
Influence of Service Quality with the Dimensions of Reliability, Responsiveness, Assurance, Empathy and Tangibles on Customer Satisfaction

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Abstract

The purpose of this study was to prove and analyze the effect of simultaneously and partially the quality of service with the dimensions of reliability, responsiveness, assurance, empathy and tangibles on customer satisfaction at PT. Pelindo Marine Service.

Explanation research type with a quantitative approach, data collection by providing a list of questions to selected respondents. This research was conducted at PT. PMS with a research population of 110 customers. Based on Slovin's formula, the number of samples was 86 people. Sampling using a sampling technique method. Data analysis used multiple linear regression, in order to analyze the effect of the independent variable service quality on the dependent variable of customer satisfaction. Hypothesis testing using F test and t test.

The results of this study, simultaneously and partially the quality of service with the dimensions of reliability, responsiveness, assurance, empathy and tangibles affect customer satisfaction at PT. Pelindo Marine Service. The reliability variable is the most dominant factor influencing customer satisfaction. The magnitude of the contribution value given by the service quality variable with the dimensions of tangibles, reliability, responsiveness, assurance and empathy for customer satisfaction is 66.3%, while the remaining 33.7% is influenced by other factors.

Keywords: Service Quality, Reliability, Responsiveness, Assurance, Empathy, Tangibles, Customer Satisfaction

1. Introduction

PT. Pelindo Marine Service (PMS) is a subsidiary of PT. Pelindo which is engaged in shipping services. Services provided by PT. PMS, one of which is managing scouting and towage as a means of assisting shipping services in mandatory piloting areas spread across 10 ports, namely Tanjung Perak Port in Surabaya, Tanjung Emas Port in Semarang, Tanjung Intan Port in Cilacap, Tanjung Wangi Port in Banyuwangi, Benoa Port in Bali, Lembar Port. Mataram, Kupang Tenau Port, Banjarmasin Kotabaru Port, and Sampit Port.

Other business fields are towage (providing facilities and services for pushing or pulling ships), various ships providers (providing various types of ships), marine logistics (providing facilities and services to fulfill the logistical needs of ships and ship crews), docking facilities (providing

facilities and shipbuilding services for ship maintenance and repair), and other marine services (providing other facilities and services related to ship management and operation).

PT. PMS has succeeded in running several business segments with full effort, resulting in optimal results both operationally and financially. These business segments include pilotage services carried out in international waters through the International Marine Service business unit domiciled in Batam. Another business segment that has been previously operated is gas distribution services by PT. Pelindo Energi Logistics at Benoa Harbor.

The purpose of this study is to prove and analyze whether service quality with the dimensions of Reliability, Responsiveness, Assurance, Empathy, Tangibles has an effect on customer satisfaction at PT. Pelindo Marine Service. The ability of PT. PMS in meeting consumer needs can be measured by the level of customer satisfaction. Consumer satisfaction can shape perceptions and can further position the company's products in the eyes of consumers. Parasuraman, Zeithami and Berry (1988) classify the dimensions of service quality into 5 dimensions known as the service quality method, namely: tangibles, reliability, responsiveness, assurance and empathy.

Lupiyadi (2013:228) states that the level of consumer satisfaction can be shown from a person's feelings resulting from a comparison between the performance of the services they receive with their expectations when they will use the service. Hamdani (2006: 182) states that customer satisfaction is actually determined by service quality with 5 measurement dimensions, namely reliability, responsiveness, assurance, physical evidence and empathy provided by service providers to consumers. Tangibles is a service quality dimension that includes the tangible physical evidence such as the appearance or appearance of the physical form, the ease of equipment, the appearance of employees and the communication system. Reliability is a service quality dimension related to the company's ability to provide the promised service quickly. Natalisa (2008), an indicator that shows the reliability of a company is the company's accuracy in handling consumers. Responsiveness is a dimension of service quality, a company is considered to have high responsiveness if the company has a clear and varied program, definite consumer waiting time, speed of service and accurate and complete information services for its consumers. Assurance is a dimension of service quality which includes ability, courtesy, trustworthiness. Natalisa (2008), company assurance is considered to be able to provide good assurance to its consumers if the company can provide a sense of security for its consumers, maintain the confidentiality of consumer data and can provide professional services for consumers. Empathy is a dimension of the company's service quality, which includes ease of relationship, good communication and understanding of users. Companies are expected to have understanding and knowledge of customers, understand specific customer wants and needs and provide comfortable service times. The company's empathy is related to the attention and service provided by the company to customers.

2. Literature Review

2.1. Service quality

Tjiptono (2004:2) service quality is a measure of the perfection of a product or service consisting of design quality and conformity quality. Design quality is a specific function of a product or service, conformity quality is a measure of how big the level of conformity between a product or service is with pre-determined quality requirements or specifications. Vargo and Lusch in Tjiptono (2011: 3), service is a process of interaction in doing something to someone. According to Gummesson in Tjiptono and Chandra (2011:17) service is something that can be exchanged through buying and selling but cannot be felt physically.

Lukman (2000:11) service quality as a service promise so that those served feel benefited. Ibrahim (1997:1) service quality is a basic business strategy that produces goods and services that can meet the needs and satisfaction of internal and external consumers, explicitly or implicitly. Wyckof (1990) defines service quality as the expected level of excellence and control over the level of excellence to meet customer desires. Parasuraman et al. (1988) service quality as a reflection of consumers' evaluative perceptions of the services received at a certain time.

2.2. Dimensions of Service Quality

Tjiptono and Chandra (2011:232-233), Reliability, is a service quality dimension related to the knowledge, courtesy and ability of company employees to foster self-confidence and have no doubts about the company's existence. The attributes of this dimension are: providing services as promised, reliable in handling customer service, delivering services correctly from the first time, delivering services according to the promised time and storing documents without errors.

Responsiveness is a service quality dimension related to the willingness of service providers to help customers and provide services quickly. The attributes of this dimension are: informing customers about the certainty of the delivery time of services, prompt service for customers, willingness to help customers and readiness to respond to customer requests.

Assurance, relates to the knowledge and courtesy of employees and their ability to generate trust and confidence. The attributes of this dimension are: the ability of employees to build customer trust, make customers feel safe when conducting transactions, employees are consistently polite and employees are able to answer customer questions.

Empathy is concerned with the care of service providers to customers so that they can give personal attention to customers. The attributes of this dimension are: giving individual attention to customers, employees treating customers with great care, seriously prioritizing customer interests, employees understanding customer needs and comfortable operating hours.

Tangibles, relating to the appearance of physical facilities, equipment, and service provider personnel. The attributes of this dimension are: modern equipment, visually appealing facilities, neat and professional looking employees and materials related to visually appealing services.

2.3. Customer satisfaction

Supranto (2001), customer satisfaction is a characteristic of customers who are surprised by their expectations. Tse, Wilson (2001), customer satisfaction is the customer's response to the perceived evaluation between previous expectations and perceived actual performance. Parasuraman et al. (2004) customer satisfaction as a comparison between expected service and performance. Tjiptono (2005), customer satisfaction is an after-purchase evaluation in which the chosen alternative at least gives the same results or exceeds customer expectations, while dissatisfaction arises if the results obtained do not meet customer expectations. The definition of customer satisfaction generally states that customer satisfaction is an evaluation or post consumption of a product or service.

Satisfaction is a feeling of pleasure or disappointment experienced by a person after comparing the perceived performance or outcome of a product with expectations. (Nassè, 2022). From various opinions expressed by experts, it can be concluded that the definition of customer satisfaction is by comparing the perceived performance or results with expectations. If the perceived results are below expectations, then the customer will be disappointed, dissatisfied or even dissatisfied, but on the contrary if it is in line with expectations, the customer will be satisfied and if the performance exceeds expectations, the customer will be very satisfied (Kotler, 2010-2009; Nassè, 2019). Based on the description, in this study customer satisfaction is defined as a person's feelings of pleasure or disappointment experienced after comparing the perception of the performance or results of a product with his expectations.

2.4. Customer Satisfaction Indicator

Kotler (2011), indicators of consumer satisfaction include: 1). Re-purchase, related to consumer behavior to repurchase, where the customer will return to the company to look for goods/services. 2). Creating Word-of-Mouth, customers will say good things about the company to others. 3). Creating Brand Image, customers will pay less attention to brands and advertisements of competing products. 4). Making purchasing decisions in the same company. 5). Purchase another product from the same company.

Irawan (2008), customer satisfaction is a consequence of comparisons made by customers comparing the level of perceived benefits to the benefits expected by customers. Customer satisfaction indicators include: 1). Satisfaction, which is an expression of feeling satisfied or dissatisfied from customers when receiving services. 2). Always buy a product, that is, customers will continue to use and continue to buy a product if their expectations are achieved. 3). Will recommend to others, namely customers who are satisfied after using a product or service will tell it to others and are able to create new customers. 4). Fulfillment of customer expectations after buying a product, namely whether or not the quality of a product or service after purchasing a product with the expectations that the customer wants.

Kotler (2005), indicators of customer satisfaction include: 1). Complaint handling system and consumer suggestions, a consumer-oriented company will provide broad opportunities for consumers to submit suggestions and complaints, for example by providing suggestion boxes, comment cards and others. 2). In the company's reputation survey system, research on consumer

satisfaction is generally carried out by conducting surveys through various media, either by telephone, post, or by direct interviews. 3). Consumer analysis system, the company will contact its customers or at least find out which customers have made transactions and stopped buying products or who have moved suppliers, in order to find out the reason why the customer left.

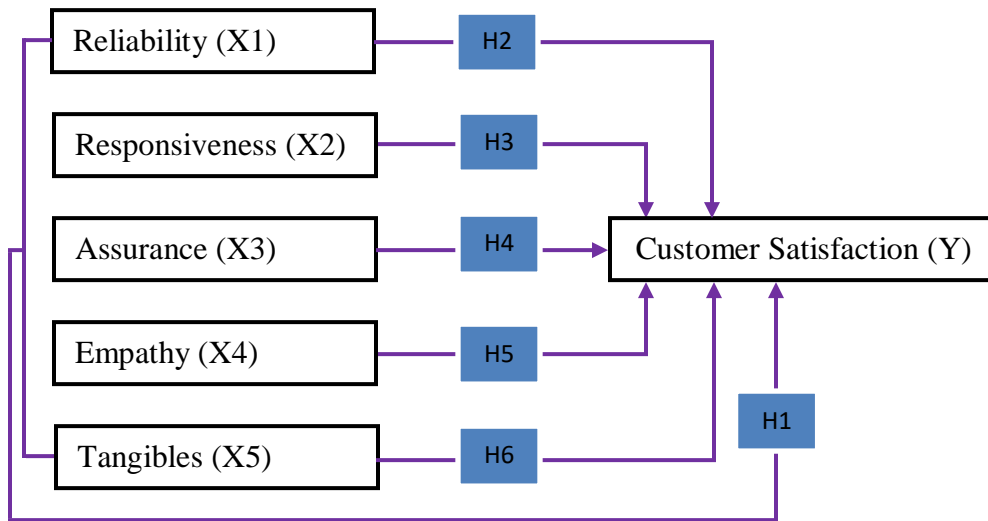


Figure 1 Research Conceptual Framework

3. Research Method

This research is an explanation research with a quantitative approach, the population in this study is 110 customers. Sampling was carried out using the Sampling Technique method. Based on the formula proposed by Slovin (in Umar, 1999) with an error tolerance level of 5%, the number of samples was 86 people. The measurement scale uses a Likert scale with an interval of 1 to 5 which relates to statements about attitudes.

The technique used in collecting data in this study is a survey technique with a questionnaire instrument, namely making a list of statements related to this research variable, then distributed to all respondents who are the research targets or conducted interviews to answer the statements in the questionnaire. Data analysis used multiple linear regression, which aims to analyze the effect of independent variables on the dependent variable. Hypothesis testing using the F test and t test.

4. Result

4.1. Validity test

Based on the results of the validity test, the results of the analysis show that all question items in the research instrument have R count > 0.361, meaning that all question items are valid and can be used to measure research variables.

Table 1. Instrument Validity Test Results

Variable	Indicator	R Count	RTable	Validity
Reliability (X ₁)	RL1	0,899	0,361	Valid
	RL2	0,887	0,361	Valid
	RL3	0,932	0,361	Valid
	RL4	0,934	0,361	Valid
	RL5	0,853	0,361	Valid
Responsiveness (X ₂)	RP1	0,962	0,361	Valid
	RP2	0,865	0,361	Valid
	RP3	0,962	0,361	Valid
	RP4	0,915	0,361	Valid
Assurance (X ₃)	AS1	0,902	0,361	Valid
	AS2	0,886	0,361	Valid
	AS3	0,912	0,361	Valid
	AS4	0,682	0,361	Valid
Empathy (X ₄)	EP1	0,919	0,361	Valid
	EP2	0,933	0,361	Valid
	EP3	0,959	0,361	Valid
	EP4	0,933	0,361	Valid
	EP5	0,888	0,361	Valid
Tangibles (X ₅)	TG1	0,750	0,361	Valid
	TG2	0,662	0,361	Valid
	TG3	0,842	0,361	Valid
	TG4	0,807	0,361	Valid
Customer Satisfaction (Y)	CS1	0,906	0,361	Valid
	CS2	0,881	0,361	Valid
	CS3	0,901	0,361	Valid
	CS4	0,881	0,361	Valid
	CS5	0,918	0,361	Valid

4.2. Reliability Test

In this study, the reliability test was carried out using the Cronbachs Alpha reliability test. In this test, the instrument is declared reliable if it has a cronbach's alpha > 0.7. Based on the results of the reliability test in the table above, the test results show that the Cronbachs alpha value of all instruments is > 0.7 which indicates that all instruments are quite reliable in measuring research variables.

Table 2. Reliability Test Results

Variable	Cronbachs Alpha	Cut Value	Reliability
Reliability (X ₁)	0,964	0,7	Reliable
Responsiveness (X ₂)	0,967	0,7	Reliable
Assurance (X ₃)	0,933	0,7	Reliable
Empathy (X ₄)	0,973	0,7	Reliable
Tangibles (X ₅)	0,892	0,7	Reliable
Customer Satisfaction (Y)	0,964	0,7	Reliable

4.3. Simultaneous Test (F Test)

Table 3. Simultaneous Test Results

F Count	Significance of F . Test Results
34,399	0,000

Based on the results of the regression analysis, the significant value of the F test results is 0.000. The significant value of the simultaneous test results <0.05 means that the service quality variable simultaneously with elements of Reliability, Responsiveness, Assurance, Empathy, Tangibles has an effect on customer satisfaction at PT. PMS.

4.4. Partial Effect Test (t Test)

Table 4. Partial Test Results

Independent Variable	Regression Coefficient	T Count	Significance
Constant	-0,432	0,019	0,985
Reliability (X ₁)	0,324	3,548	0,001
Responsiveness (X ₂)	0,308	2,656	0,010
Assurance (X ₃)	0,231	2,204	0,030
Empathy (X ₄)	0,137	2,520	0,014
Tangibles (X ₅)	0,244	2,218	0,029

Based on the results of the partial test in table 4, the following results were obtained: The significant value of the influence of the reliability variable on customer satisfaction is 0.001 with a T count of 3.548 and the regression coefficient is positive at 0.324 with a significant value less than <0.05 and the regression coefficient is positive, then reliability has a positive and significant effect on customer satisfaction at PT. PMS. This shows that the reliability of PT. PMS is one of

the factors that influence customer satisfaction, the better the reliability of PT. PMS, the higher the customer satisfaction of PT. PMS.

The significant value of the influence of the responsiveness variable on satisfaction is 0.010 with a T count of 2.656 and the regression coefficient is positive at 0.308 with a significant value less than <0.05 and the regression coefficient is positive, then responsiveness has a positive and significant effect on customer satisfaction at PT. PMS. This shows that the responsiveness of PT. PMS is one of the factors that affect customer satisfaction, the better the responsiveness, the higher the customer satisfaction.

The significant value of the influence of the assurance variable on customer satisfaction is 0.030 with a T count of 2.204 and the regression coefficient is positive at 0.231 with a significant value less than <0.05 and the regression coefficient is positive, so Assurance has a positive and significant effect on customer satisfaction. This shows that the trust of service users/customers to PT. PMS is one of the factors that affect customer satisfaction, the higher the customer assurance, the higher the customer satisfaction.

The significant value of the influence of the Empathy variable on customer satisfaction is 0.014 with a T count of 2.520 and the regression coefficient is positive at 0.137 with a significant value less than <0.05 and the regression coefficient is positive, then Empathy has a positive and significant effect on customer satisfaction. This shows that Empathy at PT. PMS is one of the factors that influence customer satisfaction, the better Empathy PT. PMS to customers, the higher the customer satisfaction.

The significant value of the effect of the tangibles variable on customer satisfaction is 0.029 with a T count of 2.218 and the regression coefficient is positive at 0.244 with a significant value less than <0.05 and the regression coefficient is positive, then tangibles has a positive and significant effect on customer satisfaction. This shows that the tangibles of PT. PMS is one of the factors that affect customer satisfaction, the better the tangibles, the higher the value of customer satisfaction.

4.5. Multiple Linear Analysis

Based on the results of the regression analysis, the regression constant value is -0.585 with the reliability variable regression coefficient of 0.324, the responsiveness variable regression coefficient is 0.308, the assurance variable regression coefficient is 0.231, the empathy variable regression coefficient is 0.137 and the tangible variable regression coefficient is 0.244, so that the regression equation is obtained as follows: $Y = -0,432 + 0,324X_1 + 0,308X_2 + 0,231X_3 + 0,137X_4 + 0,244X_5$

The interpretation of the regression equation, the regression constant is very low and even has a negative value, indicating that the value of the customer satisfaction variable will be very low without good service quality. Reliability regression coefficient of 0.324 indicates that the increase in reliability of PT. PMS of 1 unit will increase customer satisfaction by 32.4% provided that the value of other service quality variables remains constant. The responsiveness variable coefficient of 0.308 indicates that customer satisfaction will increase by 30.8% if there is an increase in the responsiveness of PT. PMS is 1 unit with the provision that the value of other

service quality variables remains constant.

Assurance variable regression coefficient of 0.231 indicates an increase in customer satisfaction of 23.1% can occur if PT. PMS increased the assurance variable by 1 unit. Furthermore, on the empathy variable PT. PMS increased by 1 unit will increase customer satisfaction by 13.7%. The tangible variable of customer satisfaction will increase by 24.4% if there is an increase in the tangibles of PT. PMS is 1 unit.

4.6. Coefficient of Determination (R)

The results of the regression analysis of the adjusted R Square regression model value of 0.663. This means that the amount of contribution given by all service quality variables with elements of reliability, responsiveness, assurance, empathy and tangibles towards customer satisfaction is 66.3%, while the remaining 33.7% variance in customer satisfaction is influenced by other factors.

Table 5. Coefficient of Determination

RSquare	Adjusted RSquare
0,683	0,663

In regression analysis, the partial effect of the independent variable on the dependent variable is seen from the significance, the smaller the significance value, the greater the contribution of the independent variable to the dependent variable. The results of the regression analysis in the figure show that the significance value of the reliability variable is 0.001. The significance of the responsiveness variable is 0.010. The significance of the Assurance variable is 0.030. The significance of the empathy variable is 0.014 and the significance of the tangible variable is 0.029 customer satisfaction PT. PMS.

5. Discussion

Reliability PT. PMS. The results of the analysis in the study indicate that the average score of respondents' answers to the reliability variable tends to be high, this indicates that according to the perception of most of the customers of PT. PMS is a company that has a high level of reliability, this is especially true in terms of providing services related to information, PT. PMS has provided correct and precise information.

Responsiveness PT. PMS, has a very good category, especially in terms of handling customers, the service process has been carried out well. Responsiveness variable tends to be high, this shows that according to the perception of most customers who have ever received service, most respondents consider that PT. PMS has very good Responsiveness, according to most service respondents at PT. PMS has been implemented quickly and precisely, besides that the officers are always ready to respond to customer requests.

Assurance PT. PMS, has a very good category in building assurance to customers. PT. PMS can create a sense of security for customers when making payments so that customers can feel the high element of assurance services from PT. PMS. This is mainly because PT. PMS is able to build assurance to its customers, both new customers and old customers.

Empathy PT. PMS, is one of the service quality variables that is believed to have an effect on

customer satisfaction. Based on the results of the analysis in this study, the results of the analysis show that the average score of respondents' answers on the empathy variable tends to be high, this indicates that most customers consider that PT. PMS has given customer empathy well. Empathy given by PT. PMS can be in the form of services to customers that have been in accordance with their needs, service time received by customers, attention given to customers.

Tangibles PT. PMS, the analysis in this study shows that the average score of respondents' answers on the tangible variable is very high, this indicates that PT. PMS already has good Tangibles in terms of buildings, facilities, facilities and infrastructure. Based on the information obtained by PT. PMS already has adequate facilities and infrastructure to support customer service.

6. Conclusion

Service quality with elements of reliability, responsiveness, assurance, empathy and tangibles simultaneously affect customer satisfaction. Based on the results of the analysis in this study, the significance value of the F test results in the regression analysis was 0.000 with an F count of 34,399 with a significance value obtained <0.05 , the quality of service with elements of reliability, responsiveness, assurance, empathy and tangibles simultaneously affect the customer satisfaction.

Quality of service with elements of reliability, responsiveness, assurance, empathy and tangible partially significant effect on customer satisfaction. Based on the results of the analysis in this study, the significance value of the t-test results for each variable <0.05 , so it was concluded that the quality of service with elements of reliability, responsiveness, assurance, empathy and tangibleness partially affected customer satisfaction.

Reliability is the most dominant factor influencing customer satisfaction. The results of the analysis in this study indicate that reliability is a variable that has the smallest significance value, so that the reliability variable of PT. PMS is the most dominant factor influencing customer satisfaction.

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