

The Impact of Service Quality on Customer Satisfaction Through Complaint Handling at the Regional Public Company for Domestic Wastewater Management in Banjarmasin City (PERUMDA PALD)

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Abstract

The purpose of this research is to determine the influence of Service Quality on Customer Satisfaction through Complaint Handling at the Regional Public Company for Domestic Wastewater Management in Banjarmasin City (PERUMDA PALD), both partially and simultaneously. This research employs a quantitative descriptive method. The population in this study consists of customers of the Regional Public Company for Domestic Wastewater Management in Banjarmasin City (PERUMDA PALD), totaling 5,924. The sample for this research is determined using the Slovin's formula, resulting in 100 respondents selected through the distribution of questionnaires. The data analysis technique employed is linear regression, and IBM SPSS Statistics version 25.0 x46 is used as the tool for analysis. The results of this research reveal that: (1) Service Quality has a significant partial influence on Complaint Handling; (2) Service Quality has a significant partial influence on Customer Satisfaction; (3) Simultaneously, Service Quality and Complaint Handling as intervening variables have a significant influence on Customer Satisfaction.

Keywords: Customer satisfaction, service quality, complaint handling

INTRODUCTION

The service industry plays a crucial role in the business world. Given the importance of the service industry, it's known that measuring the quality of service is challenging because the goodness or badness of service quality depends on the extent to which a service meets a customer's needs or satisfaction. The level of satisfaction held by each customer has unique criteria. Therefore, it is not easy for service providers to determine whether the services provided to customers have met their satisfaction and effectively handled customer complaints. According to Tjiptono and Chandra (2016:59), Service Quality is the level of excellence expected and the control of that level of excellence to meet customer desires.

Handling complaints, or simply "complaint handling," is a straightforward term. Complaints can be described as expressions of dissatisfaction or disappointment. Complaints made by customers should be seen as feedback for

service providers because handling complaints effectively and wisely can provide an opportunity for service providers to keep customers satisfied with the services provided. Customers who feel their complaints are not heard properly may easily switch to other service providers they believe can handle complaints effectively. According to Daryanto and Setyobudi (2014:32), a complaint is a complaint or expression of dissatisfaction, discomfort, annoyance, and anger related to a service or product. Based on this statement, a complaint is a feeling of disappointment arising from dissatisfaction with the services provided by a service provider, which does not meet the expected standards.

Customer satisfaction is a critical factor for the success of a company or service industry. Customer satisfaction is a feeling experienced by a customer when they receive a service or product that meets or exceeds their expectations. Satisfaction also creates a sense of happiness with the quality of the company's services, which can lead to loyalty and make customers unwilling to switch to others. According to Howard and Sheth (in Tjiptono, 2014:353), customer satisfaction is a cognitive buying situation concerning the match or mismatch between the outcomes obtained and the sacrifices made.

So, when a service industry provides services to customers, it's essential to pay attention to the quality of the services provided. Additionally, when a service industry receives a complaint from a customer, it's important to handle the complaint properly to create customer satisfaction.

Research Questions:

1. Does service quality have an impact on customer complaint handling at the Regional Public Company for Domestic Wastewater Management in Banjarmasin City (PERUMDA PALD)?
2. Does service quality have an impact on customer satisfaction at the Regional Public Company for Domestic Wastewater Management in Banjarmasin City (PERUMDA PALD)?
3. Does service quality have an impact on customer satisfaction through customer complaint handling at the Regional Public Company for Domestic Wastewater Management in Banjarmasin City (PERUMDA PALD)?

LITERATUR REVIEW

Service Quality

In a service-based company, service quality is of paramount importance when a customer chooses a service. Therefore, companies in the service industry must be diligent and establish their own standards to ensure that the services provided meet the company's standards. When the received or provided service meets the customer's expectations, service quality is considered good and satisfying. The satisfaction formed can lead to repeat purchases and eventually create loyal customers. According to Kotler, as cited in Tjiptono and Chandra (2016:284), there are five dimensions to assess service quality: Tangibles (Physical Evidence), Reliability, Responsiveness, Empathy, and Assurance. Thus, the quality of service depends on the company's ability to consistently meet customer expectations.

Complaint Handling

Customer complaints should not be ignored because neglecting them can make customers feel undervalued and disregarded. According to Daryanto and Setyobudi (2014:32), a complaint is an expression of dissatisfaction, discomfort, annoyance, and anger related to a service or product. Fandy Tjiptono (2007), cited by Ernani Hadiyati (2014:79), outlines the complaint handling process as follows: Empathy toward angry customers, Speed in handling complaints, Fairness or justice in resolving issues or complaints, and Ease for consumers to contact the company. Therefore, it can be concluded that complaint handling can influence customer loyalty. When customers are satisfied with a company's complaint handling, they become more loyal to the company because they feel prioritized and cared for.

Customer Satisfaction

Customers who are satisfied with the products they consume tend to repurchase from the same producer. Satisfied customers will provide feedback or suggestions to help achieve their desires. Customer satisfaction with a product or service is directly influenced by their perception of the product or service features. Customer feelings can also affect their perception of satisfaction with the product or service. When customers are surprised by a result (a service that is much better or worse than expected), they tend to seek reasons, and their assessment of those reasons can influence their satisfaction. According to Rondonuwu and Komalig, as cited in Setyo (2017), customer satisfaction is measured by how well customer expectations are met. Customer satisfaction indicators include the fulfillment of expectations, recommendations to others, loyalty, a good reputation, and location. Therefore, based on the information provided, it can be concluded that customer satisfaction can be influenced by the service provided by a service company. If a company's service is excellent, customers will feel satisfied and, in the future, this can affect their purchasing decisions for the products or services offered.

RESEARCH METHODS

Location and Research Object

This research focuses on a company operating in the field of domestic wastewater and grease suction services, specifically the Regional Public Company for Domestic Wastewater Management in Banjarmasin City (PERUMDA PALD). The company is located at Jl. Pasar Pagi No.89 Rt.02 Banjarmasin 70241.

Population and Sample

The population for this research consists of all customers of the Regional Public Company for Domestic Wastewater Management in Banjarmasin City (PERUMDA PALD), totaling 5,924 individuals. According to Alfani & Jaya (2010), the population refers to the totality of all elements that will be studied and share common characteristics, whether they are individuals from a specific group, events, or something being researched. To ensure that the sample is representative and that the research results can be generalized, the researcher will use the Slovin

formula for sample selection. The Slovin formula allows for sample size determination and is a straightforward method that doesn't require a pre-determined sample size table. In this case, the researcher will select a sample size of 100 individuals from the total population.

RESULTS AND DISCUSSION

Validity Testing

In this test, the primary focus is to determine the validity of a questionnaire. A questionnaire is considered valid when the statements in the questionnaire can effectively capture what is intended to be measured. Validity in this study is assessed by comparing the r-value of each individual statement with the r-table for all the statements. The results of the validity test for statements can be presented in the table below:

1. Service Quality Validity

The results of the validity test for statements can be found in the table below:

Table 1. Service Quality Validity Test Results

Variable	Item	Validity			Information
		r _{count}	direction	r _{table}	
Service quality (X)	P1	0,712	>	0,2301	Valid
	P2	0,625	>	0,2301	Valid
	P3	0,653	>	0,2301	Valid
	P4	0,722	>	0,2301	Valid
	P5	0,758	>	0,2301	Valid
	P6	0,835	>	0,2301	Valid
	P7	0,743	>	0,2301	Valid
	P8	0,765	>	0,2301	Valid
	P9	0,771	>	0,2301	Valid
	P10	0,745	>	0,2301	Valid
	P11	0,844	>	0,2301	Valid
	P12	0,791	>	0,2301	Valid
	P13	0,764	>	0,2301	Valid
	P14	0,765	>	0,2301	Valid
	P15	0,863	>	0,2301	Valid

Source: Data processed, 2023

In the validity test for service quality in the table above, it is shown that out of 15 statement items, r-value > r-table for all items, indicating that all statement items for the variable are valid.

2. Complaint Handling Validity

The results of the validity test for statements can be found in the table below:

Table 2. Complaint Handling Validity Test Results

Variable	Item	Validity			Information
		r _{count}	Direction	r _{table}	
Complaint Handling (Z)	P16	0,735	>	0,2301	Valid
	P17	0,829	>	0,2301	Valid
	P18	0,849	>	0,2301	Valid
	P19	0,826	>	0,2301	Valid
	P20	0,825	>	0,2301	Valid
	P21	0,796	>	0,2301	Valid
	P22	0,780	>	0,2301	Valid
	P23	0,708	>	0,2301	Valid
	P24	0,771	>	0,2301	Valid
	P25	0,786	>	0,2301	Valid
	P26	0,764	>	0,2301	Valid
	P27	0,696	>	0,2301	Valid

Source: Data processed, 2023

In the validity test for complaint handling in the table above, it is shown that out of 12 statement items, $r\text{-value} > r\text{-table}$ for all items, indicating that all statement items for the variable are valid.

3. Customer Satisfaction Validity

The results of the validity test for statements can be found in the table below:

Table 3. Customer Satisfaction Validity Test Results

Variable	Item	Validity			
		r_{count}	Direction	r_{table}	Information
Customer satisfaction (Y)	P28	0,644	>	0,2301	Valid
	P29	0,687	>	0,2301	Valid
	P30	0,797	>	0,2301	Valid
	P31	0,683	>	0,2301	Valid
	P32	0,678	>	0,2301	Valid
	P33	0,705	>	0,2301	Valid
	P34	0,805	>	0,2301	Valid
	P35	0,686	>	0,2301	Valid
	P36	0,676	>	0,2301	Valid
	P37	0,733	>	0,2301	Valid
	P38	0,643	>	0,2301	Valid
	P39	0,689	>	0,2301	Valid
	P40	0,775	>	0,2301	Valid
	P41	0,532	>	0,2301	Valid
	P42	0,716	>	0,2301	Valid
	P43	0,773	>	0,2301	Valid
	P44	0,816	>	0,2301	Valid
	P45	0,719	>	0,2301	Valid
	P46	0,690	>	0,2301	Valid
	P47	0,757	>	0,2301	Valid
	P48	0,772	>	0,2301	Valid

Source: Data processed, 2023

In the validity test for customer satisfaction in the table above, it is shown that out of 21 statement items, $r\text{-value} > r\text{-table}$ for all items, indicating that all statement items for the variable are valid.

From the table above, it can be deduced that all statement items for the Service Quality, Complaint Handling, and Customer Satisfaction variables have significant values less than 0.01, signifying validity. If the $r\text{-value}$ is greater than the $r\text{-table}$, it is known that the obtained $r\text{-table}$ value is 0.2301.

Reliability Testing

Reliability testing is a tool for assessing a questionnaire as an indicator of a variable or construct. A questionnaire is considered reliable if respondents' responses to the statements in the questionnaire are consistent or stable over time. Reliability is measured using Cronbach's Alpha statistical test. A variable is considered reliable if it provides a Cronbach's Alpha > 0.60 . For a more detailed view, please refer to the table below:

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Reliability
Service quality (X)	0,946	Reliable
Complaint handling (Z)	0,942	Reliable
Customer satisfaction (Y)	0,951	Reliable

Source: Data processed, 2023

From the results of the reliability test on the distributed questionnaire, it is found that all factors or items are reliable because they have Cronbach's Alpha greater than 0.60.

Classical Assumption Tests

In this research, four tests will be conducted, namely the normality test, autocorrelation test, linearity test, and heteroskedasticity test.

1. Normality Test

The purpose of the normality test is to examine whether, in the regression model, the disturbance or residual variables follow a normal distribution. It is known that the t-test and F-test assume that the residual values follow a normal distribution, which is assessed through graphical analysis and statistical tests. A study is considered to have a normal distribution if its residuals move along a normal curve.

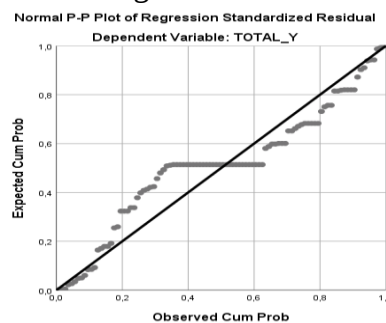


Figure 1: Normality Test Graph

Source: Data processed, 2023

Based on the above graph and the obtained results showing that the data is distributed around the diagonal line and follows the diagonal line, it can be concluded that the regression model is normally distributed and meets the assumption of normality.

2. Autocorrelation Test

The purpose of the autocorrelation test is to determine whether there is a correlation between disturbance errors in a linear regression model in period 't' and disturbance errors in period 't-1' (previous period). If a correlation exists, it is referred to as an autocorrelation problem. To detect autocorrelation, a statistical test can be performed using the Durbin-Watson (DW test). The results of the Durbin-Watson test in this study can be seen in the table below:

Table 5. Autocorrelation Test Results

<i>Model Summary^b</i>				
Model	dU Table	dU count	4-dU	Information
1	1,694	1,862	2,306	dUtable < dcount < 4-dU

Source: Data processed, 2023

From the table above, it can be observed that the Durbin-Watson value is 1.694. If $dU < d < 4-dU$, the null hypothesis is accepted, meaning that there is no autocorrelation. In this case, dU (lower limit) is 1.694, d

(calculated Durbin-Watson) is 1.862, and 4-dU (upper limit) is 2.306. Therefore, the null hypothesis is accepted as $1.694 < 1.862 < 2.306$.

3. Linearity Test

The linearity test can be conducted using the test of linearity. The criterion here is that if the significance value for linearity is ≤ 0.05 , it can be interpreted that there is a linear relationship between the independent and dependent variables. The results of the linearity test in this study can be seen in the table below:

Table 6. Linearity Test Results

		ANOVA Table					
			Sum of Squares	df	Mean Square	F	Sig.
TOTAL_Y * TOTAL_X	Between Groups	(Combined)	4399,415	21	209,496	14,949	,000
		Linearity	3588,695	1	3588,695	256,079	,000
		Deviation from Linearity	810,720	20	40,536	2,893	,000
	Within Groups		1093,095	78	14,014		
	Total		5492,510	99			

Source: Data processed, 2023

From the table above, it can be observed that there is a linear relationship between the Service Quality variable and the Customer Satisfaction variable through the Complaint Handling variable, as indicated by the Sig column.

4. Heteroskedasticity Test

Heteroskedasticity testing is used to determine whether there is unequal variance of residuals from one observation to another in a regression model. If the variance is consistent across observations, it is called homoskedasticity, while if the variance differs from one observation to another, it is referred to as heteroskedasticity. To detect the presence of heteroskedasticity, certain patterns in a scatter plot are examined:

- Data points scatter above and below or around the zero line.
- Data points do not cluster only above or below.
- The dispersion of data points should not form a specific pattern.

For a clearer view, please refer to the figure below:

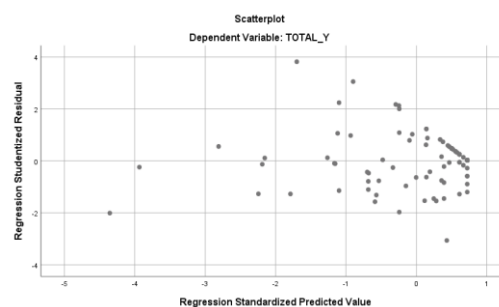


Figure 2: Heteroscedasticity Test Scatterplot Graph

Source: Data processed, 2023

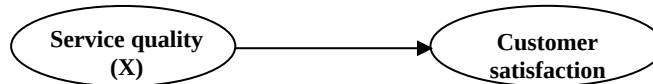
From the above figure, it can be concluded that the multiple regression model in this study is free from heteroskedasticity and is suitable for research. This is because the data points do not cluster only above or below, and the dispersion of data points does not form a specific pattern.

Analysis of Results

1. Linear Regression Analysis

Simple regression is a probabilistic model that expresses a linear relationship between two variables, with one variable assumed to influence the other. The probabilistic model for simple linear regression is as follows:

a. Service Quality on Customer Satisfaction



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

$$Y = 32,014 + 0,971 + e_i$$

$$t_{\text{count}} = 13,592$$

$$t_{\text{table}} (100-3) = 1,29034$$

$$\text{Sig.} = 0,071$$

$$R = 0,808$$

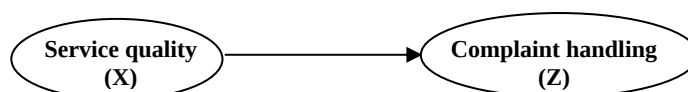
$$R^2 = 0,653$$

Service Quality on Customer Satisfaction:

Based on the t-test, it is found that $t\text{-calculated} = 13.529 > t\text{-table} = 1.29034$, which is significant (**) indicating that the service quality variable has a positive relationship with customer satisfaction. If the service quality is increased by just 1%, it will increase customer satisfaction by 0.980%.

Furthermore, when looking at the coefficient of determination (R^2) = 0.653, it means that 65.3% of customer satisfaction is influenced by service quality, and the remaining 34.7% of customer satisfaction is influenced by other factors.

b. Quality of Service in Handling Complaints:



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

$$Z = 13,430 + 0,620 + e_i$$

$$t_{\text{count}} = 12,593$$

$$t_{\text{table}} (100-3) = 1,29034$$

$$\text{Sig.} = 0,000$$

$$R = 0,786$$

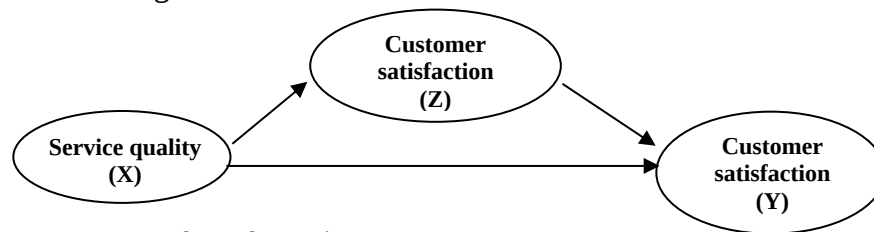
$$R^2 = 0,618$$

Based on the t-test, it is found that $t\text{-calculated} = 12.593 > t\text{-table} = 1.29034$, which is significant (**) indicating that the service quality variable has a positive relationship with complaint handling. If the

service quality is increased by just 1%, it will increase complaint handling by 0.626%.

Furthermore, when looking at the coefficient of determination (R^2) = 0.618, it means that 61.8% of complaint handling is influenced by service quality, and the remaining 38.2% of complaint handling is influenced by other factors.

c. Service Quality on Customer Satisfaction through Mediating Complaint Handling



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

$$Y = 18,959 + 0,368 + 0,972 + e_i$$

$$f_{\text{count}} = 205,367$$

$$f_{\text{table (100-1-2)}} = 4,83$$

$$\text{Sig.} = 0,086 + 0,109$$

$$R = 0,805$$

Service Quality on Customer Satisfaction through Mediating Complaint Handling:

Based on the F-test, it is found that $F_{\text{calculated}} = 205.367 > F_{\text{table}} = 4.83$, which is significant (**). This indicates that the service quality variable has a positive relationship with customer satisfaction through the mediating role of complaint handling. If the service quality is increased by just 1%, it will increase customer satisfaction through mediating complaint handling by 0.371%.

2. Hypothesis Testing

The t-test is used to calculate the significance of the partial influence of each variable. The F-test also indicates whether all independent variables included in the model collectively influence the dependent variable. The results of the significance values of the tests are as follows:

Table 6. Hypothesis Test Results

Variable	t_{count}	t_{table}	Information
X → Z	13,592	1,29034	significant
X → Y	12,593	1,29034	significant
Variable	f_{count}	f_{table}	Information
X → Y → Z	205,367	4,83	significant

Source: Data processed, 2023

Based on the table 6 above, it can be concluded that:

H1: The t-calculated value of variable (X) Service Quality is $13.592 > t_{\text{table}}$ value of variable (Z) Complaint Handling which is 1.29034. This

indicates that Service Quality significantly influences Complaint Handling at the Regional Public Company for Domestic Wastewater Management in Banjarmasin City (PERUMDA PALD). Thus, H1 is accepted, and H0 is rejected.

H2: The t-calculated value of variable (X) Service Quality is $12.593 > t$ -table value of variable (Y) Customer Satisfaction which is 1.29034. This indicates that Service Quality significantly influences Customer Satisfaction at the Regional Public Company for Domestic Wastewater Management in Banjarmasin City (PERUMDA PALD). Thus, H2 is accepted, and H0 is rejected.

H3: The F-calculated value, which is 205.367, is greater than the F-table value, which is 4.83. This indicates that Service Quality significantly influences Customer Satisfaction through the Intervening Variable of Complaint Handling at the Regional Public Company for Domestic Wastewater Management in Banjarmasin City (PERUMDA PALD). Thus, H3 is accepted, and H0 is rejected.

Results and Discussion

Based on the research results, which were obtained through quantitative descriptive analysis using the SPSS program, the following findings are discussed:

1. The Influence of Service Quality (X) on Complaint Handling (Z) at the Regional Public Company for Domestic Wastewater Management in Banjarmasin City (PERUMDA PALD)

The study found that the service quality significantly affects complaint handling at PERUMDA PALD. Four complaint handling indicators were used in this study, each consisting of three statements. The most influential indicator on complaint handling was "fairness or justice in resolving issues or complaints," particularly the statement: "Employees resolve issues or complaints with care and accuracy." This shows that when customers raise complaints, employees respond appropriately, which is essential for effective complaint handling.

2. The Influence of Service Quality (X) on Customer Satisfaction (Y) at PERUMDA PALD: The research supported the theory that service quality significantly affects customer satisfaction at PERUMDA PALD. Seven customer satisfaction indicators were used in this study, each consisting of three statements. The most influential indicator on customer satisfaction was "Complaint Handling," particularly the statement: "Providing expectations to satisfy the customer is necessary." This implies that communicating and meeting customer expectations plays a crucial role in achieving customer satisfaction.

3. The Influence of Service Quality (X) on Customer Satisfaction (Y) through Complaint Handling (Z) at PERUMDA PALD

The study also supported the theory that service quality significantly affects customer satisfaction through complaint handling at PERUMDA PALD. The

research used five service quality indicators, each consisting of three statements. The most influential indicator on service quality was "Tangibles," particularly the statement: "Wastewater storage is in its proper place." This shows that the proper placement of wastewater storage contributes to maintaining customer satisfaction.

CONCLUSION AND RECOMMENDATIONS

Implications

The implications of this research include both theoretical and practical aspects. The theoretical implications relate to the contribution to the development of marketing management theories concerning Service Quality, Complaint Handling, and Customer Satisfaction. The practical implications suggest that the findings could help PERUMDA PALD improve its service quality, complaint handling, and customer satisfaction. The study provides a basis for further research and relevant studies in the field of marketing at PERUMDA PALD.

Conclusion

In conclusion, the study found that:

1. Service Quality significantly influences Complaint Handling at PERUMDA PALD.
2. Service Quality significantly influences Customer Satisfaction at PERUMDA PALD.
3. Service Quality significantly influences Customer Satisfaction through Complaint Handling at PERUMDA PALD.

Recommendations:

Based on the research results, the following recommendations are provided:

1. The research recommends that PERUMDA PALD focuses on improving service quality and complaint handling to enhance customer satisfaction.
2. The research also suggests that the results can be used as a theoretical foundation for further studies on marketing at PERUMDA PALD.

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