

Effect of Dimensional Aspectsservice Quality Reliability and Responsiveness on Go-Food Customer Satisfaction in Bandar Lampung

Muhammad Pablo Aimar^{1*}, Wenny Permata Sari²
University of Bandar Lampung

Corresponding Author: Muhammad Pablo Aimar aimarp251@gmail.com

ARTICLE INFO

Keywords: Reliability,
Responsiveness,
Customer Satisfaction

Received : 23, November

Revised : 24, December

Accepted: 25, January

©2024 Aimar, Sari: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Reliability(reliability), the company's capability to provide appropriate services according to commitments and to carry out services based on agreed commitments within the specified time, if consumer satisfaction will increase it means they are served appropriately and vice versa, while responsiveness is the ability to provide solutions to customers and provide services appropriate services and the ability of company employees to provide services quickly and responsively (Tjiptono, 2019). The aim of this research is to understand whether reliability and responsiveness influence customer satisfaction. This research sample involved 100 respondents who live in Bandar Lampung and aged 17 years and over with the sample determination method, namely purposive sampling. Multiple linear regression analysis is the statistical method applied in this research. Data was collected through a questionnaire and after processing the t test results were obtained: (1) Proving that reliability does not significantly influence customer satisfactionGofood in Bandar Lampung and (2) responsiveness significantly influences customer satisfactionGofood in Bandar Lampung (3) Based on the f test, it states that customer satisfaction is influenced simultaneously by the variables of reliability and responsiveness.

INTRODUCTION

Economic growth is a long-term problem for the economy and an important phenomenon experienced by the world recently (Wenny, 2023). Factors that can hinder are advanced technology but poor human resources in managing this technology. HR is a particular individual or group of people in a company (Wenny, 2023). This means that individuals or groups of people are expected to be able to manage this technology so that it can boost the economic growth of society.

Nowadays, technological developments are very significant, starting from communication tools to services. Technological developments have also changed people's lifestyles to become dynamic, especially in the world of business, both goods and services, where initially we had to transact face to face, but now we only use *gadget*. You can now make transactions, including in Indonesia, there are many potential children of the nation who are able to compete in the world of technology. One of them is Nadiem Makarim, he graduated from *Harvard Business School*. He built PT Application Karya Anak Bangsa which is known as *Gojek*. This company operates in the transportation sector, namely online public transportation. In 2010 this company was formed, as reported by Kompas.com (2019), the reason why Nadiem had the idea to create *GOJEK* because he himself is a loyal user of motorbike taxis and at one time he felt concerned about motorbike taxi drivers who worked all day but only reached a few customers even though motorbike taxis should be able to do more than that.

In 2015 *Gojek* open the service *Gofood* which operates in the food delivery sector *online*. Nadiem said that if the development of food delivery services such as *Gofood* this is an exciting innovation for the whole world. There is no doubt that this food delivery service has become everyone's favorite because of the increasing number of *Gojek* drivers (Republika.co.id, 2018). In 2017 *Gojek* entered Bandar Lampung and immediately introduced the service *Gofood*. So the service *Gofood* in Bandar Lampung it is continuing to develop with many MSMEs and restaurants joining *Gofood partner*.

In expanding into online food delivery orders and regions, of course *Gojek* must maintain service quality because there is a lot of competition in online food delivery services. Service quality can be defined as a consumer assessment of the quality of service received with the level of consumer expectations (Kotler, 2019). One form of reference that is widely used in marketing studies is model *Service Quality* created by Parasuraman. Dimensions *service quality* consists of empathy (*empathy*), reliability (*reliability*), guarantee (*assurance*), physical evidence (*tangible*), and responsiveness (*responsiveness*) (Parasuraman et al, 2013). A company can measure how well they provide service to their customers when they strive to establish good service quality. Using the SERVQUAL model allows companies to know customer expectations for the service they receive. It means *Gofood* required to be able to provide quality service above its competitors. If the quality of service received by customers exceeds their expectations, they tend to try again because they are satisfied, and vice versa (Subagio, Alma and Sasongko, 2013).

Especially in Bandar Lampung, there are still many problems with service quality which have a direct impact on customer satisfaction *Gofood* in Bandar Lampung.

The following is data on the 10 best-selling restaurants in Bandar Lampung with service quality problems:

Table 1. Best Selling Restaurants in Bandar Lampung With Different Types of Food.

No	Nama Rest	Address	Rati ng	The majority of problems	Information
1	Seblak jebreed Aa dadang	Jl. Imam Bonjol 195- 199, Suka Java, Tanjung Karang Barat, Bandar Lampung	4,7	Reliability	Orders do not match consumer desires and inconsistencies in the taste received by consumers
2	Ayam Goreng Abbasi	Jl. Batinulangan 2 No.32, Sepang Jaya, Kedaton, Bandar Lampung City	4,6	Responsive ness	Less responsive in resolving customer complaints
3.	Going to Coffee	Jl. Legundi Island No.245, Sukarame, Bandar Lampung City	4,8	Reliability	Order not correct
4.	Mc Donald's, Kedaton Lampung	Jl. Zainal Abidin Pagar Alam No 3, Labuhan Ratu, Kedaton, Bandar Lampung	4,7	Reliability	Food that is not fresh enough and tastes less consistent
5.	Mie Goyang, Palapa Lampung	Jl. Major Sukardi Hamdani No. 28, Rajabasa, B. Lampung	4,7	Responsive ness	Lack of response to consumer complaints
6	Mister geprek 3	Meneng Building, Rajabasa, B.Lampung	4,7	Reliability	Order not correct

7.	Solaria, Boemi Kedaton Mall	Jl. Teuku Umar, Sultan Agung No. 1, Labuhan Ratu, Bandar Lampung	4,7	Physical evidence	Poor food quality and appearance
8	RM puti minang	Jl. Zainal Abidin Pagar Alam No. 73A, Kedaton, Bandar Lampung	4,7	Reliability	The taste and quality of the food is poor
9	Mixue ,Way Halim	Way Halim Permai, Jl. Ki Maja Block AA No. 5, Sukarame, Lampung	4,7	Empathy	Does not respond to customer complaints
10	Ketoprak Chicken Porridge with Cirebon Flavor, Teuku Umar	Jl. Teuku Umar, Kedaton, Bandar Lampung City	4,6	Reliability	Inconsistent taste

Source : Application Gofood 2023

Of the 10 best-selling restaurant data in Bandar Lampung, the majority have problems in the dimensional aspect *Service Quality* namely reliability and responsiveness, these two things indirectly impact customer satisfaction *Gofood* in Bandar Lampung. Reliability (*reliability*), the company's capability to provide appropriate services according to commitments and to carry out services based on agreed commitments within a specified time, if consumer satisfaction will increase it means they are served appropriately and vice versa, while responsiveness is the ability to provide solutions to customers and provide services appropriate services and the ability of company employees to provide services quickly and responsively (Tjiptono, 2019). Responsiveness can be seen from several things, such as providing solutions to customer complaints, accuracy and speed in responding to customers, and providing assistance. Customers will be satisfied if they feel their needs are prioritized and the service they need is provided promptly. Customer satisfaction is an important aspect in company sustainability and is no exception *Gojek*. Research was conducted to see the views of consumers in Bandar Lampung to assess their level of satisfaction as customers regarding service quality *Gofood* in Bandar Lampung.

Based on the problems above that have been explained, it can be identified, among others, whether the reliability variable influences customer satisfaction in Bandar Lampung City, whether the responsiveness variable influences customer satisfaction. *Gofood* in Bandar Lampung.

LITERATURE REVIEW

Reliability

The capability of the service owner to provide services in accordance with commitments quickly, precisely and satisfactorily (Tjiptono, 2019).

Tjiptono (2014:287) explains that there are five reliability indicators:

- a. When you promise, it will be carried out.
- b. provide a sympathetic attitude and be able to give customers peace of mind when problems arise.
- c. Services are provided based on a predetermined time.
- d. Services are provided right the first time.
- e. The recording system has good accuracy and accuracy.

Responsiveness

Responsiveness is the ability to provide solutions for customers, provide appropriate services and the ability of company employees to provide services quickly and responsively (Tjiptono, 2019). *Gofood* must have awareness of customer desires and must have a responsive attitude when customers experience complaints about services *Gofood*. There are four indicators of responsiveness (Tjiptono, 2014):

- a. Providing fast service by company employees.
- b. Clarity of information regarding the time of service delivery to customers.
- c. Employees are alert to provide assistance to buyers.
- d. staff who are not too busy.

Customer satisfaction

Customer satisfaction, a customer's emotional response to the products, goods or services they use (Keller and Kotler, 2018). With this, customer satisfaction will continue to be positive if service performance is achieved *Gofood* towards customers in the city of Bandar Lampung as expected. Indicators for assessing customer satisfaction, according to Indrasari (2019) are

- a. Interested in visiting again
- b. Willingness to recommend
- c. Matching expectations.

Previous Research

Effect of Reliability (X1) Against Customer Satisfaction (Y)

In research written by Apriyanu and Sunarti (2017) entitled "The Influence of Service Quality on Consumer Satisfaction (Survey on Consumers The Little A Coffeeshop Sidoarjo). concluded that customer satisfaction is significantly influenced by Reliability.

Effect of Responsiveness (X2) Against Customer Satisfaction (Y)
In research written by Nur Samsir (2020) entitled "The Influence of Reliability and Responsiveness on Consumer Satisfaction among Service Users in MahakaryaPhotograph". Conclude that responsiveness significantly influences Mahakarya Customer SatisfactionPhotograph.

Effect of Reliability(X1) and Responsiveness (X2) Against Customer Satisfaction (Y)

In the research "The Influence of Service Quality on JNE Customer Satisfaction in Balikpapan" written by C. Prihandoyo (2019). Draw conclusions if the variables of reliability and responsiveness simultaneously influence customer satisfaction at the JNE Balikpapan branch.

Framework of Thought

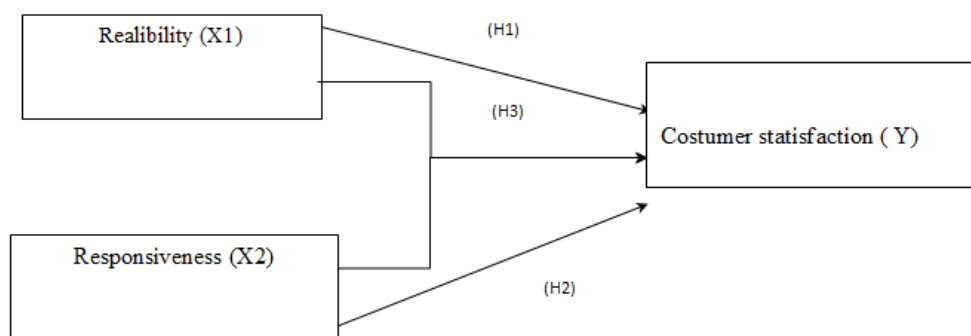


Figure 1 The framework above explains that customer satisfaction (Y) is influenced partially and simultaneously by reliability (X1) and responsiveness (X2).

METHODOLOGY

A quantitative approach with a descriptive design was used in this research. Data quantitative is research methods which is based on concrete data, in the form of numbers that are tested using statistics as a calculation testing tool, this approach is related to the problem being studied in order to conclusion reached (Sugiyono, 2018). Consumer Gofood in Bandar Lampung with the age criteria of over 17 years is the population used and the number is not known with certainty. By using the formula Lemeshow The sample size was 96 respondents and rounded up to 100 respondents with the aim of getting a more representative sample. filling out the scale questionnaire Likert techniques used in collecting primary data for this research with questions that are appropriate to the variables and distributed to consumers Gofood in Bandar Lampung who are over 17 years old. This research assesses the impact of variables x and y using multiple linear data analysis and SPSS 23 statistical software.

RESEARCH RESULT
Respondents' Responses

Table 2. Frequency Distribution of Reliability (X_1)

Interval	Category	F	%
420-500	Very good	22	22
340-410	Good	64	64
260-330	Enough	11	11
180-250	Not good	1	1
100-170	Very Not Good	2	2
		100	100

Source: Data processed 2023

Looking at the results above from 100 respondents, it can be concluded that 22 respondents or 22% stated that reliability was in the very good category, 64% categorized it as good, while 11% categorized it as fair, only 1% categorized it as not good and 2% categorized it as very bad. So it is concluded that reliability is categorized as good.

Table 3. Frequency Distribution of Responsiveness (X_2)

Interval	Category	F	%
420-500	Very good	29	29
340-410	Good	52	52
260-330	Enough	16	16
180-250	Not good	2	2
100-170	Very Not Good	1	1
		100	100

Source: Data processed in 2023

Looking at the results above from 100 respondents, it can be concluded that 29 respondents or 29% stated that responsiveness was in the very good category. 52% categorized it as good, while 16% categorized it as fair, only 2% categorized it as not good and 1% categorized it as very bad. So it is concluded that responsiveness is in the good category.

Table 4. Frequency Distribution of Customer Satisfaction (Y)

Interval	Category	F	%
420-500	Very satisfied	37	37
340-410	What?	45	45
260-330	Quite satisfied	15	15
180-250	Not satisfied	1	1
100-170	Very Dissatisfied	2	2
		100	100

Source: Data processed 2023

Looking at the results above from 100 respondents, it was concluded that 37 respondents or 37% expressed customer satisfaction in the very good category, as many as 45 respondents or 45% categorized as good, while 15% categorized as sufficient, and 1% categorized as very bad. It can be concluded that customer satisfaction is in the Good category.

Validity test

A questionnaire is determined whether it is valid or not in research using a validity test (Ghozali, 2016:52). *degree of freedom* is the validity test used in this research. This test was carried out using a two-sided test with a sig level. 0.05. Significance was tested by analyzing the difference between rcount and rtable. If rcount > rtable, each question is recognized as valid.

Table 5. Validity Test Results

Reliability (X_1)	rhitun g	rtable	Informatio n
Item 1	0,527	0,196	Valid
Item 2	0,598	0,196	Valid
Item 3	0,660	0,196	Valid
Item 4	0,638	0,196	Valid
Item 5	0,628	0,196	Valid
Item 6	0,761	0,196	Valid
Item 7	0,675	0,196	Valid
Item 8	0,739	0,196	Valid

Item 9	0,738	0,196	Valid
Item 10	0,749	0,196	Valid
Responsiveness (X₂)	rhitun g	rtable	Informatio n
Item 1	0,724	0,196	Valid
Item 2	0,788	0,196	Valid
Item 3	0,698	0,196	Valid
Item 4	0,705	0,196	Valid
Item 5	0,775	0,196	Valid
Item 6	0,693	0,196	Valid
Item 7	0,755	0,196	Valid
Item 8	0,795	0,196	Valid
Item 9	0,733	0,196	Valid
Item 10	0,747	0,196	Valid
Customer Satisfaction (Y)	rhitun g	rtable	Informatio n
Item 1	0,814	0,196	Valid
Item 2	0,767	0,196	Valid
Item 3	0,754	0,196	Valid
Item 4	0,793	0,196	Valid
Item 5	0,729	0,196	Valid
Item 6	0,853	0,196	Valid
Item 7	0,810	0,196	Valid
Item 8	0,803	0,196	Valid
Item 9	0,854	0,196	Valid

Item 10	0,890	0,196	Valid
---------	-------	-------	-------

Source: Data processed by SPSS23

Based on the data processing results above, it is stated that all question items have $r_{count} > r_{table}$ 0.196. This means that this instrument used is valid as a measuring tool.

Reliability test

This test was used to provide a questionnaire assessment (Ghozali, 2016:48). Cronbach Alpha (α) testing was applied to assess the level of reliability of each instrument in this research. SPSS 23 software was used to calculate reliability with Cronbach Alpha (α). If the Cronbach Alpha value is > 0.6 , the instrument is declared reliable.

Table 6. Reliability Test Results

Variable	Cronbach Alpha	Alpha	Information
Reliability (X1)	0,863	0,6	Reliable
Responsiveness (X2)	0,907	0,6	Reliable
Customer Satisfaction (Y)	0,940	0,6	Reliable

Source: Data processed by SPSS23

Based on the data above, each variable instrument is considered reliable because the Cronbach alpha value exceeds 0.6.

Multiple Linear Regression Analysis Test

To identify the direction and extent to which the dependent variable is influenced by the independent variable, use multiple linear regression analysis (Ghozali, 2018). The analysis includes *multiple* independent variables (X_1, X_2, \dots, X_n) with linear measurements of the dependent variable (Y).

Table 7. Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Say.
	B	Std. Error	Beta		
1 (Constant)	1.337	2.256		.593	.555
Reliability	.076	.124	.064	.618	.538
Responsiveness	.916	.116	.820	7.887	.000

a. Dependent Variable: Customer Satisfaction

Source: Data processed by SPSS23

Based on the data processing above, the multiple linear regression line equation can be written as:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$$

$$Y = 1.337 + 0,076X_1 + 0,916X_2$$

Based on the multiple linear regression line equation above, it is known: The constant value is 1.337. This means that customer satisfaction when the reliability and responsiveness variables have a constant value.

The reliability regression coefficient value of 0.076 can be stated as having a positive influence on customer satisfaction, if reliability increases, buyer satisfaction will increase. *Gofood* in Bandar Lampung also rose. The responsiveness regression coefficient value of 0.916 can be stated to have a positive influence on customer satisfaction, if responsiveness increases, buyer satisfaction *Gofood* in Bandar Lampung also rose.

t Test Results

In order to see the individual influence that the independent variable has on the dependent variable, a T test was carried out (Ghozali, 2018:88).

Table 8. T Test Results

Variable	Tcount	ttable	Say	Alpha
Reliability	0,618	1,984	0,538	0,05
Responsiveness	7.887	1,984	0,000	0,05

Source: Data processed by SPSS23

Based on the table above, the reliability variable has a value of tcount (0.618) < ttable (1.984), namely H1 is not accepted. States that reliability does not significantly influence customer satisfaction *Gofood* in Bandar Lampung. The responsiveness variable has a value of tcount (7.887) < ttable (1.984). This proves that H2 is accepted which shows that responsiveness has a significant influence on buyer satisfaction *Gofood* in Bandar Lampung.

Test Results f

In order to determine whether or not the independent variable simultaneously has an influence on the dependent variable, the f test is used (Sugiyono, 2018:208).

Table 9. F Test Results
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3963.468	2	1981.734	161.601	.000 ^b
	Residual	1189.522	97	12.263		
	Total	5152.990	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Responsiveness, Reliability

Source: Data processed by SPSS23

Judging from the f table above, the sig value is $0.000 < 0.05$ and fcount (161,601) > ftable (3.09) it is stated that customer satisfaction *Gofood* in Bandar Lampung is influenced simultaneously by the variables of reliability and responsiveness.

Coefficient of Determination Test (R²)

To determine the potential magnitude of the independent variable in describing the dependent variable, the Coefficient of Determination (R²) (Sugiyono, 2017). The test value ranges from zero to one (0-1).

Table 10. Coefficient of Determination Test Results (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877 ^a	.769	.764	3.502

a. Predictors: (Constant), Responsiveness, Reliability

Source: Data processed by SPSS23

Based on the resulting Rsquare value of 0.769 or 76.9%, this means that customer satisfaction is influenced by reliability and responsiveness by 76.9% while the remainder (23.1%) is influenced by other factors that were not examined.

DISCUSSION

Effect of Reliability (X₁) Against Customer Satisfaction (Y) *Gofood* in Bandar Lampung

The results of the hypothesis test conclude that the reliability variable does not have a significant influence on customer satisfaction. This result is shown by the magnitude of tcount (0.618) < (1.984) ttable and sig. equal to (0.538) > (0.05). Finally, these findings reject the results of the first hypothesis that reliability does not significantly influence customer satisfaction *Gofood* in Bandar Lampung.

Effect of Responsiveness (X₂) Against Customer Satisfaction (Y) *Gofood* in Bandar Lampung

The results of the hypothesis test conclude that the second hypothesis is accepted, namely that responsiveness significantly influences customer satisfaction *Gofood* in Bandar Lampung.. this result is shown by the $t_{count} (7,887) > (1,984) t_{table}$ and the significance level $(0.00) < (0.05)$.

Effect of Reliability (X_1) and Responsiveness (X_2) Against Customer Satisfaction (Y) *Gofood* at Bandar Lampung

The results of the hypothesis test conclude that the third hypothesis is accepted, namely customer satisfaction *Gofood* in Bandar Lampung is influenced simultaneously by the variables reliability and responsiveness. These results show that the sig value of 0.000 is less than 0.05 and $f_{count} (161,601)$ exceeds $f_{table} (3.09)$.

CONCLUSIONS AND RECOMMENDATIONS

1. This research found that the reliability variable did not significantly influence customer satisfaction *Gofood* in Bandar Lampung.
2. This research found the results that the responsiveness variable had a significant influence on customer satisfaction *Gofood* in Bandar Lampung.
3. This research found the results that the variables of reliability and responsiveness simultaneously influence customer satisfaction *Gofood* in Bandar Lampung.

The results of the analysis show that customer satisfaction *Gofood* in Bandar Lampung is influenced simultaneously by reliability and responsiveness. So that, *Gofood* Bandar Lampung must filter the people *Gofood partner* by being more selective in order to improve the consistency of service and being more responsive in handling customer complaints to increase customer satisfaction, this can directly improve quality and continue to continuously monitor customer satisfaction as time goes by.

ADVANCED RESEARCH

This research still has limitations so it is necessary to carry out further research related to the topic "Effect of Dimensional Aspects service Quality Reliability and Responsiveness on Go-Food Customer Satisfaction in Bandar Lampung" to perfect this research, as well as increase insight for readers.

REFERENCES

- Ahyani. (2022). *THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION IN THE DAPURUMA AT MOSQUE RAYA BINTARO JAYA, SOUTH TANGERANG* (Vol. 5, Issue 3).
- Ajjah, J. H., & Selvi, E. (2021). *The influence of competence and communication on the performance of village officials*. 13(2), 232–236.
- Ani, J., Lumanauw, B., & Tampenawas, J. L. A. (2021). THE INFLUENCE OF BRAND IMAGE, PROMOTION AND SERVICE QUALITY ON CONSUMER PURCHASE DECISIONS ON TOKOPEDIA E-COMMERCE IN MANADO CITY THE INFLUENCE OF BRAND IMAGE, PROMOTION AND SERVICE QUALITY ON CONSUMER PURCHASE DECISIONS ON TOKOPEDIA E-COMMERCE IN MANADO CITY. *663 EMBA Journal*, 9(2), 663–674.
- Aryo Anggoro, D., Aryo Baskoro Bogor Tourism College, D., Curug Mekar No, J., & Kota Bogor, Y. (2022). *The Influence of Service Quality on Consumer Satisfaction*.
- Brama Kumbara, V., & Andri Wijaya, R. (2020). *ANALYSIS OF MARKETING STRATEGIES AT PT GOJEK INDONESIA*. 1(6). <https://doi.org/10.31933/JIMT>
- Caesarini, D., Akuntansi, J., Brawijaya, U., & Haryono, J. M. (n.d.). *(Case Study on GO-FOOD and GO-RIDE Application Services) Compiled by*.
- Christy, O., Ulita, E., Endang, P., Program, S., Business Administration - Department, S., & Administration, I. (2019). THE INFLUENCE OF SYSTEM QUALITY, INFORMATION QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION PT. EKA SARI LORENA “ESL EXPRESS.” *InJOM FISIP* (Vol. 6).
- Fakhriyah, P. (2020). *COMM-EDU JOURNAL THE EFFECT OF ONLINE TRANSPORTATION SERVICES (GOJEK) ON THE EXPANSION OF JOB OPPORTUNITIES FOR PEOPLE IN CIMAHI CITY* (Vol. 3, Issue 1).
- Faustina, S., & Erica Maryati, D. (2023). The Influence of Marketing Mix on Consumer Purchasing Decisions in Wholesale Stores. In *Digital Business and Entrepreneurship (MEKANISDA)* (Vol. 1, Issue 1). <https://ejurnal.mitrakreasicendekia.com/index.php/mekanisda/>
- Karim, A. (2023). Legal Certainty of the Creator and Copyright Holder of the Gojek-PT Karya Anak Bangsa Application (Case Study Case Number

- 86/Pdt.Sus-HKI/Cipta/2021/PN Niaga Jkt.Pst).*Law Veranda Journal*, 16.
<https://tirto.id/go-jek-jadi-startup-pertama->
- Larasati, A., Economy, F., University, B., & Malang, B. (n.d.).*The Influence of Service Quality on Customer Satisfaction and Customer Loyalty (Study at Bank BRI Unit Klojen Malang)*.
- Latif, M., Rohman, N., & Suji'ah, U. (n.d.).*CONSUMER SATISFACTION ON THE QUALITY OF SERVICES AT THE GRIYA DAHAR MBOK SUM EATING HOUSE (Case study of consumers in the Special Region of Yogyakarta)* 1.
- Maulidin, T., Alexander, N., & Zulbetti, R. (2022). THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT PT BHAKTI IDOLA TAMA BANDUNG By.*Journal of Economics and Business*, 9(2).
- Prawiyogi, A. G., Sadiyah, T. L., Purwanugraha, A., & Elisa, P. N. (2021). Using Big Book Media to Foster Interest in Reading in Elementary Schools.*Jurnal Basicedu*, 5(1), 446–452. <https://doi.org/10.31004/basicedu.v5i1.787>
- PROFESSIONAL Journal of Economics, S., and Technology, B., & Surbakti Lecturer at Mandiri Bina Achievement Polytechnic Medan, A. (n.d.).*The Influence of Promotion and Service Quality on Interest in Becoming a Customer at an Insurance Company*.
- Sari, W. P., & Obadja, N. N. (2023). Business Feasibility Study Analysis for Micro, Small and Medium Enterprises (MSMEs) Bangkit Kenanga Cakes Viewed from Marketing and Management Aspects.*EKONOMICA45: Scientific Journal of Management, Business Economics, Entrepreneurship*, 11(1), 439-449.
- Sari, W. P., & Arya, K. (2023). ANALYSIS OF INTEREST AND MOTIVATION IN ENTREPRENEURSHIP AFTER COVID-19 AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, BANDAR LAMPUNG UNIVERSITY.*Journal of Business and Management*, 3(5), 1120-1124.
- Teguh, W., Faculty, E., University, I., Kalimantan, J., Adhyaksa, N., & Banjarmasin, K. (2017).*At-Tadbir: Management Scientific Journal Volume I Number 2, THE INFLUENCE OF SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION AT UPIK FUTSAL BANJARMASIN*.
- University, A., Makassar, N., & Pettarani Makassar, J. A. (n.d.).*The Influence of Service Quality on Customer Satisfaction among Users of Grab Online Transportation Services in Makassar City*.

- Yunus, O., Faculty of Economics-Department, A., University, M., & Maranatha, K. (2016). THE INFLUENCE OF SERVICE QUALITY (TANGIBLE, EMPATHY, RELIABILITY, RESPONSIVENESS AND ASSURANCE) ON CUSTOMER SATISFACTION: RESEARCH AT SERELA HOTEL BANDUNG. In *Management Journal* (Vol. 15, Issue 2).
- Yusuf, M., & Ichsan, R. N. (2021). BANK SYARIAH INDONESIA SERVICE QUALITY: SOCIAL PERSPECTIVE. *Journal of Economic Studies and Public Policy*, 6(2).
- Zikri, A., & Harahap, M. I. (n.d.). *Analysis of Goods Delivery Service Quality on Consumer Satisfaction at PT Pos Indonesia (Persero) Regional I Sumatra*.