

Analysis of The Effect of Service Quality on Customer Loyalty Through Customer Satisfaction on CV. Tiga Bersaudara Sejahtera

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Abstract

The purpose of this study was to determine the effect of Service Quality on Customer Loyalty through Customer Satisfaction at CV. Tiga Bersaudara Sejahtera either partially or simultaneously. This type of research uses a quantitative descriptive method. The population in this study are customers at CV. Tiga Bersaudara Sejahtera. The sample of this research was 24 respondents using a questionnaire. The data analysis technique used is multiple linear regression. The results of this study note that (1) partial Service Quality has a significant effect on Customer Satisfaction as proven by (2) partial Service Quality has a significant effect on Customer Loyalty and (3) simultaneously Service Quality and Customer Satisfaction as intervening have a significant effect on Customer Loyalty. The researcher's suggestion for the company is that the company provides better service quality in order to always maintain customer satisfaction so that repeated purchases occur. The company can also continue to develop a food menu with even more variations in order to maintain service quality and maintain a sense of customer satisfaction with the catering food products provided.

Key Words : Service Quality, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

Marketing is the process of creating, identifying, and linking value that aims to understand the needs and desires of customers for products and services so that this can provide customer satisfaction will lead to a sense of customer loyalty to the services, products, or services provided, so according to Kotler and Armstrong (2012:29) Marketing as the process by which companies create value for customers and build strong customer relationships to capture value from customers in return, meaning that marketing is a process by which companies create value for customers and build strong customer relationships for capturing value from customers as a reward, therefore loyalty is very important to maintain the image and success of a company, consumer loyalty can be used as a basis or basic reference in taking good policies for the company. According to Ishaq Jeremiah and Djurwati (2019: 833) say loyalty is a process, and at the end of the process, satisfaction has an effect on perceived quality, which can have an impact on loyalty and intentions for certain behaviors from a customer. It is understood

that customer satisfaction is a feeling that is felt or experienced by a customer when he gets a service or product that is what is desired or can be more, satisfaction also creates feelings of pleasure for the quality of the company's services so that it can lead to not wanting to move to another. Customers become loyal to the products or services offered. Daryanto (2019) states customer satisfaction is an emotional assessment of the customer after the customer uses a product where the expectations and needs of the customer who uses it are met. In the current era, the spread of Covid-19 is very influential in a business, one of which is in terms of product or service providers, so it is very important in this case a company knows how to maintain a product or service by providing services that are managed properly. to create a sense of satisfaction for customers to make a customer loyal to the product or service offered during the Covid-19 pandemic. So, when a company does business, it needs good management, one of which is by implementing marketing management, where there is good marketing management, it will produce products or services that are by customer interests, one of which is when marketing management in a company creates Good service quality will create a sense of customer satisfaction in terms of service and can make a customer loyal to the company.

Formulation of the problem

Does the variable of service quality affect the variable of customer satisfaction in CV. Tiga Bersaudara Sejahtera?

Does the service quality variable affect the customer loyalty variables in CV. Tiga Bersaudara Sejahtera?

Does service quality variable affect customer loyalty variables through customer satisfaction intervening variables in CV. Tiga Bersaudara Sejahtera?

LITERATURE REVIEW**1. Service Quality**

A company that is in the service sector where service quality is very important and considers a customer when appointing a service product to be chosen, therefore a company that stands in the service sector must be thorough and have its company standards so that the services provided can serve customers with the same company standards. there is. If the service received or provided is what is expected, then the quality of service is seen as good and satisfying, the satisfaction that has been formed can make customers make repeat purchases and will later become loyal customers. According to Kotler in Tjiptono and Chandra (2016: 284) explains that there are five dimensions to assess service quality, namely: Tangibles (Physical Evidence), Reliability (Reliability), Responsiveness (Responsiveness), Empathy (Concern), Certainty (Assurance), Therefore, good or bad service quality depends on the company's ability to meet customer expectations regularly.

2. Customer Satisfaction

Customers who are satisfied with the product they consume will have a tendency to repurchase from the same producer. Then customers will provide input or suggestions so that their wishes can be achieved. Customer satisfaction with a product or service is directly influenced by the customer's product or

service features. Customer feelings can also affect the perception of satisfaction with a product or service. When customers are surprised by an outcome (significantly better or worse service than expected), they tend to look for reasons, and their evaluation of those reasons can influence their satisfaction. According to Rondonuwu and Komalig in Purnomo Edwin Setyo (2017), Customer satisfaction is measured by how well customer expectations are fulfilled. The indicators of customer satisfaction are: Fulfillment of expectations, Recommending to other parties, Loyalty, Good reputation, and Location. So, according to the explanation above, it can be concluded that customer satisfaction can be influenced by the services provided by a service company, if the service of a company is very good then the customer will feel satisfied and in the future can influence the purchase of the product or service provided.

3. Customer Loyalty

Loyalty is a form of customer loyalty given to a product in the form of goods or services that have met the customer's needs. Hurriyati (2015: 129) suggests that "Customer loyalty is a customer's commitment to persist in depth to re-subscribe or re-purchase selected goods or services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavior changes. ". Rahmayanty (2013: 14) provides an indicator of customer loyalty into six indicators, namely: Repurchase, Habit of consuming the brand, Always liking the brand, Not wanting to try competing products, Confident that the brand is the best, and Recommending the brand to other people. other. So, from the description above, it can be concluded that customer loyalty is a customer commitment to a product or service that is demonstrated by good behavior, namely making repeated purchases that continue without being affected by other factors. loyal to the product or service they choose.

RESEARCH METHOD

Location and Research Object

This research takes the object of research in a company engaged in the field of food catering, namely at CV. Tiga Bersaudara Sejahtera, Jl. Jeruk RT.030 RW.007 Sungai Ulin Village, North Banjarbaru District, Banjarbaru City, South Kalimantan.

Population and sample

The population to be taken by researchers are all customers on CV. Tiga Bersaudara Sejahtera, totaling 26. According to Sugiyono (2017: 136) what is meant by population is a generalized area consisting of objects/subjects, which have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. Research conducted on CV. Tiga Bersaudara Sejahtera uses the Slovin formula because, in sampling, the number must be representative so that the research results can be generalized and the calculation does not require a table of the number of samples, but can be done using simple

formulas and calculations. the researcher took a sample of the total population, namely as many as 24.

RESULTS AND DISCUSSION

1. Validiy Test

This test is prioritized to find out whether a questionnaire is valid or not, so validity testing can be carried out. A questionnaire is said to be valid if the statements on the questionnaire can reveal something that will be measured by the questionnaire. The validity of this study was carried out by comparing the rcount of each score for each statement item with the rtable of all statement items. The results of the statement validity test can be presented by the researcher in the table below:

1.1. Service Quality Validity

The results of the statement validity test can be presented by the researcher in the table below:

Table 1. Service Quality Validity Test Results

Variable	Item	Validity			Information
		r _{count}	Direction	r _{table}	
Service Quality (X)	P1	0,700	>	0,3882	Valid
	P2	0,680	>	0,3882	Valid
	P3	0,602	>	0,3882	Valid
	P4	0,539	>	0,3882	Valid
	P5	0,652	>	0,3882	Valid
	P6	0,711	>	0,3882	Valid
	P7	0,787	>	0,3882	Valid
	P8	0,631	>	0,3882	Valid
	P9	0,733	>	0,3882	Valid
	P10	0,524	>	0,3882	Valid
	P11	0,793	>	0,3882	Valid
	P12	0,628	>	0,3882	Valid
	P13	0,454	>	0,3882	Valid
	P14	0,587	>	0,3882	Valid
	P15	0,545	>	0,3882	Valid

Source: Data processed 2022

From the validity test on service quality in the table above, it shows that of the 15 statement items obtained $r_{count} > r_{table}$ so that all variable statements above can be declared valid.

1.2. Customer Satisfaction Validity

The results of the statement validity test can be presented by the researcher in the table below:

Table 2. Customer Satisfaction Validity Test Results

Variable	Item	Validity			Information
		r _{count}	Direction	r _{table}	
Customer Satisfaction (Z)	P16	0,731	>	0,3882	Valid

P17	0,701	>	0,3882	Valid
P18	0,551	>	0,3882	Valid
P19	0,533	>	0,3882	Valid
P20	0,696	>	0,3882	Valid
P21	0,596	>	0,3882	Valid
P22	0,587	>	0,3882	Valid
P23	0,444	>	0,3882	Valid
P24	0,849	>	0,3882	Valid
P25	0,634	>	0,3882	Valid
P26	0,723	>	0,3882	Valid
P27	0,817	>	0,3882	Valid
P28	0,660	>	0,3882	Valid
P29	0,550	>	0,3882	Valid
P30	0,731	>	0,3882	Valid
P31	0,723	>	0,3882	Valid
P32	0,773	>	0,3882	Valid
P33	0,780	>	0,3882	Valid
P34	0,773	>	0,3882	Valid
P35	0,701	>	0,3882	Valid
P36	0,776	>	0,3882	Valid

Source: Data processed 2022

From the validity test on customer satisfaction in the table above, it shows that of the 21 statement items it is obtained $r_{\text{count}} > r_{\text{table}}$ so that all variable statements above can be declared valid.

1.3. Customer Loyalty Validity

The results of the statement validity test can be presented by the researcher in the table below:

Table 3. Customer Loyalty Validity Test Result

Variable	Item	Validity			Information
		r_{count}	Direction	r_{table}	
Customer Loyalty (Y)	P37	0,448	>	0,3882	Valid
	P38	0,810	>	0,3882	Valid
	P39	0,694	>	0,3882	Valid
	P40	0,718	>	0,3882	Valid
	P41	0,764	>	0,3882	Valid
	P42	0,647	>	0,3882	Valid
	P43	0,673	>	0,3882	Valid
	P44	0,708	>	0,3882	Valid
	P45	0,810	>	0,3882	Valid
	P46	0,837	>	0,3882	Valid
	P47	0,905	>	0,3882	Valid
	P48	0,643	>	0,3882	Valid
	P49	0,785	>	0,3882	Valid
	P50	0,687	>	0,3882	Valid
	P51	0,738	>	0,3882	Valid
	P52	0,719	>	0,3882	Valid
	P53	0,770	>	0,3882	Valid

P54	0,690	>	0,3882	Valid
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Source: Data processed 2022

From the validity test on customer loyalty in the table above, it shows that of the 18 statement items, $r_{\text{count}} > r_{\text{table}}$ is obtained so that all of the variable statements above can be declared valid.

From the table above, it can be seen that all statement items on the Variables of Service Quality, Customer Satisfaction, and Customer Loyalty have a significant value of 0.05, declared valid where an item statement if the r_{count} value is greater than r_{table} , then here it is known that the r_{table} value is obtained is 0.3882.

2. Reliability Test

Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire can be said to be reliable or reliable if the respondents' answers to the statements in the questionnaire are consistent or stable from time to time. To measure reliability, namely the Cronbach's Alpha statistical test. A variable is said to be reliable if it gives Cronbach's Alpha > 0.60 . for details can be seen in the table below:

Tabel 4. Hasil Uji Reliabilitas

Variable	Cronbach's Alpha	Reliability
Service Quality (X)	0,892	Reliable
Customer Satisfaction (Z)	0,941	Reliable
Customer Loyalty(Y)	0,944	Reliable

Source: Data processed 2022

From the results of the reliability test on the distributed questionnaires, the results obtained were that all factors or items were reliable because they had a Cronbach's Alpha greater than 0.60.

3. Classic Assumption Test

In this study, researchers will carry out 3 tests, namely the normality test, autocorrelation test, and heteroscedasticity test.

3.1 Normality Test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. As it is known that the t test and f test assume that the residual value follows a normal distribution or not with graphical analysis and statistical tests. A study is declared normally distributed, if the residuals move along with the normal curve.

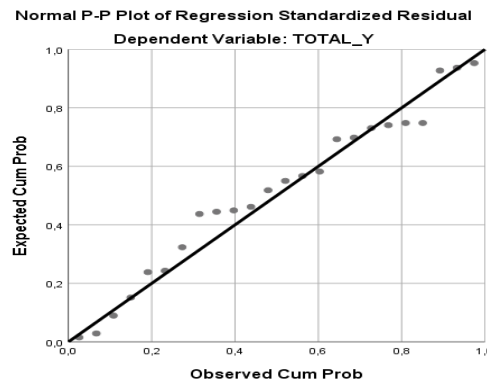


Figure 1: Normality Test Graph
Source: Data processed in 2022

Based on the picture above and getting the result that the data spreads around the diagonal line and follows the diagonal line, the regression model is normally distributed and meets the normality assumption.

3.2 Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the confounding errors in period t and the confounding errors in the $t-1$ (previous) period. If there is a correlation, then it is called an autocorrelation problem. To detect autocorrelation, statistical tests can be carried out through the Durbin-Watson test (DW test). The results of the Durbin-Watson test (WD test) in this study can be seen in the table below:

Table 5. Autocorrelation Test Results

Model Summary ^b				
Model	dU Tabel	dU hitung	4-dU	Ket
1	1,445	1,729	2,555	dUtable < dcount < 4-dU

Source: Data processed in 2022.

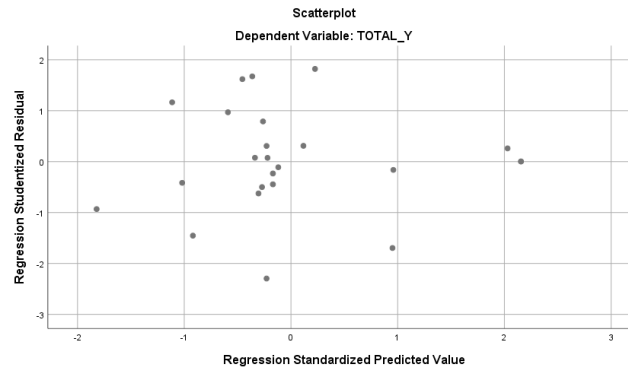
From the table above it can be seen that the Durbin-Watson value is 1.729. If $dU < d < 4-dU$ then the null hypothesis is accepted, meaning that there is no autocorrelation with the result that is $dU 1.445 < d 1.729 < 4-dU 2.555$.

3.3 Heteroscedasticity Test

In the Heteroscedasticity test it is used to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance from other observations remains the same, then it is called homoscedasticity, whereas if the variance differs from one observation to another it is called heteroscedasticity. To find out whether there is a symptom of heteroscedasticity by looking at whether there is a certain pattern on the scatter plot graph.

1. The data points spread above and below or around the number 0.
2. The dots do not gather just above or below.
3. The distribution of data points may not form a certain pattern.

For more details, see the image below:



Gambar 4-3: Grafik Scatterplot Uji Heteroskedastisitas
Sumber : Data diolah 2022

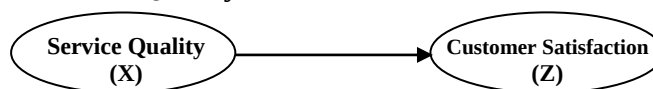
From the picture above, it can be concluded that the multiple regression model in this study is free from heteroscedasticity and is suitable for use in research because the data points do not collect only above or below and the distribution of data points cannot form a certain pattern.

4. Results Analysis

4.1 Simple Linear Regression Analysis

Simple regression is a probabilistic model that states a linear relationship between two variables where one variable is considered to influence the other variable. The probabilistic model for simple linear regression is as follows:

a. Service Quality on Customer Satisfaction



$$Z = \alpha + \beta X + e_i$$

$$Z = 14,723 + 1,125 + e_i$$

$$T_{\text{count}} = 5,084$$

$$t_{\text{table}} = 1,71088$$

$$\text{Sig.} = 0,221$$

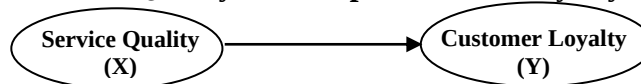
$$R = 0,735$$

$$R^2 = 0,540$$

Based on the results of the constellation and regression analysis above, it is known that the constant value is 14.723. The regression coefficient X (Service Quality) is 1.125 for all the factors studied. It can be concluded that the Service Quality Variable has a positive relationship with Customer Satisfaction. This indicates that the better the Service Quality, the

higher the Customer Satisfaction. It can also be seen that the R-value with a value of 0.735 or 73.5% is the correlation coefficient which indicates the level of relationship between the Service Quality variable and the Customer Satisfaction variable. The correlation value indicates a strong relationship because it is between 0.600 and 0.799.

b. Service Quality terhadap Customer Loyalty



$$Y = \alpha + \beta x + e_i$$

$$Y = 2,190 + 1,108 + e_i$$

$$t_{hitung} = 4,688$$

$$t_{tabel} = 1,71088$$

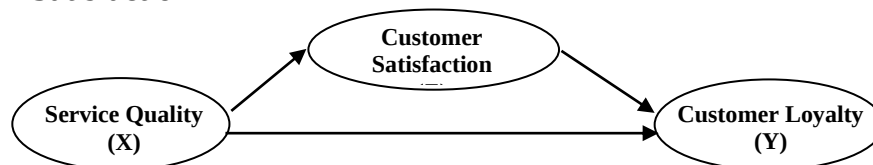
$$\text{Sig.} = 0,236$$

$$R = 0,707$$

$$R^2 = 0,500$$

Based on the results of the constellation and regression analysis above, it is known that the constant value is 2.190. The regression coefficient X (Service Quality) is 1.108 of all the factors studied. It can be concluded that the Service Quality Variable has a positive relationship with Customer Loyalty. This suggests that the better the Service Quality, the higher the sense of Customer Loyalty. It can also be seen that the R value with a value of 0.707 or 70.7% is the correlation coefficient which indicates the level of relationship between the Service Quality variable and Customer Loyalty. The correlation value indicates a strong relationship because it is between 0.600 and 0.799.

c. Service Quality to Customer Loyalty through intervening Customer Satisfaction



$$Y = \alpha + \beta x + \beta z + e_i$$

$$Y = -9,494 + 0,215 + 0,794 + e_i$$

$$F_{count} = 36.328$$

$$f_{table} = 4.26$$

$$\text{Sig.} = 0,239 + 0.156$$

$$R = 0,137 + 0.775$$

$$R^2 = 0,776$$

Based on the results of the constellation and regression analysis above, it is known that the constant value is -9.494. The regression coefficient X (Service Quality) is 0.215. The regression coefficient Z (Customer Satisfaction) is 0.794 of all the factors studied. It can be concluded that the Service Quality Variables and Customer Satisfaction Variables have a positive relationship with Customer Loyalty. This states that the better the Service Quality, the higher the sense of Customer Satisfaction so that it can lead to Customer Loyalty. It can also be seen that the R Service Quality value of 0.137 or 13.7% is a correlation coefficient which indicates the level of relationship between the Service Quality variable and Customer Loyalty. The correlation value indicates a very low level of relationship because it is between 0.000 and 0.199. And the R value of Customer Satisfaction of 0.775 or 77.5% is a correlation coefficient which indicates the level of relationship between the variables of Customer Satisfaction and Customer Loyalty. The correlation value indicates a strong relationship because it is between 0.600 and 0.799.

4.2 Hypothesis Testing

The t test is used to calculate the significance of the effect partially or from each variable. The f test also shows whether all the independent variables included in the model jointly affect the dependent variable. The results of the significance test value are as follows:

Table 6. Hypothesis Test Results

Variable			t _{count}	t _{table}	Information
X	→	Z	4,688	1,71088	Sig
X	→	Y	5,084	1,71088	Sig
Variable			f _{count}	f _{table}	Information
X	→	Y → Z	36,328	4,26	Sig

Source: Data processed 2022

Based on the table above it can be concluded that:

- H₁ : The t_{count} value of the variable (X) Service Quality is 4.688 > the t_{table} variable (Z) Customer Satisfaction is 1.71088. Shows that Service Quality has a significant effect on Customer Satisfaction at CV. Tiga Bersaudara Sejahtera. Then H₁ is accepted and H₀ is rejected.
- H₂ : The t_{count} value of the variable (X) Service Quality is 5.084 > the t_{table} variable (Y) Customer Loyalty is 1.71088. Shows that Service Quality has a significant effect on Customer Loyalty at CV. Tiga Bersaudara Sejahtera. Then H₂ is accepted and H₀ is rejected.
- H₃ : The value of f_{count} is 36.328 > f_{table} is 1.71088. Shows that Service Quality has a significant effect on Customer Loyalty through the Intervening Customer Satisfaction Variable at CV. Tiga Bersaudara Sejahtera. Then H₃ is accepted and H₀ is rejected.

5. Results and Discussion

Based on the results of the research described above using quantitative descriptive analysis using the SPSS program, the results obtained will be discussed as follows:

5.1. The Effect of Service Quality (X) on Customer Satisfaction (Z) at CV. Tiga Bersaudara Sejahtera.

From the theory above what has been put forward is in accordance with or supports the research that has been done with the discovery of Service Quality results that have a significant effect on Customer Satisfaction at CV. Tiga Bersaudara Sejahtera. From the four previous studies, there are similarities in the research conducted, namely where Service Quality has a significant effect on Customer Satisfaction. In this study the researchers used seven indicators of Customer Satisfaction and each indicator contained three statement items, which according to Rondonuwu and Komalig in Purnomo Edwin Setyo (2017), namely: Fulfillment of expectations, Attitude or desire to use the product, Recommend to other parties, Service Quality, Loyalty, Good Reputation and Location.

Of the seven indicators totaling twenty-one statement items that have the greatest influence on Customer Satisfaction is found in one of the statement items on the indicator recommending to other parties, namely in the twenty-third statement "Good product quality affects Customer Satisfaction".

5.2. The Effect of Service Quality (X) on Customer Loyalty (Y) at CV. Tiga Bersaudara Sejahtera.

From the theory above what has been put forward is in accordance with or supports the research that has been done with the discovery of Service Quality results that have a significant effect on Customer Loyalty at CV. Tiga Bersaudara Sejahtera. From the three previous studies, there are similarities in the research conducted, namely where Service Quality has a significant effect on Customer Loyalty. In this study, researchers used six indicators of Customer Loyalty and each indicator contained three statement items, according to Rahmayanty (2013: 14), namely: repeat purchases, the habit of consuming the brand, always liking the brand, not wanting to try competitor products, believing that the brand the best, and recommend the brand to others.

Of the six indicators totaling eighteen statement items that have the greatest influence on Customer Loyalty is found in one of the statement items on the repurchase indicator, namely the thirty-seventh statement "Food products are delicious so repeat purchases occur".

5.3. The Effect of Service Quality (X) on Customer Loyalty (Y) through Customer Satisfaction (Z) at CV. Tiga Bersaudara Sejahtera.

If the service received or provided is what is expected, then the quality of service is seen as good and satisfying, the satisfaction that has been formed can make customers make repeat purchases and will later become loyal customers. From the theory above, what has been stated under or supports the research that has been done with the discovery of Service Quality results that have a significant effect on Customer Loyalty through customer satisfaction at CV. Tiga Bersaudara Sejahtera. From the three previous studies, there are similarities in the research conducted, namely where Service Quality and Customer Satisfaction have a significant effect on Customer Loyalty. Of the six indicators totaling eighteen statement items that have the greatest influence on Customer Loyalty is found in one of the statement items on the repurchase indicator, namely the thirty-seventh statement "Food products are delicious so repeat purchases occur". From this test, it was also found that Service Quality has a significant effect on Customer Loyalty through the intervening variable Customer Satisfaction.

6. Implications

The implications of the results of this study include two things, namely theoretical implications and practical implications, theoretical implications related to contributions to the development of theories about the development of marketing management science related to service quality, customer loyalty and customer satisfaction. Theoretical implications in the research conducted show that service quality has an impact on customer loyalty, service quality has an impact on customer satisfaction and service quality has an impact on customer loyalty through customer satisfaction. the results of this study are expected to be useful for CV. Tiga Bersaudara Sejahtera to assist in improving service quality and customer satisfaction.

CONCLUSION AND SUGESTION

1. Conclusion

From the research that has been done based on the data that has been collected and the data testing that has been done, the following conclusions can be drawn:

- H₁ : Service Quality has a significant effect on Customer Satisfaction CV. Tiga Bersaudara Sejahtera.
- H₂ : Service Quality has a significant effect on Customer Loyalty CV. Tiga Bersaudara Sejahtera.
- H₃ : Service Quality has a significant effect on Customer Loyalty through Customer Satisfaction Pada CV. Tiga Bersaudara Sejahtera

2. Saran

Based on the results of research that has been done before, the researcher realizes that there are still many limitations, deficiencies, and errors in this research. But with this research, it is hoped that it can provide useful things to:

1. CV. Tiga Bersaudara Sejahtera, it is hoped that this research can provide input and policies by providing better service quality in order to always maintain customer satisfaction so that repeated purchases occur. There is one of the statement points in the distributed questionnaire, namely the statement item that gets the highest average value by mentioning "a varied food menu". It is hoped that the company can continue to develop a more varied food menu in order to maintain service quality which will maintain a sense of customer satisfaction for the catering food products provided.
2. For future researchers, it is hoped that in the future it can be used as a source of data and a reference for further research based on more complete and broader information and can also be used as reference material or reference for future generations in conducting future research..
3. Future research is also expected to be able to use other variables that can also affect customer loyalty and customer satisfaction that researchers use.

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