



The Influence of Service Quality, Prices and Promotions on Student Satisfaction in Following the Course at the Study Institution Mr. Bob English Club Pare Kediri

Rafikhein Novia Ayuanti^{1*}, Sudarmiati², Ludi Wishnu Wardana³
Doctoral Program in Management Science, State University of Malang

Corresponding Author: Rafikhein Novia Ayuanti

rafikhein.novia.2304139@students.um.ac.id

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ABSTRACT

In this era of globalization, there are various types of education patterns, one of which is non-formal education. The Mr. BOB course institution is one of the most popular course institutions. Whether it is seen in the testimonials of its members or whether the institution recognizes it and tries to always maintain it. This research examines the influence of service quality, price, and promotion on student satisfaction when taking courses at the Mr. Bob English Club Pare Kediri tutoring institution. This type of research uses quantitative and causal methods (causal research).

INTRODUCTION

Companies carry out marketing to promote their goods and services. According to Kotler & Armstrong (in Priansa, 2017: 3), marketing is a social and management process in which individuals and groups create, offer and exchange something useful with other parties to fulfill their needs and desires. This marketing includes advertising, selling, and delivering goods to customers or organizations. In carrying out promotions, they will target demographics that are relevant to the products being marketed. To achieve organizational goals, analysis, planning, implementation and monitoring of programs are carried out in marketing management. (Kotler, 1986:20). Nowadays they also involve celebrities, celebrities or someone famous to promote a product. Having marketing management also really helps consumers. So it will be easier for them to find products that suit what they currently need, for example service products from course institutions.

In the modern world, there are many ways to learn. One of them is non- formal education. Non-formal education is a path outside formal education that can be carried out in a structured and tiered manner. An example is a course institution, which was founded by the government or individuals and aims to improve the personality aspects of human resources so that they have better knowledge, skills and attitudes to life. The Mr.BOB course institution is one of the most popular. Judging from the testimonials given by members or members, the institution recognizes it and tries to continue to maintain it. Registration fees at these tutoring institutions are also relatively more expensive compared to other tutoring institutions. However, this is a comparison of the quality of knowledge and experience provided by the guidance institution. Many tutoring participants have come from various provinces in Indonesia so far. Customers most often come to Mr.BOB for its own promotion through word of mouth advertising and social media. Former members stated that Mr.BOB's service was quite good.

Budiono Sutrisno, et al (2009:6) stated that courses are a form of educational service in non-formal education for the community (students) through education and training in a number of certain competencies for students so that they are ready to enter the world of work or the world of business and industry. For this reason, the existence of courses really helps people in increasing their knowledge and skills so they are ready to enter the world of work. "Service quality is a consumer's assessment of the overall excellence or superiority of an entity. Today, relationships with customers have undergone a paradigm shift, and private players compete with each other to provide quality services to customers. Because customer satisfaction and customer loyalty have become the keys to success in the industry this (Vanniarajan & Shfmkari, 2008).

According to Deliyanti Oentoro (2012) in Sudaryono (2016: 216) "price is an exchange rate that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time

and in a certain place". Price interacts with all other elements in the marketing mix to determine the activity of each element and the entire element.

Promotions carried out by companies will influence consumer perceptions, so that their perceptions of product promotions, both directly and indirectly, will shape their perceptions of the product. Philip Kotler (2005) also said that promotion is a marketing effort that involves various short-term intensive efforts aimed at encouraging the desire to try or buy a product or service. The main purpose of promotions is to inform, persuade, and remind consumers about their return to products and services.

In English Village, Pare, there are hundreds of courses, and Mr. Bob English Club is one of them. The site is on Jalan Asparaga 61, Pare Kediri. Starting from children, teenagers, to adults, there are many programs at the course that meet the needs of the community. The advantage of this course is the vision and mission "English speaking therapy specialist + PD booster". A student is called a member, and a teacher or course instructor is called a tutor.

THEORETICAL REVIEW

Understanding Customer Quality

Customer perceptions of the overall quality or superiority of a product or service that is in accordance with the intended purpose is called service quality. Kotler (2012: 25) says that quality is the totality of features and characteristics of a product or service that depend on its ability to meet stated or implied needs. . Meanwhile, Tjiptono (2012:315) said that quality is the expected level of excellence and control over this level of excellence to fulfill customer desires.

By considering the two definitions above, quality can be defined as the conformity of a product, whether goods or services, with predetermined goals and standards, where its reliability, durability, correct time, appearance, purity and individuality can satisfy customers. Here, the quality in question is the quality of services that provide services to customers. The five main dimensions of service quality, according to Tjiptono (2011: 198), are as follows:

1. Physical evidence (Tangible): the company's ability to demonstrate its existence to others. It is intended that the company's appearance, capabilities and physical infrastructure, as well as the condition of the surrounding environment, are concrete evidence of the services provided.
2. Responsiveness (Responsiveness) is the ability and willingness of employees to help and provide fast and accurate service to customers with clear information.
3. Guarantee and certainty (Assurance) is the ability of company employees to foster customer trust in the company through their knowledge, politeness and ability to provide clear information to customers. Communication, credibility, security, competition, and courtesy are some of them.
 - a) Empathy is providing sincere and individual or personal attention

given to customers by trying to understand consumer desires.

- b) Reliability is the company's ability to provide services that are presented accurately and reliably. Performance must be in accordance with customer expectations, which means punctuality, equal service to all customers without errors, a sympathetic attitude and high accuracy.

Price

According to Suparyanto and Rosad (2015), price is any amount that has value, usually in the form of money that must be spent to get a product. According to Kotler and Keller (2009), price is a component that is easily changed in marketing programs, channels, features, and communication. Based on several opinions from previous researchers about price, researchers concluded that price is something that must be paid to get a basic item. According to Kotler and Armstrong, quoted in Sabran (2012.). Four price characteristics, according to William J. Stanton (2000:308):

1. Affordability

Producers consider consumers' purchasing power when setting selling prices. It is offered to reach all consumers, including consumers with low purchasing power.

2. Match between product price and quality

Components of pricing carried out by producers based on the quality of the product that can be obtained by consumers; producers will set high prices for high quality products, and vice versa; pricing based on product quality gives consumers the opportunity to choose which products they will buy:

- a. Price competition:

Price competitiveness is an important factor for customers when choosing products. These are the prices offered by different manufacturers in competition with other manufacturers' prices for the same type of product. Because competing companies offer lower prices, consumers may lose loyalty to those companies.

- b. Match between price and profit

Prices are determined by producers based on the profits that consumers have. Manufacturers will set higher selling prices for products with greater profits, but vice versa. When consumers decide what they buy, they will compare the benefits they get with the price offered. If consumers' timing is not suitable, they will usually switch to another product or company.

Promotion

Kotler and Armstrong (2014:76) define the meaning of promotion as follows, promotion refers to activities that communicate to the merits of the product and persuade target customers to buy it. The definition states that promotion; refers to the activity of communicating a product and persuading target customers to purchase it.

Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing their products or services. According to Saladin (2004) promotion is a communication of information between sellers and buyers which aims to change the attitudes and behavior of buyers, from previously unknown people to familiar ones so that they become buyers and remember the product.

According to William Shoel (1993) in Manap (2016: 301), promotion is an effort made by marketers, communicating with potential audiences. Communication is a process of sharing ideas, information, or audience feelings.

Meanwhile, according to William J. Stanton (1981) in Manap (2016: 301) states "Basically, promotions are an exercise in information, persuasion and conversely, a person who is persuaded is also being informed".

Promotional indicators can be used by companies as a benchmark for whether the message conveyed by the company reaches the intended consumers. According to Kotler (2001) there are five types of promotional activities, including:

1. Advertising (advertising)

Advertising is a form of non-personal promotion using various media aimed at increasing purchases. Companies use advertising as a medium for introducing products to consumers and allowing customers to get information about the products being sold on the market. To maintain the product so that it is not forgotten by consumers, producers must carry out regular advertising and present new innovations in marketing the product.

2. Sales promotion

Sales promotions are various short-term incentives to encourage the desire to try or buy a product/service. The objectives of sales promotions are very diverse, companies can use sales promotions to help long-term purchases or increase short-term sales relationships.

3. Personal selling

Personal selling or face-to-face selling is a form of personal promotion with oral presentations in a conversation with prospective buyers which is intended to increase purchases. Personal selling is considered effective in marketing products because the seller can explain directly to consumers about the product, and can help consumers find the type of product that suits their needs.

4. Publicity

Publicity is a form of non-personal promotion regarding certain services or business entities by reviewing information or news about them (generally scientific in nature). The purpose of publicity is to stimulate demand for a product in a non-personal, commercial nature regarding the product in electronic and print media.

5. Direct and interactive marketing (Direct marketing)

Direct marketing is a marketing system where the company communicates directly with target customers to get a response.

Communication in direct marketing can be done using email, telephone and other non-personal means of contact to get direct responses from potential customers.

Satisfaction

According to J.Paul Peter Jerry C. Olson (2013:06), consumer behavior is defined as the interaction between influence and awareness, behavior and the environment in which humans interact in various aspects of life. According to Michael R. Solmon (2015:28), customer behavior is the study of the processes involved when individuals or groups choose, buy, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. This definition explains that customer behavior is the study of the processes involved when individuals or groups select, buy, use, or dispose of products, services, ideas, or experiences to satisfy needs and wants. Customer satisfaction, according to Tjiptono (2011), is defined as a post-purchase evaluation if the chosen alternative at least provides results.

Consumer satisfaction, according to Kotler's (2011) theory, is the key to retaining customers. Consumer satisfaction can be measured in the following ways:

1. Repurchase—also known as “repurchase”—is a type of purchase made by customers after they have made their first purchase of a particular good or service within a certain period of time and actively like and have a positive attitude toward that good or service, based on previous experiences.
2. Oral conversation
Satisfied customers will tell others about their company or products for that matter. Word of mouth (WOM) can be in the form of customer suggestions or comments based on the experiences they have had; This greatly influences the decision-making process by other parties.
3. Making the decision to buy a product from the same company: If customers are satisfied with a product, they will become loyal to that product, and if the customer and company match, they will buy the product issued by that company because they have more confidence in the product issued by the company.
4. Brand image is a collection of ideas or images that make up a good, service or company. Aspects such as name, logo, slogan and design can influence the brand. Creating a strong brand image on a product can help build customer loyalty and encourage them to recommend others to buy the product. A strong brand is an element that provides additional value to customers.

The Relationship between Service Quality and Consumer Satisfaction

Kotler (2012: 25) says that "quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs", while Tjiptono (2012: 315) says that "quality is the expected level of excellence and control over this level of excellence to meet customer desires." Quality is the conformity of a product, whether goods or

services, with predetermined goals and standards, where its reliability, durability, right time, appearance, purity and individuality can satisfy customers. Here, the quality in question is the quality of services that serve customers. Customer satisfaction is defined as the level of feelings that customers feel after comparing what they receive with what they expected (Umar, 2005:65).

In previous research, Rizki (2020) stated that the results of research on service quality have a significant influence, meaning that if consumers have no previous experience with a company, then their perception of the quality of that company's services will be based on their expectations. The next interaction (service encounter) with the company will cause the consumer to enter the confirmation process and revise his perception of service quality. Each additional interaction with the company will strengthen or otherwise change the customer's perception of service quality. The revised perception of service quality modifies consumers' purchasing interest towards changes in the future.

The Relationship between Price and Consumer Satisfaction

One of the factors that influences customer satisfaction is price, where the customer's perception is that a high price will reflect high quality (Tjiptono, 1997, p.152). Price is a consumer assessment regarding the comparison of the amount of sacrifice with what will be obtained from products and services (Zeithaml, 1988). Consumer satisfaction is the level of consumer feelings after comparing what he received and his expectations (Umar, 2005: 65). A customer, if he is satisfied with the value provided by a product or service, is very likely to remain a customer for a long time.

In previous research by Desi Derina Yusda in 2019, it was stated that the results of research on service quality had a significant effect. Research on price had a significant effect. This means that price plays a very important role in consumer satisfaction because with affordable prices, consumers feel satisfied with the services provided by the course institution.

The Relationship of Promotion to Consumer Satisfaction

One way to help companies communicate with consumers is that promotions can convey information in the form of knowledge about the products being offered. Rambat Lupiyoadi (2013:92) defines the meaning of promotion as follows, promotion is an activity carried out by a company to communicate product benefits and as a tool to influence consumers in purchasing activities or using services according to their needs. Consumer satisfaction is the level of consumer feelings after comparing what he received and his expectations (Umar, 2005: 65). A customer, if he is satisfied with the value provided by a product or service, is very likely to remain a customer for along time.

Previous research by Heni in 2016 stated that the results of research on promotion had a significant effect. This means that promotion is very important in introducing services and also attracting consumer interest to join the course institution. because of promotions, especially from previous

students or testimonials. Consumers will have more trust in course and tutoring institutions than previous students

The aim of this framework is to determine the influence of price and service quality on consumer satisfaction simultaneously and partially. To find out more about this influence and determine the direction of the research problem to suit the research objectives, this framework model is needed:

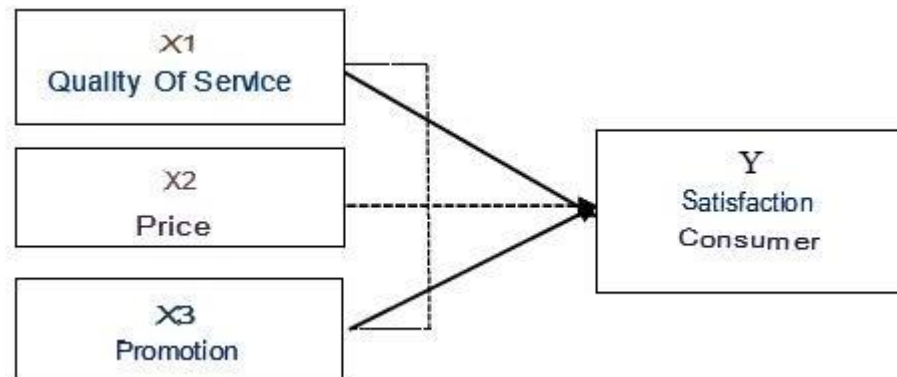


Figure 1. Framework

Source : Data (Processed)Information

Hypothesis Formula

Based on the framework of thought and theories in the literature review, the hypothesis can be formulated as follows:

1. It is suspected that there is an influence between service quality on studentsatisfaction at Mr. Bob.
2. It is suspected that there is an influence between price and studentsatisfaction at Mr. Bob.
3. It is suspected that there is an influence between promotion on studentsatisfaction at Mr. Bob.
4. It is suspected that there is an influence between service quality, price andpromotion on student satisfaction at Mr.Bob.

METHODOLOGY

This type of research uses quantitative with causal methods (causal research), namely a type of research with problem characteristics in the form of a cause-and-effect relationship between two or more variables (Sugiyono, 2014) using surveys, namely by collecting data and information from respondents using questionnaires. Location This research will be carried out at the Mr.Bob.

English Club Course and Training Institute which is located on Jl. Asparaga No. 61, Tegalsari, Tulungrejo, Kec. Pare, Kediri, East Java. The population characteristics are based on 60 people during the wave period from May 2022 to June 2022. The sample used in the research was students from the Mr. Bob English Club Pare Kediri Course Institute. Totaling 60 students.

Multiple Linear Regression Analysis

Several steps are taken in processing linear regression data to identify the relationship between the independent variable and the dependent variable. For example, the variables of service quality, price, and promotion are compared with customer satisfaction. The results of the Multiple Linear Regression test carried out here using the SPSS program which is attached at the end of the thesis are presented as follows:

Table 1. Recapitulation of Multiple Linear Regression results

Variabel	Unstandardized Coefficients		Standart Coefficients	t	Sig
	Model	B	Std. error		
(constant)	16,951	1,413		11,996	0,000
Kualitas pelayanan	-0,044	0,053	-0,136	-0,832	0,409
Harga	-0,066	0,062	-0,172	-1,060	0,294
Promosi	0,030	0,049	0,082	0,605	0,548
R	= 0,264				
R Square	= 0,069				
Adjusted R Square	= 0,020				
F	= 1,394				
Sig F	= 0,254				
Std Error of the estimate	= 4,09920				

Based on the table above, the test results can obtain the regression equation:

$$Y = 16.951 a - 0.044 X1 - 0.066 X2 + 0.030 X3 + e$$

In this regression analysis, variable Y is Work Productivity as the dependent variable, while the independent variables are service quality (X1), Price (X2), Promotion (X3). The meaning of this equation is:

1. Constant (a) = 16.951, meaning that if there is no influence on the variables of service quality, price and promotion (X1,
2. Regression coefficient
3. The regression coefficient
4. Regression coefficient

T-Test

1. In the table of values in the t distribution which shows the t table value with a significance level or error rate of 0.05 (5%) with a frequency of 60 respondents is 2,003. The influence of service quality on consumer satisfaction

Based on table 4.27, for the service quality variable (X1) it has $t_{sig} = -0.832$. t_{sig} less than 5% ($-0.832 < 0.05$). This shows that the service quality variable (X1) does not have a significant effect on the consumer satisfaction variable (Y). Then it is known that $t_{table} = 2.003$ and $t_{count} =$

-0.832 . because $t_{count} < t_{table}$ ($-0.832 < 2.003$), then H_0 is accepted and H_a is rejected, this means "It is suspected that there is no

influence between service quality on consumer satisfaction for Mr. Bob English Club Pare Kediri" was rejected.

2. The effect of price on consumer satisfaction

Based on table 4.27, the Price variable (X2) has $t_{sig} = -1.060$. t_{sig} less than 5% ($-1.060 < 0.05$). This shows that the Price variable (X2) does not have a significant effect on the consumer satisfaction variable (Y). Then it is known that $t_{table} = 2.003$ and $t_{count} = -1.060$, because $t_{count} > t_{table}$ (-

$1.060 < 2.003$), then H_0 is accepted and H_a is rejected, this means the hypothesis "It is suspected that there is no influence between price on consumer satisfaction at Mr. Bob English Club Pare Kediri " rejected.

3. The influence of promotions on consumer satisfaction

Based on table 4.27, the Promotion variable (X3) has $t_{sig} = 0.605$. t_{sig} less than 5% ($0.605 > 0.05$). This shows that the Promotion variable (X3) has a significant effect on the consumer satisfaction variable (Y). Then it is known that $t_{table} = 2.003$ and $t_{count} = 0.605$ because $t_{count} > t_{table}$ ($0.605 > 2.003$), then H_0 is rejected and H_a is accepted, this means that the hypothesis "It is suspected that there is an influence between promotion on consumer satisfaction at Mr. Bob English Club Pare Kediri" is accepted

F-Test

This test is carried out to find out whether the independent variables simultaneously have a significant influence on the dependent variable. In this hypothesis it is assumed that the variables Service Quality (X1), Price (X2) and Promotion (X3) have an influence on Consumer Satisfaction (Y) at Mr. Bob English Club Pare Kediri. shows that F_{count} is 1.394 ($F_{sig} = 0.254$), so F_{sig} ($0.254 > 0.05$), meaning the model is accepted or it can be concluded that $f_{table} = 2.77$ and $f_{count} = 1.394$, because $f_{count} > f_{table}$ ($1.394 > 2.77$) then h_0 rejected and accepted, this means that the variables of Service Quality, Price and Promotion simultaneously influence Mr. Bob English Club Pare Kediri

RESULTS AND DISCUSSION

The Influence of Service Quality on Consumer Satisfaction

The test results show that service quality can influence consumer satisfaction negatively or insignificantly. The results show that t_{count} is greater than t_{table} (-0.832 less than 2.003) and the sig value of 0.409 is greater than 0.05 . Therefore, the first hypothesis shows that the quality of service at Mr. Bob English Club Pare Kediri has a negative and insignificant effect. According to research by Rizki (2020), the results of this research show that service quality is very important. In other words, if a customer has never had previous experience with a company, their perception of the quality of that company's service will be based on their previous experience. When customers next interact with a company, they will enter the process of being confirmed and considering the quality of service. Every relationship with the company will improve or vice versa.

The effect of price on consumer satisfaction

The research results show that price has a negative and insignificant impact on consumer satisfaction. The results show that t_{count} is greater than t_{table} (-1.060 less than 2.003) and the sig value of 0.294 is greater than 0.05. Therefore, the second hypothesis shows that the influence of price on Mr. Bob English Club Pare Kediri is not significant and negative.

A previous study conducted by Desi Derina Yusda in 2019 found that the results of research on price had a big influence on service quality. In other words, price is very important for customer satisfaction because if the course price is affordable, customers will feel satisfied with the services provided by the course institution.

The Effect of Promotion on Consumer Satisfaction

0.05. The test results show that promotions influence consumer satisfaction positively and significantly. The results show that t_{count} is greater than t_{table} (0.605 greater than 2.003) and the sig value of 0.548 is smaller than 0.05. Therefore, the third hypothesis indicates that Mr. Bob English Club Pare Kediri received a positive and significant impact from the promotion.

Previous research by Heni in 2016 stated that research findings had a significant impact on promotion. In other words, promotion is very important to introduce services and attract students to the course institution. because there is a promotion, usually from previous students or testimonials. Consumers will have more trust in the course institutions and tutoring they receive from previous students. The influence of service quality, price and promotion on consumer satisfaction

CONCLUSIONS AND RECOMMENDATIONS

The test results show that service quality, price and promotion influence each other on consumer satisfaction. This fact is proven by F_{count} of 1.394 ($F_{sig} = 0.254$), which shows that the model is accepted, or it can be concluded that $f_{table} = 2.77$ and $f_{count} = 1.394$, because f_{count} is greater than f_{table} (1.394 is greater than 2.77), then H_0 is rejected H_a is accepted. This shows that the variables Service Quality, Price, and Promotion influence Mr. Bob English Club Pare Kediri simultaneously.

The correlation coefficient (R) value of 0.264 is positive, and the adjustable R squared value is 0.069. This shows that the two variables work quality, price and promotion account for 6.9 percent of the consumer satisfaction variable, while the other consumer satisfaction variables are 93.1% influenced by other variables.

The results show that service quality, price and promotion have a positive effect on customer satisfaction. This significant influence shows that if the service quality, price and promotion of Mr. Bob English Club Pare Kediri is improved, so consumers will be more satisfied. Previous research by Hilda Aprillia Pratiwi (2018), Adinda Sari Harahap (2018), Desi Derina Yusda (2019), Anggun Dwi Priyoo (2011), and Syamsi (2008) is in line with these findings.

Here some suggestion for companies:

1. It is hoped that companies will improve service quality by increasing employee abilities and skills so as to increase consumer satisfaction
2. Companies must pay attention to prices to increase members so as to increase member satisfaction
3. Companies must pay attention to promotional methods so that members become more interested.

For the writers:

1. It is hoped that subsequent researchers who use the same concepts and research topics can expand the scope of research, the number of samples used, and the research period.
2. Not only that, it is highly recommended to increase other independent variables and update the dependent variable, so that it will provide a reflection of the research results that are closer to the real situation.

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