the interval of 0.80 – 1,000.

g. Simple Linear Regression Test

Table 10. Simple Linear Regression Test

Kind		Non-Standardized Coefficients		Standard Coefficient	t	Sig.
		B	Kesalahan Std.	Beta		
1	(Constant)	11.152	3.318		3.361	.002
	Quality of Service	.676	.093	.808	7.254	<.001

a. Dependent Variable: Satisfaction of Media Partners

Source: SPSS data processing

Based on table 10, the value of kosntata (α) is 11.152, while the value of service quality (b) is 0.676 so that the regression equation is obtained as follows:

$$Y = α + bX$$

$$Y = 11{,}152 + 0{,}676X$$

A constant value of 11,152 indicates that if there is no value of the service quality variable, the value of the media partner satisfaction variable will be 11,152. The regression coefficient of the service quality variable was 0.676 and had a positive sign. This means that every time there is an addition of 1 value of the service quality variable, the media partner satisfaction variable will also increase by 0.676.

So it can be concluded that improving the quality of service will increase the satisfaction of Solopos radio media partners as well.

h. Significance Test (T Test)

Table 11. Test T

Kind		Non-Standardized Coefficients		Standard Coefficient	t	Sig.
		B	Kesalahan Std.	Beta		
1	(Constant)	11.152	3.318		3.361	.002
	Quality of Service	.676	.093	.808	7.254	<.001

a. Dependent Variable: Satisfaction of Media Partners

Source: SPSS data processing

Based on table 11, it can be concluded that the value of t is 7.254 after finding the value of the t-value of the table by calculating df. Namely 30-2 = 28 with a significance of 0.05 so that the t-value of the table is 2.048. So it can be concluded that t calculation is greater than t table (7,254 > 2,048) which means accepting the hypothesis that there is

an influence between service quality and partner media satisfaction.

i. Determination Analysis

Table 12. Determination Analysis

		Modelb Summary		
Kind	R	R square	Customized R Square	Std. Error of Estimates
1	.808a	.653	.640	1.805
a. Predictors: (Constant), Brand Awareness				

Source: SPSS data processing

Based on table 12, the R square value of 0.653 or 65.3% was obtained, which means that the service quality variable was able to explain and contribute to the satisfaction of media partners in this study by 65.3% and there was a difference of 34.7% which was explained by other variables and was not tested in this study.

CONCLUSION

Based on the results of the discussion and data analysis that has been carried out in the previous chapter on the Influence of Service Quality on Media Partnership Satisfaction at PT Radio Solo Audio Utama (Radio Solopos), the researcher can conclude that:

1. Based on the results of the value obtained from the Pearson product moment correlation coefficient test, a value of 0.080 was obtained which is included in the category of very strong correlation. So from these results, it can be concluded that there is a very strong relationship between service quality and media partner satisfaction.

2. Based on the results of the t-test, it can be stated that the quality of service has a significant effect on the satisfaction of media partners. Because t counts are greater than t tables (7,254 > 2,048).

3. Based on the results of the simple linear regression equation is Y = 11.152 + 0.676X, the regression coefficient of the service quality variable is 0.676 and has a positive sign that indicates that every addition of 1 value of the service quality variable will increase the value of the media partner satisfaction variable by 0.676.

4. Based on the results of the determination analysis, it was explained that the service quality variable was able to explain and contribute to the satisfaction of the partner media by 65.3% and there was a difference of 34.7% which was explained by other variables and was not tested in this study.

5. The suggestions given by the researcher to Radio Solopos can improve the quality of service provided to customers. This will affect the increase in customer satisfaction. And Radio Solopos can also evaluate whether the distribution of jobdesks is in accordance with their

respective divisions. This affects the effectiveness of the services provided to customers.

6. The suggestions given by the researcher to the researcher are expected to increase the number of respondents so that more data is obtained. Then it can also be added about variables that can affect the quality of service.

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