

The Influence of Service Quality on Customer Satisfaction In SMEs – In Samosir

Dian Septiana Sari

Department of Management, Faculty of Economic and Business, Universitas Pembangunan Panca Budi

Email : bunga8979@gmail.com

Abstract

The aim of this study, to test the effect of service Reliability (accuracy), Responsiveness (responsiveness), Assurance (security or safety), Empathy (attention) and Tangibles (physical condition) simultaneously affect the customer satisfaction of SMEs - in Samosir. This research is quantitative descriptive research is research that aims to decipher or describe the properties (characteristics) of a situation or object of research, which is conducted through the collection and analysis of quantitative data and statistical testing. This research test equipment using multiple linear regression models using the t test and F test F test results prove reliability variables (X1), responsiveness (X2), assurance (X3), empathy (X4) and tangibles (X5) simultaneously significant effect on Y (customer satisfaction). T-test results prove that the only variable responsiveness (X2), empathy (X4) and tangibles (X5) which significantly influence customer satisfaction.

Keywords:

Reliability, Responsiveness, Assurance, Empathy, Tangibles) and Satisfaction

Introduction

Customer satisfaction is a very important factor and determines the success of a company because customers are the customers of the products it produces. Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception/impression of the performance (results) of a product and their expectations. The level of satisfaction is a function of the difference between perceived performance and expectations (Leninkumar, 2017). If performance is below expectations, customers will be disappointed. Satisfied customers will be loyal longer, are less sensitive to price and give good comments about the company.

Therefore, companies must be able to meet customer needs and desires so as to achieve customer satisfaction and furthermore, customer loyalty can be achieved in the future. Because, if it cannot meet customer needs and satisfaction, it causes customer dissatisfaction, which will result in customer loyalty to a product fading and they will switch to products or services provided by other competitors. One important



Lisensi

Lisensi Internasional Creative Commons Attribution-ShareAlike 4.0.

factor that can influence the level of customer satisfaction is the quality of the service provided (Hassan et al, 2015). Service is an activity or series of activities that are invisible (cannot be touched) that occur as a result of interactions between customers and employees or other things caused by the service provider company which is intended to solve customer/customer problems. Service quality can be measured through several dimensions that explain aspects of service. These dimensions are Reliability (accuracy), Responsiveness, Assurance (guarantee or security), Empathy (attention) and Tangibles (physical condition).

Reliability is the ability to provide services in accordance with the promises offered. Responsiveness is the response or alertness of employees in helping customers and providing fast and responsive service. Assurance is the knowledge, courtesy and ability of company employees to foster customer trust in the company. Empathy is the individual attention that the company gives to customers. Such as the ease of customers in contacting the company, the ability of employees to communicate with customers, etc. Tangibles are the ability of a company to demonstrate its existence to external parties (Kurdi et al, 2020). The appearance and capability of the company's physical facilities and infrastructure and the condition of the surrounding environment are concrete evidence of the services provided by the service provider, including the appearance of physical facilities such as buildings and rooms.

Service quality and customer satisfaction are closely related. Good service quality provides an incentive for customers to establish strong ties with the company. In the long term, a bond like this allows the company to thoroughly understand its customers' expectations and needs. In this way, companies can increase customer satisfaction where the company maximizes pleasant customer experiences and minimizes or eliminates unpleasant customer experiences (Oh & Kim, 2017). In turn, customer satisfaction can create customer loyalty or devotion to companies that provide satisfactory quality.

On the basis of the thoughts outlined in the background of the problem, the author wishes to conduct more in-depth research, especially regarding service quality and customer satisfaction. Therefore, the author chose the title: "The Influence of Service Quality on Customer Satisfaction in SMEs - Di Samosir".

Literatur Riview

Service quality

In essence, service quality is an activity that cannot be defined separately and is intangible (not palpable), which is the fulfillment of needs and does not have to be tied to the sale of other products or services. Service can be said to be an activity of benefit and satisfaction that is offered for sale (Otto et al, 2020). This is because purchasing a service often also involves attitudes and spatial layouts that complement it. Before talking about service quality, first understand the definition of service itself.



Dam & Dam (2021) defines services as: "Intangible goods (intangible products) that are bought and sold in the market through a mutually satisfying exchange transaction." Ismail & Yunan (2016) defines service as: "Every action or deed that can be offered by another party which is basically intangible (intangible) and does not result in ownership of something." Rita et al (2019) states that: "Customer service is the provision of labor and other resources aimed at increasing the benefits received by customers as a result of purchases made and from the process leading to the purchase".

Factors that Influence Service Quality

Quality has a close relationship with customer satisfaction. Quality emphasizes aspects of customer satisfaction and income. Quality provides an incentive for customers to establish strong relationships with the company. In the long term, ties like this allow companies to thoroughly understand customer expectations and their needs. There are several factors that influence service quality. According to Rahimi & Kozak (2017) service quality is influenced by three components, namely:

1. *Technical Quality*
2. *Fungsional Quality*
3. *Corporate Image*

Dimensions and Indicators of Service Quality

In connection with the very important role of personal contact in determining service quality, every company requires service excellence. According to De Oña & De Oña (2015), what is meant by service excellence is serving customers satisfactorily. In general, there are five dimensions in determining superior service quality, namely:

1. *Reliability*
2. *Responsiveness*
3. *Assurance*
4. *Empathy*
5. *Tangibles*

Customer satisfaction

Customers are the key word for company success. Such an important role has forced every company to try to develop tips or strategies to attract them, so that they become buyers of their products. Amin (2016) says "customer satisfaction is a condition that describes the fulfillment, even exceeding, of customer expectations for a product or service provided by the producer/business actor". Ngo & Nguyen (2016) "Satisfaction is the level of a person's feelings after comparing the performance/results they feel with their expectations." Meanwhile, Al-Tit (2015) states that: "Customer satisfaction or dissatisfaction is the customer's response to an evaluation of the discrepancy or disconfirmation, which is felt between previous expectations (or other



performance norms) and the actual performance of the product which is felt after its use." Ali et al (2021) states that: "Customer satisfaction is an evaluation after comparing what is felt with expectations, or in other words customer satisfaction is the result (income) that is felt from using products and services, the same or exceeding the desired expectations."

Factors That Influence Customer Satisfaction

Many factors influence customer satisfaction in fulfilling customer desires and desires. In determining the level of customer satisfaction, there are five main factors that companies must pay attention to (Schirmer et al, 2018), namely:

1. Product quality

Customers will feel satisfied if the results of their evaluation show that the products they use are of high quality

2. Quality of service

Customers will feel satisfied if they get good service or that meets expectations (especially for the service industry)

3. Emotional

Customers will feel proud and gain confidence that other people will admire them if they use products from certain brands which tend to have a higher level of satisfaction

4. Price

Products that have the same quality but set relatively low prices will provide higher value to their customers

5. Cost

Customers do not need to incur additional costs or do not need to waste time to get a product or customers tend to be satisfied with the product or service.

Customers do not need to incur additional costs or do not need to waste time to get a product or customers tend to be satisfied with the product or service. Basically, customer satisfaction and dissatisfaction with the product will influence subsequent behavior patterns. This is shown by customers after the post purchase action purchasing process occurs (Kotler, 2005, hal. 59).

Customer Satisfaction Indicators

Measuring customer satisfaction can use attributes that contain how customers assess a product or service from the customer's perspective.

Mahmoud, Hinson & Anim (2018) suggests several methods that can be used to measure customer satisfaction, these methods include:



1. Complaint and suggestion system

This system provides customers with the opportunity to provide suggestions, complaints and other forms of dissatisfaction by providing a suggestion box. Every suggestion and complaint that comes in must be of concern to the company, because suggestions and complaints are generally based on their experience and this is a form of their love for the product/service.

2. Customer satisfaction survey

Customer surveys are a commonly used way to measure customer satisfaction, for example, through postal mail, telephone or direct interviews.

3. Customer panel

The company invites customers who are loyal to its products and invites customers who have stopped buying or have moved to become customers of other companies. From existing customers, information will be obtained on the level of satisfaction they feel and from customers who have stopped buying, the company will obtain information about why this happened. If customer churn (customer loss rate) increases, this indicates the company's failure to satisfy customers.

Santouridis & Veraki (2017) suggests that there are ten (10) keys to success in measuring customer satisfaction, namely:

1. Frequency
2. Format
3. Contents
4. Content design
5. Involve everyone
6. Measure everyone's satisfaction
7. Combination of various sizes
8. Relationship with compensation and other rewards.
9. Symbolic use of size
10. Other forms of measurement

Framework

Service quality has a close relationship with customer satisfaction. Service quality provides an incentive for customers to establish strong relationships with the company. Service quality can be measured through several dimensions that explain aspects of service. These dimensions are Reliability (accuracy), Responsiveness, Assurance (guarantee or security), Empathy (attention) and Tangibles (physical condition). Reliability (accuracy) is the company's ability to provide services as promised accurately and reliably. Service is in accordance with customer expectations, which means punctuality, the same service for all customers without errors, a sympathetic attitude, and high accuracy so that high customer satisfaction will be



created regarding the accuracy of the services provided (Razak et al, 2016). Responsiveness is a willingness to help and provide fast (responsive) and appropriate service to customers, by conveying clear information. The responsiveness and alertness of company employees in providing services will have an impact on achieving high customer satisfaction. Assurance (guarantee and security) is the quality of service that is demonstrated by the knowledge, courtesy and ability of company employees to foster customer trust in the company. With good guarantees and security, customers will feel satisfied with the services provided. Empathy (attention) is the quality of service that provides sincere and individual or personal attention given to customers by trying to understand the customers' desires. Employees who have good empathy for customers will also be able to build high satisfaction. Tangibles, namely the quality of service shown through the appearance and capabilities of the company's physical facilities and infrastructure and the condition of the surrounding environment, are concrete evidence of the service provided by the service provider. The better the physical condition of the company, the more satisfied its customers will be with the services provided.

Based on the description of the conceptual framework, it can be described the influence of service quality on customer satisfaction which can be seen in the conceptual framework image below:

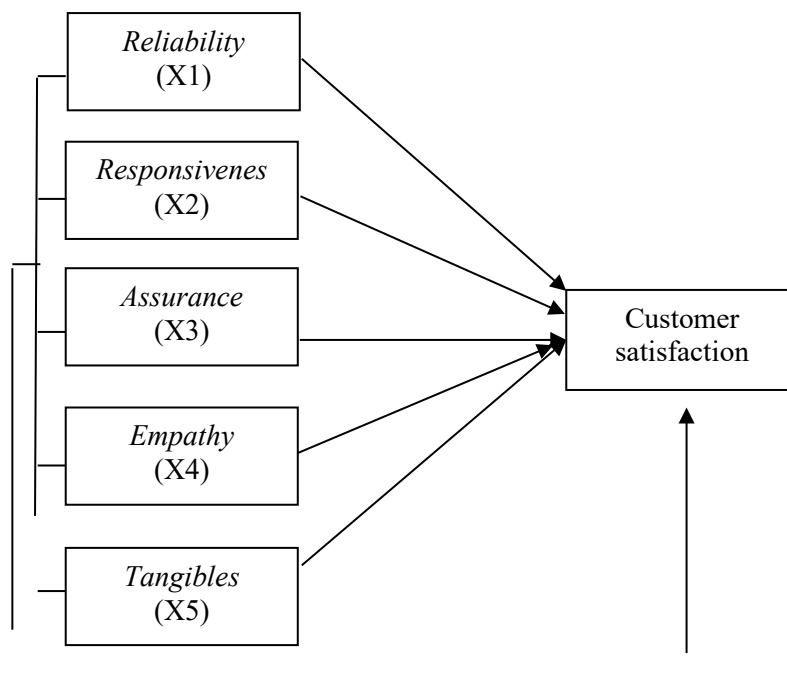


Fig 1. Framework

Hipotesys



Based on the limitations and problem formulation, the following research hypothesis is created:

- H1: Reliability influences customer satisfaction in SMEs - in Samosir.
- H2: Responsiveness influences customer satisfaction in SMEs - in Samosir.
- H3: Assurance influences customer satisfaction in SMEs - in Samosir.
- H4: Empathy influences customer satisfaction in SMEs - in Samosir.
- H5: Tangibles influence customer satisfaction in SMEs - in Samosir.
- H6: Reliability, Responsiveness, Assurance, Empathy, and Tangibles simultaneously influence customer satisfaction in SMEs - in Samosir.

Methodology

This type of research is quantitative descriptive research, namely research that aims to describe or describe the properties (characteristics) of a situation or research object, which is carried out through collecting and analyzing quantitative data and statistical testing (Wolffsohn et al, 2017). The data analysis technique used is multiple regression analysis after fulfilling the requirements for validity, reliability and classical assumptions regarding normality, heteroscedasticity and multicollinearity. Conclusions on the hypothesis are drawn using the t test and F test at a significance level of 5%. All tabulation and data management uses SPSS version 22 software. The multiple regression equation used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Where :

Y = Customer satisfaction

a = Constant

b₁-b₅ = Coefecient.

X₁ = *Reliability*

X₂ = *Responsiveness*

X₃ = *Assurance*

X₄ = *Empathy*

X₅ = *Tangibles*

e = *standard error*

1. Validiti Tesy

Validity shows how truly the test measures what it is supposed to measure. Validity relates to the accuracy of the measuring instrument in carrying out its duties in achieving its targets. Validity testing is known using the following criteria Sig. < 0,05.

2. Reliability Test

Reliability shows the accuracy and consistency of the measurements. Reliability testing according to Hopia et al (2016) refers to the understanding that an instrument can be trusted to be used as a data collection tool because the instrument is good, reliability shows the level of stability, consistency

and reliability of the instrument to describe symptoms as they are. According to Basias & Pollalis, (2018), statement items that have been declared valid in the validity test will have their reliability determined using criteria Cronbach's Alpha $> 0,60$.

3. Normality Test

The Normality Test aims to determine whether the distribution of data follows or is close to a normal distribution, namely the data distribution is in a bell shape and the data distribution is not skewed to the left or skewed to the right. The normality test was carried out using the PP-Plots curve approach.

4. Heteroskedastisity Test

The heteroscedasticity test aims to test whether a group has the same variance among members of the group. This means that if the variance of the independent variable is constant (the same) for each particular value of the independent variable, it is called homoscedasticity.

5. Multicollinearity Test

Multicollinearity means the existence of a perfect or definite linear relationship between some or all of the explanatory variables of the regression model. To detect the presence or absence of multicollinearity, it can be done by looking at the variable tolerance and Variante Inflation Factor (VIF) by comparing $VIF < 5$ or tolerance $> 0,1$.

Result and Discussion

Validity and Reliability

Based on the data validity test, it can be concluded that all the statement items are valid and suitable for use as research instruments because the correlation value is > 0.30 . The reliability test results show that the instrument is reliable with a Cronbach alpha value > 0.60 .

a. Uji Normalitas

The normality test aims to test whether the distribution of data follows or approaches a normal distribution. In this research, the normality test will be detected through regression calculations with SPSS. The results of the normality test can be seen in the following figure:



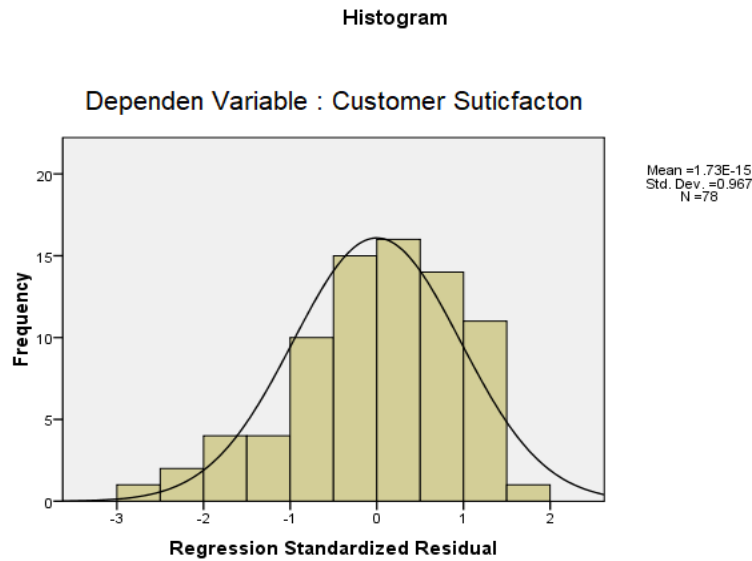


Fig 2. Histogram Graph
Normal P-P Plot of Regression Standardized Residual

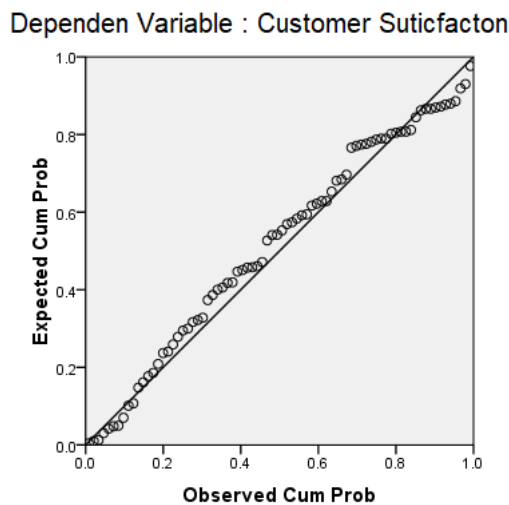


Fig 3. PP-Plots Kurve

Based on Figures 2 and 3, it can be concluded that the data used shows normal. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the assumption of normality and vice versa, if the data spreads far from the diagonal line and/or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the normality assumption. Analysis of the graph shows that the dots are spread around the diagonal line, and the distribution follows the direction of the diagonal line, so it can be concluded that the data is normal.

b. Multikolinierity Test

The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. If correlation occurs, then there is a multicollinearity problem. In a good regression model there is no correlation between the independent variables. The results of data multicollinearity testing in this study using SPSS tools, the results can be seen in Table 2 below:

Table 2. Multikolinierity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Reliability	.167	5.984
	Responsiveness	.812	1.232
	Assurance	.208	4.819
	Empathy	.690	1.450
	Tangibles	.506	1.977

Source: Research Results 2023

Based on the table above, it can be seen that all the independent variables, namely reliability, responsiveness, assurance, empathy and tangibles, have a Variance Inflation Factor (VIF) number of less than 10, while the Tolerance value is close to 1, thus it can be concluded that in the regression model there is no multicollinearity problem.

c. Heteroskedasticity Test

Heteroscedasticity is used to test whether in the regression model, there is an inequality in the variance of the residuals from another observation. If the residual variation from one observation to another remains constant, it is called homoscedasticity, and if the variance is different it is called heteroscedasticity. A good model is that there is no heteroscedasticity. The results of testing the heteroscedasticity of the data in this study can be seen in Figure 4.

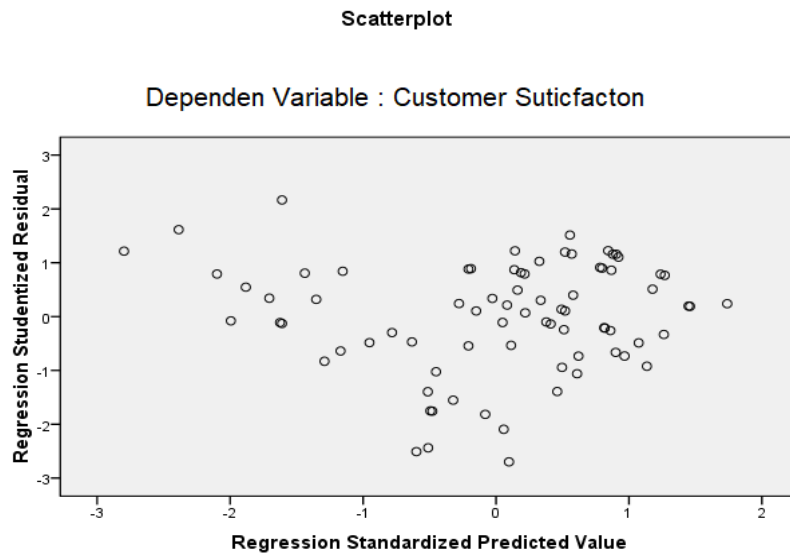


Fig 4. Heteroskedastisity Test

Based on Figure 4, it can be seen that the points are spread randomly and are spread above and below the number 0 on the Y axis. This can be concluded that there is no heteroscedasticity in the regression model, so the regression model is suitable for use.

Multiple Regression Analysis

Partial testing is carried out to see whether there is an influence of each independent variable on the dependent variable. Testing the influence of the independent variables (X) on the dependent variable (Y) can be seen in the following table:

Table 3. Multiple Regression Analysis

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.698	5.281		.322	.749
	Reliability	.053	.218	.048	.244	.808
	Responsiveness	.226	.096	.209	2.362	.021
	Assurance	.002	.173	.002	.011	.991
	Empathy	.294	.123	.229	2.383	.020
	Tangibles	.419	.102	.460	4.096	.000

Source: Research Results 2023

Based on Table 3 of the t test, the values:

$$\begin{aligned}a &= 1.698 \\ \beta_1 &= 0.656 \\ \beta_2 &= 0.423 \\ \beta_3 &= 0.002 \\ \beta_4 &= 0.294 \\ \beta_5 &= 0.419\end{aligned}$$

So the multiple linear regression equation for the five predictors (reliability, responsiveness, assurance, empathy and tangibles) is:

$$Y = 1.698 + 0.656X_1 + 0.423X_2 + 0.002X_3 + 0.294X_4 + 0.419X_5$$

Based on the regression equation above, it can be seen that the constant value is 1,698, which means that if the variables reliability, responsiveness, assurance, empathy and tangibles remain (constant) then customer satisfaction is 1,698. The reliability variable produces $\beta_1 = 0.656$, which means that for every increase in the reliability variable by 1, customer satisfaction will increase by 0.656 assuming the other variables remain constant. The responsiveness variable produces $\beta_2 = 0.423$, which means that for every increase in the responsiveness variable by 1, customer satisfaction will increase by 0.423 assuming the other variables remain constant. The assurance variable produces $\beta_3 = 0.002$, which means that for every increase in the assurance variable by 1, customer satisfaction will increase by 0.002 assuming the other variables remain constant. The empathy variable produces $\beta_4 = 0.294$, which means that for every increase in the empathy variable by 1, customer satisfaction will increase by 0.294 assuming the other variables remain constant. The tangibles variable produces $\beta_5 = 0.419$, which means that for every increase in the tangibles variable by 1, customer satisfaction will increase by 0.419 assuming the other variables remain constant.

Simultaneous Testing (F Test)

Testing carried out simultaneously can provide proof of the hypothesis in this research, namely: reliability (X1), responsiveness (X2), assurance (X3), empathy (X4) and tangibles (X5) which together influence variable Y (customer satisfaction). The condition is that if the Sig value in the Anova table is < 0.05 , then H_0 is rejected, but if the Sig value is > 0.05 , then H_0 is accepted. The data needed to test the above hypothesis is as follows:

Table 4. F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	685.100	5	137.020	16.979	.000 ^a
Residual	581.054	72	8.070		
Total	1266.154	77			

Source: Research Results 2023

The Fcount value above is 16,979 which is greater than the Ftable of 2.33 with sig $0.000 < 0.05$, indicating H_0 is rejected and H_a is accepted, meaning the variables reliability (X1), responsiveness (X2), assurance (X3), empathy (X4) and tangibles (X5) together influence variable Y (customer satisfaction)..

Partial/Individual Testing (t Test)

Testing carried out partially can provide proof of the hypothesis in this research, namely: the variables reliability (X1), responsiveness (X2), assurance (X3), empathy (X4) and tangibles (X5) partially influence variable Y (customer satisfaction). The rule is, if the calculated $t_{\text{value}} > t_{\text{table}}$ or $\text{Sig} < 0.05$, then H_0 is rejected and the hypothesis is accepted, but if the calculated $t_{\text{value}} < t_{\text{table}}$ or $\text{Sig} > 0.05$, then H_0 is accepted and the hypothesis is rejected. The following is a discussion of the results of the t test statistical test:

Table 5. t Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.698	5.281		.322	.749
	Reliability	.053	.218	.048	.244	.808
	Responsiveness	.226	.096	.209	2.362	.021
	Assurance	.002	.173	.002	.011	.991
	Empathy	.294	.123	.229	2.383	.020
	Tangibles	.419	.102	.460	4.096	.000

Source: Research Results 2023

Based on the table above, it can be concluded as follows:

1. The influence of reliability on customer satisfaction

From table 5, it is obtained that the calculated t value is 0.244, which is smaller than the t table of 1.665 with a probability of t, namely sig 0.808, which is greater than the significance limit of 0.05. This means that the Reliability variable (X1) partially has no significant effect on customer satisfaction (Y).

2. The influence of responsiveness on customer satisfaction
From table 5, it is obtained that the calculated t value is 2,362 which is greater than the t table of 1.665 with the probability of t being sig 0.021 which is smaller than the significance limit of 0.05. This means that the Responsiveness variable (X2) partially has a significant effect on customer satisfaction (Y).
3. The influence of Assurance on customer satisfaction
From table 5, it is obtained that the calculated t value is 0.011 which is smaller than the t table of 1.665 with the probability of t being sig 0.991 which is greater than the significance limit of 0.05. This means that the Assurance variable (X3) partially has no significant effect on customer satisfaction (Y).
4. The influence of empathy on customer satisfaction
From table 5, it is obtained that the calculated t value is 2,383 which is greater than the t table of 1.665 with the probability of t being sig 0.020 which is smaller than the significance limit of 0.05. This means that the variable Empaty (X4) partially has a significant effect on customer satisfaction (Y).
5. The influence of Tangibles on customer satisfaction
From table 5, it is obtained that the calculated t value is 4,096 which is greater than the t table of 1.665 with the probability of t being sig 0.000 which is smaller than the significance limit of 0.05. This means that the Tangibles variable (X2) partially has a significant effect on customer satisfaction (Y).

Determination Testing

Determination testing is carried out to determine the high and low influence of job promotion and work environment on customer satisfaction. Guidelines can be used to provide an interpretation of the correlation coefficient in Basias & Pollalis (2018) as follows:

Table 6. Guidelines for Providing Interpretation of Correlation Coefficients

Interval Coefecient	Relationship Level
0,00 - 0.199	Very low
0.20 - 0.399	Low
0,40 - 0,599	Medium
0,60 - 0,799	Hight
0,80 - 1,000	Very Hight

Test results with SPSS version 16, obtained correlation coefficient values as shown in the following table:

Table 7. Determinant Coefecient



Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	.541	.509	2.84081

a. Predictors: (Constant), Tangibles, Responsiveness, Empathy, Assurance, Reliability

b. Dependent Variable: Customer Satisfaction

Source: Research Results 2023

Based on the SPSS calculation results, it is obtained that $r_{xy} = 0.736$, meaning that the magnitude of the influence of reliability (X1), responsiveness (X2), assurance (X3), empathy (X4) and tangibles (X5) on customer satisfaction is strong, around the interval 0.60 – 0.799. The R-Square value obtained is 0.509, indicating that around 50.9% of variable Y (customer satisfaction) can be explained by the variables reliability (X1), responsiveness (X2), assurance (X3), empathy (X4) and tangibles (X5). Or practically it can be said that the contribution of the variables reliability (X1), responsiveness (X2), assurance (X3), empathy (X4) and tangibles (X5) to variable Y (customer satisfaction) is 50.9%. The remainder ($100\% - 50.9\% = 49.1\%$) is influenced by other variables not examined in this study.

Conclusion

Based on the f test results for the variables reliability (X1), responsiveness (X2), assurance (X3), empathy (X4) and tangibles (X5) simultaneously have a significant effect on Y (customer satisfaction). The reliability variable was proven to have no significant effect on customer satisfaction (Y). Thus, the reliability factor does not contribute to customer satisfaction. The responsiveness variable is proven to have a significant effect on customer satisfaction (Y). Thus, the responsiveness factor contributes to customer satisfaction. The assurance variable is proven to have no significant effect on customer satisfaction (Y). Thus, the assurance factor does not contribute to customer satisfaction. The empathy variable is proven to have a significant effect on customer satisfaction (Y). Thus, the empathy factor contributes to customer satisfaction. The tangibles variable is proven to have a significant effect on customer satisfaction (Y). Thus, the tangibles factor contributes to customer satisfaction.

By looking at the limitations stated above, the author realizes that no research is perfect. For this reason, the author will put forward constructive suggestions for this research:

1. SMEs actors should be able to improve the quality of service provided, for example by training employees to provide better service, providing easier and faster transaction facilities, and creating a more attractive and comfortable outlet

atmosphere for customers to create maximum customer satisfaction. and can increase sales.

2. SMEs actors must be able to further optimize service factors such as reliability, responsiveness, assurance, empathy and tangibles which influence customer satisfaction in order to create maximum customer satisfaction.
3. SMEs actors must be able to improve service factors in terms of reliability and assurance because it has been proven that they have not been able to influence customer satisfaction.
4. Future research is expected to add other variables apart from service factors alone, for example other factors such as brand image, price, facilities and so on which can influence customer satisfaction.

Reference

- Amin, M. (2016). Internet banking service quality and its implication on e-customer satisfaction and e-customer loyalty. *International journal of bank marketing*, 34(3), 280-306.
- Al-Tit, A. A. (2015). The effect of service and food quality on customer satisfaction and hence customer retention. *Asian social science*, 11(23), 129.
- Ali, B. J., Saleh, P. F., Akoi, S., Abdulrahman, A. A., Muhamed, A. S., Noori, H. N., & Anwar, G. (2021, May). Impact of service quality on the customer satisfaction: Case study at online meeting platforms. In *Ali, BJ, Saleh, Akoi, S., Abdulrahman, AA, Muhamed, AS, Noori, HN, Anwar, G.(2021). Impact of Service Quality on the Customer Satisfaction: Case study at Online Meeting Platforms. International journal of Engineering, Business and Management* (Vol. 5, No. 2, pp. 65-77).
- Basias, N., & Pollalis, Y. (2018). Quantitative and qualitative research in business & technology: Justifying a suitable research methodology. *Review of Integrative Business and Economics Research*, 7, 91-105.
- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585-593.
- De Oña, J., & De Oña, R. (2015). Quality of service in public transport based on customer satisfaction surveys: A review and assessment of methodological approaches. *Transportation Science*, 49(3), 605-622.
- Hassan, R. S., Nawaz, A., Lashari, M. N., & Zafar, F. (2015). Effect of customer relationship management on customer satisfaction. *Procedia economics and finance*, 23, 563-567.
- Hopia, H., Latvala, E., & Liimatainen, L. (2016). Reviewing the methodology of an integrative review. *Scandinavian journal of caring sciences*, 30(4), 662-669.
- Irawan, I., Muda, I., & Irawan, A. (2023). Training to improve skill in managing and reporting regular BOS Fund in SMA/SMK. *Journal of Community Service and Empowerment*, 4(1), 122-129.



- Ismail, A., & Yunan, Y. M. (2016). Service quality as a predictor of customer satisfaction and customer loyalty. *LogForum*, 12(4), 269-283.
- Kurdi, B., Alshurideh, M., & Alnaser, A. (2020). The impact of employee satisfaction on customer satisfaction: Theoretical and empirical underpinning. *Management Science Letters*, 10(15), 3561-3570.
- Leninkumar, V. (2017). The relationship between customer satisfaction and customer trust on customer loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 450-465.
- Mahmoud, M. A., Hinson, R. E., & Anim, P. A. (2018). Service innovation and customer satisfaction: the role of customer value creation. *European Journal of Innovation Management*, 21(3), 402-422.
- Ngo, V. M., & Nguyen, H. H. (2016). The relationship between service quality, customer satisfaction and customer loyalty: An investigation in Vietnamese retail banking sector. *Journal of competitiveness*.
- Oh, H., & Kim, K. (2017). Customer satisfaction, service quality, and customer value: years 2000-2015. *International Journal of Contemporary Hospitality Management*, 29(1), 2-29.
- Otto, A. S., Szymanski, D. M., & Varadarajan, R. (2020). Customer satisfaction and firm performance: insights from over a quarter century of empirical research. *Journal of the Academy of Marketing science*, 48, 543-564.
- Rahimi, R., & Kozak, M. (2017). Impact of customer relationship management on customer satisfaction: The case of a budget hotel chain. *Journal of travel & tourism marketing*, 34(1), 40-51.
- Razak, I., Nirwanto, N., & Triatmanto, B. (2016). The impact of product quality and price on customer satisfaction with the mediator of customer value. *IISTE: Journal of Marketing and Consumer Research*, 30, 59-68.
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10).
- Santouridis, I., & Veraki, A. (2017). Customer relationship management and customer satisfaction: the mediating role of relationship quality. *Total Quality Management & Business Excellence*, 28(9-10), 1122-1133.
- Schirmer, N., Ringle, C. M., Gudergan, S. P., & Feistel, M. S. (2018). The link between customer satisfaction and loyalty: the moderating role of customer characteristics. *Journal of Strategic Marketing*, 26(4), 298-317.
- Wolffsohn, J. S., Arita, R., Chalmers, R., Djalilian, A., Dogru, M., Dumbleton, K., ... & Craig, J. P. (2017). TFOS DEWS II diagnostic methodology report. *The ocular surface*, 15(3), 539-574.