
The Influence of Facilities and Services of the Department of Transportation on Customer Satisfaction of Bus Rapid Transit (BRT) in the City of Banjarmasin

¹Anthonius J. Karsudjono, ²Apippudin Adnan, ³Fitriana Andriasih, ⁴Abdul Kadir

^{1,2,3,4}Pancasetia College of Economics Banjarmasin

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Abstract

The purpose of this research aims to analyze and test the Transportation Department's facilities and services on Bus Rapid Transit (BRT) customer satisfaction in Banjarmasin City simultaneously, partially and dominantly. This research design is quantitative using a research instrument, namely a questionnaire distributed to 98 respondents. Data analysis techniques use classical assumption tests including normality tests, multicollinearity tests and heteroscedasticity tests as well as multiple regression analysis. This analysis uses a statistical program, namely SPSS version 25. The results of this research found a relationship between facilities, service and customer satisfaction of 94.3%. The research results also show that simultaneously facilities and services have a significant effect, while partially facilities have no effect and services have an effect on BRT customer satisfaction. Service has a dominant influence on BRT customer satisfaction in Banjarmasin City.

Keywords: Facilities, Services, Customer Satisfaction

1. Introduction

Transportation plays a crucial role in facilitating the movement of people in Indonesia. It enables easy and quick mobility for various personal, social, and economic activities. The Indonesian government has been committed to enhancing the role of transportation in community mobilization through initiatives such as infrastructure development, improvements in public transportation services like Bus Rapid Transit (BRT), and the advancement of technology-based transportation options like online ridesharing.

Technological advancements have significantly transformed the transportation industry, impacting both infrastructure and services. This shift has made customers more discerning in their transportation choices due to increased awareness of the importance of quality and comfort. Customers now prioritize not only price but also the quality and comfort offered by transportation services.

In Indonesia, bus transportation, including the Bus Rapid Transit (BRT) system, serves the urban transit needs of the population. The emergence of online public transportation further diversifies commuting options. To thrive in the modern technological landscape, businesses must meet current and future client needs amidst technological advancements and competition. Customer

satisfaction is a primary goal for service providers, as contented customers are more likely to remain loyal, make repeat purchases, and recommend the service to others, contributing to business growth and success.

In Banjarmasin, the Trans Banjarmasin BRT system, operational since 2015, is the first BRT in South Kalimantan. It comprises two corridors with various facilities, such as air conditioning, comfortable seating, power outlets, and CCTV cameras for passenger safety. The fare is uniform for all passengers, contributing to the affordability of the service.

Customer satisfaction is a critical indicator of business success and is influenced by the facilities and services provided. Facilities encompass the physical condition of buses, including cleanliness and comfort, while services involve the behavior and professionalism of bus staff. Factors like punctuality, friendliness, and the overall customer experience play a vital role in shaping customer satisfaction.

Research disparities exist regarding the impact of facilities and services on customer satisfaction, highlighting the need for further investigation. The development of the Trans Banjarmasin BRT system aims to enhance public transportation quality, increase mobility, and address customer concerns. Potential expansions, including additional stops, fleet augmentation, and service quality improvements, are planned for 2023. However, initial observations suggest some dissatisfaction among BRT users in Banjarmasin regarding facility cleanliness, security measures, seating availability at stops, punctuality, and comfort features on the buses. Addressing these concerns is crucial for the BRT system's success in providing a convenient and affordable transportation solution for Banjarmasin residents.

Based on the existing phenomenon and issues, the research question related to the The Influence of Facilities and Services of the Department of Transportation on Customer Satisfaction of Bus Rapid Transit (BRT) in the City of Banjarmasin, is formulated as follows:

1. Does the facilities and services provided by the Department of Transportation significantly influence customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City?
2. Do the facilities and services provided by the Department of Transportation have a significant partial impact on customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City?
3. Among the facilities and services offered by the Department of Transportation, which one has a dominant impact on customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City?

2. Literature Review

2.1 Marketing Management

Marketing management is the process of planning, implementing, and controlling programs designed to create, build, and maintain mutually beneficial exchanges with target buyers to achieve organizational goals or business entity objectives (Amstrong & Kotler, 2018). Marketing management involves various aspects, ranging from market research, product development, pricing, promotion, to distribution. The aim of marketing management is to create value for customers and achieve business objectives (Anandra Rafli & Tjahjaningsih, 2022).

Marketing management is the process of planning, implementing, and controlling programs designed to create, build, and maintain mutually beneficial exchanges with target buyers to achieve organizational goals or business entity objectives (Dharmesta & Irawan, 2020). Marketing is the overall system of business activities directed towards planning, determining prices, promoting, and distributing goods or services that can satisfy the needs, desires, and expectations of customers (Amstrong & Kotler, 2018).

Marketing management is the activity of planning, directing, and overseeing all marketing activities of a business entity's products (Assauri, 2018).

2.2 Service

According to Anaroga (2018), a service is any action or performance that can be offered by one party to another, essentially intangible, and does not result in ownership of anything.

As per Zeithaml, Parasuraman, and Berry (1985) in Tjiptono (2019), a service is any activity or benefit that can be offered by one party to another, fundamentally intangible, and does not result in ownership of something.

According to Lovelock and Wirtz (2011) in Lupiyoadi (2018), a service is an activity or process that can be offered by one party to another, essentially intangible, and does not result in ownership of something.

Based on these definitions, it can be concluded that a service is an activity or process that can be offered by one party to another, fundamentally intangible, and does not result in ownership of something. Services can be in the form of goods, services, or a combination of both.

2.3 Facility

Facility is everything in the form of physical equipment provided by the service provider to support customer comfort (Lupiyoadi, 2018).

According to Kotler (2018), a facility is everything intentionally provided by the service provider for use and enjoyment by customers with the aim of providing maximum satisfaction.

As per Priyono (2018), a facility is everything that can facilitate and smooth the implementation of a business, whether in the form of objects or money.

Based on these definitions, it can be concluded that a facility is everything that can facilitate and smooth the implementation of a business, whether in the form of objects or money. Facilities can include facilities, infrastructure, or equipment used to provide services to customers. Facilities play a crucial role in service businesses, as adequate facilities can enhance customer comfort and satisfaction, thereby increasing the competitiveness of the service business.

2.4 Service Quality

According to Parasuraman, Zeithaml, and Berry (1988) in Lupiyoadi (2018), service quality is the level of difference between customer expectations and their perceptions of the business entity's performance in meeting those needs and expectations.

As per Tjiptono (2019), service quality is the level of excellence perceived by customers in meeting their needs and expectations.

According to Amstrong & Kotler (2018), service quality is the ability of a business entity to meet customer expectations.

Based on these definitions, it can be concluded that service quality is the level of excellence perceived by customers in meeting their needs and expectations. Service quality can be measured by comparing customer expectations with their perceptions of the business entity's performance in meeting those needs and expectations.

2.5 Customer Quality

According to Kotler (2018), customer satisfaction is the feeling of pleasure or disappointment that arises when comparing the performance (outcome) of a product or service thought of against the expected performance.

As per Tjiptono (2019), customer satisfaction is the level of excellence perceived by customers in meeting their needs and expectations.

According to Gronroos (1984) in Thamrin & Tantri (2018), customer satisfaction is the level of pleasure or disappointment a person feels after comparing the perceived performance with their expectations.

According to Zeithaml, Parasuraman, and Berry (1988) in Lupiyoadi (2018), customer satisfaction is the level of difference between customer expectations and their perceptions of the business entity's performance in meeting those needs and expectations.

Based on these definitions, it can be concluded that customer satisfaction is a feeling of pleasure or disappointment that arises from the comparison between the performance (outcome) of a product or service and the customer's expectations.

2.5 Conceptual Framework and Research Hypothesis

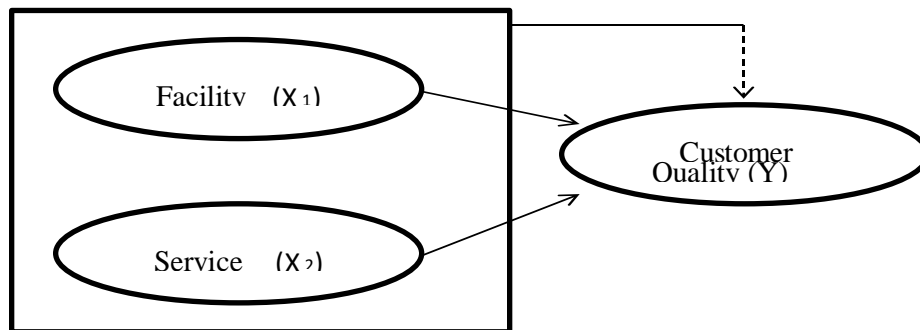


Figure 1. Conceptual Framework

H₁: Facilities and services provided by the Department of Transportation have a significant simultaneous impact on customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City.

H₂: Facilities and services provided by the Department of Transportation have a significant partial impact on customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City.

H₃: Services have a dominant influence on customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City.

3. Research methods

In this research, the data used is quantitative data obtained from a questionnaire distributed to Bus Rapid Transit customers (users) in the city of Banjarmasin. The population in this study consists of the data known from customers in November 2023, totaling 6,574 people. The sample was drawn using random sampling, a sampling technique conducted randomly without considering existing strata in the population. The determination of the sample size of respondents used the Slovin formula, where the population size in this study is 6,574 customers, so the percentage of tolerance used is 10%, and the calculation results are rounded for convenience. To determine the research sample, it is inserted into the Slovin formula, resulting in a sample size of 98.502 or rounded to 98 respondents. The aim is to describe the relationship and influence of Facilities and Services of the Department of Transportation on Customer Satisfaction of Bus Rapid Transit (BRT) in the City of Banjarmasin. $Y = a + b_1X_1 + b_2X_2 + e$. Hypothesis testing is conducted using the F-test and t-test.

3.1 Variable Operational Definitions

Facilities (X₁) Everything that can facilitate and streamline the implementation of a business, whether in the form of objects or money. Facilities can include facilities, infrastructure, or equipment used to provide services to customers. Indicators of facilities include X_{1.1} Spatial Planning, X_{1.2} Room Planning, X_{1.3} Equipment/Furniture, X_{1.4} Lighting Arrangement, X_{1.5} Color, X_{1.6} conveyed messages (Basowa dan Setiawan, 2021).

Services (X₂) The level of perceived excellence by customers in meeting their needs and expectations. Service indicators include X_{2.1} Physical Evidence, X_{2.2} Reliability, X_{2.3} Responsiveness, X_{2.4} Assurance, X_{2.5} Empathy (Lupiyoadi, 2018).

Customer Satisfaction (Y) A feeling of satisfaction or disappointment of an individual that arises from the comparison between the performance (results) of a product or service and their expectations. Customer satisfaction indicators include Y_{.1} Re-purchase, Y_{.2} Month to month, Y_{.3} Brand Image, Y_{.4} Purchase from the same business entity (Basowa dan Setiawan, 2021).

4. Research Result

4.1 Validity Test

Table 1 Validity Test Result

Variable	Question code	validity		Decision
		Correlation (R)	sign (p)	
Facilities (X ₁)	X1.1	.833	.199	Valid
	X1.2	.780	.199	Valid
	X1.3	.430	.199	Valid
	X1.4	.814	.199	Valid
	X1.5	.846	.199	Valid
	X1.6	.820	.199	Valid
Services (X ₂)	X2.1	.757	.199	Valid
	X2.2	.729	.199	Valid
	X2.3	.861	.199	Valid
	X2.4	.721	.199	Valid
	X2.5	.826	.199	Valid
Customer Satisfaction (Y)	Y.1	.718	.199	Valid
	Y.2	.790	.199	Valid
	Y.3	.827	.199	Valid
	Y.4	.782	.199	Valid

Source: SPSS data output 26, 2024

Based on Table 1, it shows that all the variable statement items on Facilities (X₁), Services (X₂), and Customer Satisfaction (Y) are valid, because each item statement has a positive value (r-result > r-table 0.199 at a significant level of 5%).

4.2 Reliability Test

Table 2
Reliability Test Result

Variable	Cronbach's Alpha	Decision
Facilities (X ₁)	.850	Reliable
Services (X ₂)	.836	Reliable
Customer Satisfaction (Y)	.758	Reliable

Source: SPSS data output, 2024

The results of the reliability test are in Table 2, Cronbach's alpha value the variable Facilities (X₁), Services (X₂), and Customer Satisfaction (Y) are larger 0.6 so that the instrument is declared reliable.

4.3 Multiple Linear Regression

Table 3
Coefficients Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.095	0.433		4.837	.000		
Facilities	-.027	.029	-.041	-.941	.349	.321	3.118
Services	.744	.032	1.004	23.323	.000	.321	3.118

Source: SPSS data output, 2024

Based on Table 3, the multiple linear regression equation is $Y = 2.095 - 0.027 X_1 + 0.744 X_2 + \epsilon$

The regression equation can be explained as follows:

- a. The constant value of the equation above is 2.095, indicating that if X_1 (facilities) and X_2 (services) are both equal to 2.095.
- b. The coefficient for X_1 (facilities) is -0.027, meaning that if there is a decrease in facilities, customer satisfaction will decrease by -0.027, assuming the service variable is constant.
- c. The coefficient for X_2 (services) is 0.744, indicating that if there is an increase in services, customer satisfaction will increase by 0.744, assuming the facilities variable is constant.

4.4 F test (simultaneous)

Table 4.
F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	248.658	2	119.846	39.056	.000 ^b
	Residual	14.893	95	3.069		
	Total	263.551	97			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Services, Facilities						

Source: SPSS data output 26, 2024

Based on Table 4, the F-test resulted in an F-value of 793.047. This value is greater than the critical F-table value of 3.089 with a significance level of 0.000. Since the significance level is less than 0.05, the regression model can be used to predict customer satisfaction, or it can be

stated that both independent variables, facilities and services, have a simultaneous effect on customer satisfaction. This means that the first hypothesis can be accepted.

4.5 t test (partial)

Table 5.
Partial Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	2,095	0,433		4,837	,000
	Leadership (X ₁)	-,027	,029	-,041	-,941	,349
	Wages (X ₂)	,744	,032	1,004	23,323	,000

a. Dependent Variable: Customer Satisfaction

Source: SPSS data output 26, 2024

Based on Table 5, the results of the t-test can be explained as follows:

- a. The t-value for variable X₁ is smaller than the critical t-table value (-0.941 < 1.661) with a significance level above 0.05, which is 0.349. This implies that facilities do not have a significant impact on customer satisfaction, and thus, the hypothesis is not accepted.
- b. The t-value for variable X₂ is greater than the critical t-table value (23.323 > 1.661) with a significance level below 0.05, which is 0.000. This means that services have a significant impact on customer satisfaction, and thus, the hypothesis is accepted.

Based on Table 5, the factor that has a dominant influence between the facilities and services variables on customer satisfaction is the service variable, with a beta value of 1.004, which is greater than the facilities variable with a value of -0.041. This indicates that the better the service, the higher the impact on customer satisfaction for the Bus Rapid Transit (BRT) in Banjarmasin. Therefore, it can be concluded that the third hypothesis, stating that the variable that has a dominant influence on customer satisfaction is the service variable (X₂), is accepted.

5. Discussion

Facilities and services provided by the Department of Transportation have a significant simultaneous impact on customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City.

The research results indicate that facilities and services have a simultaneous significant impact on customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City. This means that the Department of Transportation's facilities and services not only have separate effects but also have a combined influence.

More specifically, the facilities in this study refer to the amenities available at BRT stops, such as the cleanliness and tidiness of the stops, passenger comfort and safety, as well as available information. Meanwhile, services refer to the services provided by the Department of Transportation, such as the punctuality of BRT arrivals, the ease of BRT usage, and the friendliness of staff.

Based on the research findings, both facilities and services from the Department of Transportation have a positive impact on customer satisfaction with BRT. In other words, the better the facilities and services provided, the higher the customer satisfaction with BRT.

The research results have important implications for the Department of Transportation of South Kalimantan Province, including:

- a) Periodically evaluating the facilities and services provided to BRT customers. This evaluation is crucial to ensure that facilities and services meet customer expectations.
- b) Making improvements to facilities and services that do not meet the standards. This can be done by adding or enhancing the quality of existing facilities and services.
- c) Conducting customer awareness campaigns about the available facilities and services. This is important for BRT customers to be informed about the facilities and services available, enabling them to utilize them optimally.

Specific recommendations for improving customer satisfaction with BRT that can be implemented by the Department of Transportation of South Kalimantan Province include:

- a) Improving the cleanliness and tidiness of BRT stops. Clean and tidy stops leave a positive impression on customers.
- b) Enhancing passenger comfort and safety on BRT. This can be achieved by providing comfortable seating, effective air conditioning, and security personnel ready to assist passengers.
- c) Improving the punctuality of BRT arrivals. Timeliness is one of the most crucial factors for customer satisfaction.
- d) Enhancing information provided to BRT customers. Complete and accurate information will help customers use BRT more easily.

Implementing these recommendations is expected to enhance customer satisfaction with BRT in Banjarmasin City, positively impacting BRT's performance as an environmentally friendly public transportation mode.

Concrete examples of implementing these recommendations include:

- a) Establishing a dedicated team to periodically evaluate BRT facilities and services. This team can conduct customer satisfaction surveys to gather feedback.
- b) Collaborating with private entities to improve BRT facilities and services. For example, partnering with private businesses to clean BRT stops or provide air conditioning in buses.
- c) Creating brochures or posters containing information about BRT facilities and services. These materials can be distributed to BRT customers at stops.

Implementing these recommendations requires a significant investment of resources. However, the benefits, such as increased customer satisfaction and improved performance as a public transportation mode, justify the investment.

Facilities and services provided by the Department of Transportation have a significant partial impact on customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City.

1. Facilities do not have a significant impact on customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City.

The research results indicate that facilities do not have a significant partial impact on customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City. The facilities available at BRT stops do not have a significant influence on customer satisfaction with BRT in Banjarmasin City. This may be attributed to several factors, including:

1. The facilities available at BRT stops are already sufficiently good and meet the standards expected by customers.
2. Other factors, such as the services provided by the Department of Transportation staff, have a greater influence on customer satisfaction with BRT.

Based on the research findings, the facility that most influences customer satisfaction with BRT is the punctuality of BRT arrivals. This suggests that BRT customers prioritize punctuality when using the service.

Here are some recommendations that can be implemented by the Department of Transportation of South Kalimantan Province to enhance customer satisfaction with BRT:

1. The Department of Transportation of South Kalimantan Province needs to focus on improving the quality of services provided by staff. This can be achieved through training for staff on how to provide the best service to customers.
2. The Department of Transportation of South Kalimantan Province should also conduct awareness campaigns among BRT customers regarding available facilities. This is crucial for BRT customers to be informed about the facilities available, allowing them to utilize them to the fullest.

The implementation of these recommendations is expected to improve customer satisfaction with BRT in Banjarmasin City.

2. Services have a significant impact on customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City.

The results of this research indicate that services, in partial terms, have a significant impact on customer satisfaction with BRT in Banjarmasin City. The services provided by the Department of Transportation officials have a significant influence on customer satisfaction with BRT in Banjarmasin City. This influence is partial, meaning that the services provided by the Department of Transportation officials have an impact that is not dependent on other factors, such as the available facilities.

Based on the research findings, the service that has the most significant impact on BRT customer satisfaction is the punctuality of BRT arrivals. This indicates that BRT customers prioritize punctuality when using the service.

Other services that also influence BRT customer satisfaction are the ease of using BRT and the friendliness of the officials. The ease of using BRT is essential to make customers feel comfortable and not encounter difficulties when using BRT. The friendliness of the officials is crucial to make customers feel valued and attended to by the officials.

Here are some recommendations that the Department of Transportation of South Kalimantan Province can implement to improve BRT customer satisfaction:

- a) Focus on improving the punctuality of BRT arrivals by evaluating and improving the BRT schedule and routes.
- b) Conduct a socialization campaign to educate BRT customers on how to use the service properly.
- c) Provide training to officials on providing the best service to customers. This training is crucial to improve the friendliness and courtesy of officials in serving customers.

The implementation of these recommendations is expected to enhance customer satisfaction with BRT in Banjarmasin. Below are some specific activities that the Department of Transportation can undertake to improve the quality of BRT services:

- a) Conduct routine inspections of the BRT fleet to ensure they are in good and comfortable conditions.
- b) Schedule regular maintenance for the BRT fleet to prevent damage.
- c) Install information boards with BRT schedules at BRT stops.
- d) Provide training for BRT drivers to enhance their skills and professionalism.
- e) Implement an electronic ticket system to facilitate payments and reduce queues.

By providing more specific services, the Department of Transportation can increase customer satisfaction with BRT in Banjarmasin. This will make BRT a more popular public transportation mode among the community.

Services have a dominant influence on customer satisfaction with Bus Rapid Transit (BRT) in Banjarmasin City

The results of this study found that services have a dominant influence on customer satisfaction with BRT in Banjarmasin City. This is evident from the simultaneous regression analysis, which indicates that services have a Beta coefficient value larger than that of facilities. A larger Beta coefficient value suggests that services have a greater impact on customer satisfaction with BRT. Based on the results of this study, it can be concluded that services have a greater influence on customer satisfaction with BRT in Banjarmasin City compared to facilities. This is because the services provided by the Transportation Agency personnel have a direct impact on the customer experience when using BRT. Good services will make customers feel comfortable, safe, and satisfied when using BRT. Here are some examples of how services can have a greater impact on customer satisfaction with BRT compared to facilities:

- a) Accurate information on BRT arrival times will make customers feel comfortable and not have to wait long to board the BRT. This cannot be replaced by facilities available at BRT stops, such as cleanliness and tidiness of the stop.
- b) Good ease of use of BRT will make customers feel comfortable and not have difficulty using the BRT. This cannot be replaced by facilities available at BRT stops, such as passenger comfort

and safety.

c) Good friendliness of staff will make customers feel valued and attended to by the staff. This cannot be replaced by facilities available at BRT stops, such as the information provided. Therefore, the South Kalimantan Transportation Agency needs to focus on improving the quality of services provided by staff. This is crucial to enhance customer satisfaction with BRT and the performance of BRT as an environmentally friendly public transportation mode."

6. Conclusion

- a) Facilities and services provided by the Department of Transportation have a significant simultaneous impact on customer satisfaction with BRT in Banjarmasin City.
- b) Facilities do not have a partial impact on customer satisfaction with BRT, while services provided by the Department of Transportation have a significant impact.
- c) Services have a dominant influence on customer satisfaction with the BRT in Banjarmasin City.

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