



## Evaluating the Role of Service Quality in Enhancing Customer Satisfaction: A Case Study West Sumatra

Zul Asni<sup>1</sup>, Gustina<sup>2\*</sup>, Novadilastri<sup>3</sup>

<sup>1,2,3</sup> Department of Business Administration, Politeknik Negeri Padang, West Sumatra, Indonesia

\*Corresponding author

Date of Submission: 15-09-2024

Date of Acceptance: 30-09-2024

**ABSTRACT:** The level of demand for cosmetics makes competition increasingly tight, requiring business actors to have a competitive advantage in order to survive and compete with other business competitors. One of the efforts made is to improve the quality of service to obtain consumer satisfaction. This study seeks to evaluate the impact of service quality on consumer satisfaction, employing a quantitative research approach. Data collection was conducted through questionnaires distributed via Google Forms, targeting a sample of 150 respondents selected using a probability sampling method, specifically proportionate stratified random sampling. The data analysis was performed using Partial Least Square Structural Equation Modelling (PLS-SEM). The findings reveal that Responsiveness has a positive and significant effect on consumer satisfaction, as do Assurance and Empathy. Additionally, Tangibles also positively and significantly affect consumer satisfaction, while Reliability demonstrates a negative and insignificant effect on consumer satisfaction

**KEYWORDS:** Service Quality, West Sumatra and Consumer Satisfaction

### I. INTRODUCTION

A modern lifestyle with an attractive appearance is a role model for today's millennial era. Something that is considered rare and only owned by certain groups, turns into something that is common and normal for anyone from any economic background to own, this is what causes businesses to grow rapidly.

The modern world is forcing society to adapt to new ways of living. In addition to the constantly evolving and occasionally growing demands of humans. Not only do humans require clothing, food, and shelter, but they also have secondary and tertiary requirements. The requirement for high-quality beauty products is one of them. The demand for beauty goods by people will

have a big impact on the cosmetics industry's expansion. Because of the high level of demand for cosmetics, there is fierce competition among business players, making it necessary for them to have a competitive edge in order to endure and take on other companies.

One of the largest cosmetic retailers in Padang, West Sumatra, Indonesia is **Miss Glam**. This retailer is known for selling international brands for cosmetic and skincare products, such as Korean brands like COSRX, Innisfree, Pyunkang Yul, Cerave, La Roche-Posay, and others.

**Miss Glam** is becoming increasingly popular and is able to meet consumer needs for beauty and self-care. Therefore, **Miss Glam** continues to strive to increase its sales by promoting on social media (Instagram, TikTok, Shopee) and offering discounts on all products for consumers shopping online and offline, as well as improving service quality for customers. With this concept, **Miss Glam** hopes to provide satisfaction to its customers and offer them a different experience compared to other cosmetic stores.

### II. LITERATURE REVIEW

As stated by Kotler and Armstrong (2012) in Indrasari (2019), service quality encompasses all the attributes and features of a product or service that contribute to its ability to meet needs, both directly and indirectly. Furthermore, various studies indicate that high-quality service positively impacts customer satisfaction. Liung & Syah (2017) in Agiesta (2021) assert that superior service quality leads to customer satisfaction.

According to Kotler and Keller (2016) as cited in Agiesta (2021), consumer satisfaction arises from customers' assessments after making purchases. Consumers feel satisfied when the goods or services they acquire meet or exceed their expectations. Similarly, Tjiptono (2012) in Indrasari (2019) defines consumer satisfaction as the state experienced by consumers when their needs and desires align with their expectations and are effectively fulfilled.



### III. METHOD

Data collection was conducted by distributing questionnaires through Google Forms, targeting a sample of 150 respondents selected using a probability sampling technique known as proportionate stratified random sampling. For data analysis, Partial Least Square Structural Equation Modeling (PLS-SEM) was employed using the SmartPLS 3.0 application.

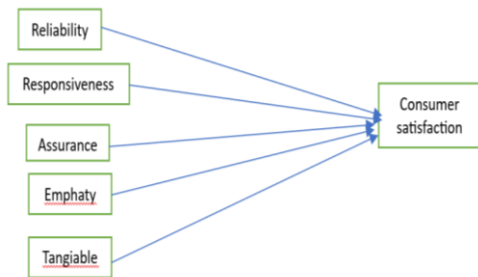


Figure 1. framework of research

### IV. RESULTS AND DISCUSSIONS

#### 4.1. Respondent Profile

This study aimed to assess the impact of service quality on consumer satisfaction at Miss Glam. Data collection was conducted by distributing questionnaires via Google Forms from June to July 2024. The sample consisted of 150 consumers who had shopped at Miss Glam. The questionnaire comprised 21 statements related to independent variables and 6 statements pertaining to dependent variables, utilizing a 5-1 Likert scale (ranging from strongly agree to strongly disagree).

**Tabel 1. Profile respondent**

The following is a summary of the respondent profiles in this study.

No	Statement	Amount	Percentage
1.	<b>Type sex</b>		
	Woman	115	76.7%
	Man	35	23.3%
2.	<b>Age</b>		
	15-20 year	89	59.3%
	21 - 25 years	37	24.7%
	26 - 30 year	16	10.7%
	> 30 years	8	5.3%
3.	<b>Work</b>		
	Students	116	77.3%
	Government employees	-	-
	Private employees	18	12%
	Businessman	8	5.3%
	Housewife	8	5.3%

From data table 1. it can be concluded that the majority of **Miss Glam** customers are aged 21-25 years with a percentage of 59.3 % (89 people). This shows that most respondents or customers who shop at **Miss Glam** are in the productive age range.

#### 4.2. Analysis Data

This research uses PLS-SEM analysis. The following is a model that was designed before carrying out data analysis which can be seen in figure 2.

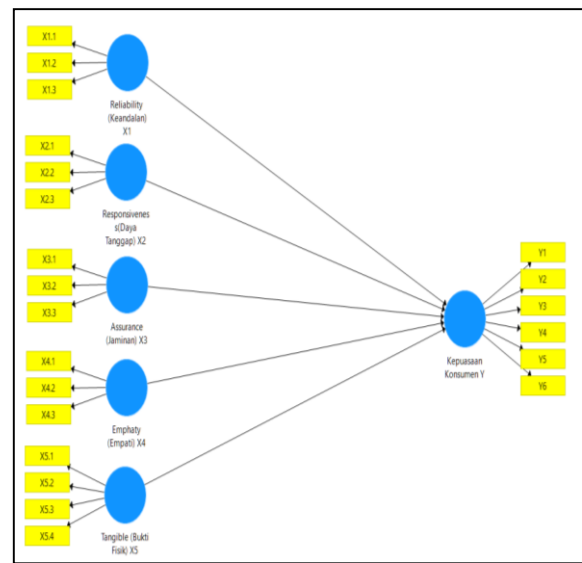


Figure 2. The model has been designed

#### 4.2.1. Measurement Model (Outer Model)

According to Hamid (2019), the first step in model evaluation is assessing the measurement model (outer model). In PLS-SEM, this phase is referred to as the construct validity test, which includes evaluating both convergent validity and discriminant validity.

#### Validity Test

Validity testing in SmartPLS can be conducted using two approaches: Convergent Validity and Discriminant Validity.

##### a. Convergent Validity

Convergent Validity measures the reflective model through indicators that are evaluated based on the correlation between item scores/component scores and construct scores. A reflective measure is considered strong if its correlation exceeds 0.7. However, in the early stages of research when developing a measurement scale, a loading value between 0.5 and 0.6 is deemed acceptable (Riefky and Hamidah, 2019).

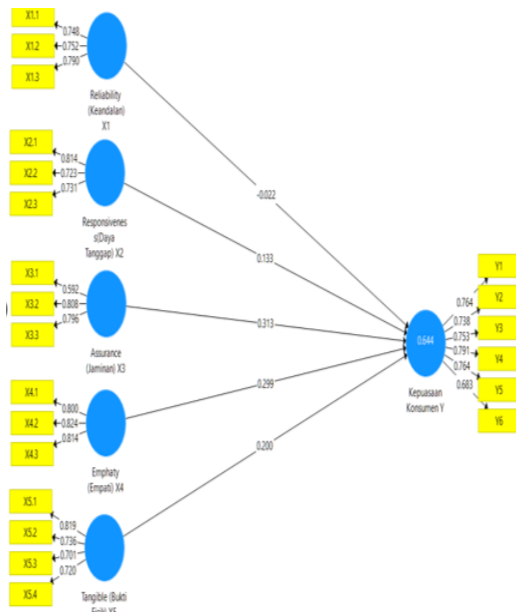


Figure 3. First Loading Factor  
 Source: Data processed smart PLS,2024

Based on the data above, there are still invalid indicators. This is because the data obtained does not match the predetermined loading criteria, which is  $> 0.7$ . So, the indicator is said to be invalid and does not meet the validity test. The following are the loading factor values for each indicator of this study, which can be seen in table 2 below:

Table 2 First Outer Loading Value

No.	Variables	Indicator	Outer Loading	Information
1.	Reliability (Reliability) X1	X1.1	0.778	Valid
		X1.2	0.762	Valid
		X1.3	0.753	Valid
2.	Responsiveness (Responsiveness) X2	X2.1	0.814	Valid
		X2.2	0.735	Valid
		X2.3	0.721	Valid
3.	Assurance (Guarantee) X3	X3.1	0.592	Invalid
		X3.2	0.889	Valid
		X3.3	0.846	Valid
4.	Empathy (Empathy) X4	X4.1	0.779	Valid
		X4.2	0.819	Valid
		X4.3	0.821	Valid
5.	Tangible (Physical Evidence) X5	X5.1	0.818	Valid
		X5.2	0.738	Valid
		X5.3	0.708	Valid
		X5.4	0.712	Valid
6.	Consumer Satisfaction Y	Y1	0.760	Valid
		Y2	0.759	Valid
		Y3	0.772	Valid
		Y4	0.808	Valid
		Y5	0.744	Valid
		Y6	0.683	Invalid

Source: Data processed, 2024

Based on table 2, there are *outer loading* value which is still worth less than 0.7, namely the statement X3.1 by producing a value of 0.592 and statement Y6 with a value of 0.683 and for other statements it has obtained a value above 0.7. This requires a second treatment by removing *outer loading* values that are less than 0.7.

Table 3 Second Outer Loading Value

No.	Variables	Indicator	Outer Loading	Information
1.	Reliability (Reliability) X1	X1.1	0.778	Valid
		X1.2	0.762	Valid
		X1.3	0.753	Valid
2.	Responsiveness (Responsiveness) X2	X2.1	0.814	Valid
		X2.2	0.735	Valid
		X2.3	0.721	Valid
3.	Assurance (Guarantee) X3	X3.2	0.889	Valid
		X3.3	0.846	Valid
4.	Empathy (Empathy) X4	X4.1	0.779	Valid
		X4.2	0.819	Valid
		X4.3	0.821	Valid
5.	Tangible (Physical Evidence) X5	X5.1	0.818	Valid
		X5.2	0.738	Valid
		X5.3	0.708	Valid
		X5.4	0.712	Valid
6.	Consumer Satisfaction Y	Y1	0.760	Valid
		Y2	0.759	Valid
		Y3	0.772	Valid
		Y4	0.808	Valid
		Y5	0.744	Valid

Source: Data processed, 2024

Based on the data above, the second estimated data is in accordance with the criteria, which is above 0.7. So all statements in this study are said to be valid or have met the requirements of convergent validity. These results can be interpreted that each instrument in the service quality and customer satisfaction variables is valid because it has met the requirements above 0.7. Thus, this modified model has met the criteria for good *convergent validity*.



**Table 4 Average Variance Extracted (AVE) Value**

Variables	Average Variance Extracted (AVE)
Reliability (Reliability) X1	0.584
Responsiveness (Responsiveness) X2	0.574
Assurance (Guarantee) X3	0.753
Empathy (Empathy) X4	0.661
Tangible (Physical Evidence) X5	0.555
Consumer Satisfaction Y	0.591

Source: Data processed, 2024

Based on the test results in table 4.3 It can be concluded that the AVE value for all variables produces a value above 0.5, which is the recommended criterion to indicate that the predictor is valid or has good *convergent validity*, so that the measurement tool used is considered appropriate.

a. *Discriminant Validity*

According to Hardisman (2021), *Discriminant Validity* is assessing the validity of a predictor by comparing its relationship with other variables. The indicator used to assess *discriminant validity* is cross loading. A predictor is declared valid if the cross loading value is > 0.7 or the cross loading of the predictor assessed is greater on its own latent variable compared to its loading value on other variables. The following are the cross loading values obtained from the test results at this stage which can be seen in table 5 below:

**Table 5 Fornell-Larcker criterion value**

X1	X2	X3	X4	X5	Y
0.764					
0.595	0.757				
0.556	0.558	0.868			
0.589	0.726	0.561	0.813		
0.512	0.596	0.587	0.602	0.745	
0.542	0.677	0.714	0.714	0.676	0.769

Source: Data processed, 2024

The correlation value of the reliability indicator has a value of 0.764, which is greater when compared to the latent indicators, namely *responsiveness*, *assurance*, *empathy*. (empathy),

*tangible* (physical evidence), and consumer satisfaction variables, the correlation value of the *responsiveness indicator* has a value of 0.757 when compared to the *assurance indicator*, *empathy*. (empathy), *tangible* (physical evidence), and consumer satisfaction variables, the correlation value of the *assurance indicator* has a value of 0.868 when compared to *empathy*. (empathy), *tangible* (physical evidence), and consumer satisfaction variables, the correlation value of the *empathy indicator* (empathy) has a value of 0.813 when compared to *tangible indicators* (physical evidence), and consumer satisfaction variables, the correlation value of *tangible indicators* (physical evidence) is 0.745 when compared to consumer satisfaction variables. So it can be concluded that latent variables have a higher correlation value when compared to each latent variable and these values can be said to be valid.

1. **Reliability Test**

Reliability tests were conducted on Cronbach's Alpha and Composite 2. Reliability to test the reliability of this study. Cronbach Alpha of a construct can be said to be reliable if it is able to provide a Cronbach Alpha value > 0.70, Basbeth (2018) in Musyaffi and Khairunnisa (2021), while other opinions explain that the minimum value of this test is 0.6 for all constructs in Wati's research (2018). The composite reliability value > than 0.7 (Riefky and Hamidah 2019).

Table 6. Cronbach's Alpha and Composite Reliability values

	Cronbach Alpha	Composite Reliability
Reliability (Reliability) X1	0.646	0.808
Responsiveness (Responsiveness) X2	0.627	0.801
Assurance (Guarantee) X3	0.674	0.859
Empathy (Empathy) X4	0.743	0.854
Tangible (Physical Evidence) X5	0.733	0.833
Consumer Satisfaction Y	0.827	0.878

Source: Data processed, 2024

As shown in Table 6, the results of the composite reliability calculations for all constructs indicate values greater than 0.7. This suggests that



respondents were consistent in their answers, allowing us to conclude that all constructs demonstrate a good level of reliability and are considered reliable

#### 4.2.2. Structural Model Testing (Inner Model)

This step employed the Coefficient of Determination (R-Square) as a testing tool. According to Hardisman (2021), the coefficient of determination, or R-Square, represents the proportion of variance in the endogenous construct that can be explained by the exogenous constructs. A higher R-Square value indicates that the prediction model is more effective than the proposed research model. The R-Square value in SmartPLS is obtained alongside the validity and reliability analyses during the PLS-Algorithm analysis phase. Based on the R-Square value, the influence (or relationship) between variables can be stated:

- a. R-Square value  $\geq 0.75$  strong model
- b. R-Square  $\geq 0.50 - 0.75$  model moderate
- c. R-Square value  $\geq 0.25 - 0.50$  weak model

The results of the Coefficient of Determination test (R-Square) are presented in Table 7 below:

Table 7. R Square Value

Y	R - Square
Customer Satisfaction	0.662

Source: Data processed, 2024

Based on the results presented in Table 7, the R-Square value for the consumer satisfaction variable is 0.662. This indicates that the indicators of Reliability, Responsiveness, Assurance, Empathy, and Tangibles collectively account for 66.2% of consumer satisfaction, which is considered moderate. The remaining 33.8% is attributed to other variables or indicators that were not examined in this study.

#### 4.2.3. Hypothesis Testing

In this study, a test was conducted to assess the impact of service quality variables on consumer satisfaction. The results of the hypothesis test are evaluated based on the significance values between constructs, the t-table, t-statistics (t-count), and

probability values (p-values), which can be obtained from the bootstrapping results. The significance level used in this study is 0.05.

Hypothesis testing is validated by confirming that the t-statistic value exceeds the t-table value, along with the path coefficient. These findings indicate a significant relationship between the research variables. The path coefficient values for this study are presented in Table 8 as follows:

Table 8. Path Coefficient Value

	T-table	Original Sample (O)	T-statistics	P-Values	Results
Reliability (Reliability) X1 < Consumer Satisfaction	1,656	-0.005	0.071	0.943	Rejected
Responsiveness (Responsiveness) X2 > Consumer Satisfaction	1,656	0.174	1,999	0.046	Accepted
Assurance (Guarantee) X3 > Consumer Satisfaction	1,656	0.253	3,324	0.001	Accepted
Empathy (Empathy) X4 > Consumer Satisfaction	1,656	0.301	3,751	0.000	Accepted
Tangible (Physical Evidence) X5 > Customer Satisfaction	1,656	0.245	3.342	0.001	Accepted

Source: Data processed, 2024

#### H1: Reliability has a negative and insignificant effect on consumer satisfaction.

According to the results of the first hypothesis test, the reliability indicator (X1) on consumer satisfaction shows an original sample value of -0.05, indicating a negative effect. The t-statistic value is 0.071, which is less than the t-table value of 1.656, and the p-value is 0.943, which is greater than 0.05, indicating a lack of significance. Therefore, it can be concluded that the reliability indicator (X1) has a negative but insignificant effect on consumer satisfaction (Y).

#### H2: Responsiveness (X2) has a positive and significant influence on consumer satisfaction.

The results of the second hypothesis test indicate that the responsiveness indicator (X2) has an original sample value of 0.174, suggesting a positive effect on consumer satisfaction. The t-statistic value is 1.999, which is greater than the t-table value of 1.656, and the p-value is 0.045, which is less than 0.05, indicating significance. Therefore, it can be concluded that the responsiveness indicator (X2) has



a positive and significant effect on consumer satisfaction (Y).

**H3: Assurance (X3) has a positive and significant influence on consumer satisfaction.**

The results of the third hypothesis test show that the assurance indicator (X3) has an original sample value of 0.253, indicating a positive effect on consumer satisfaction. The t-statistic value is 3.324, which exceeds the t-table value of 1.656, and the p-value is 0.001, which is less than 0.05, indicating significance. Therefore, it can be concluded that the assurance indicator (X3) has a positive and significant influence on consumer satisfaction (Y).

**H4: Empathy (X4) has a positive and significant influence on consumer satisfaction.**

According to the results of the fourth hypothesis test, the empathy indicator (X4) shows an original sample value of 0.301, indicating a positive effect on consumer satisfaction. The t-statistic value is 3.751, which is greater than the t-table value of 1.656, and the p-value is 0.000, which is less than 0.05, indicating significance. Therefore, it can be concluded that the empathy indicator (X4) has a positive and significant influence on consumer satisfaction (Y).

**H5: Tangibles (X5) have a positive and significant influence on consumer satisfaction.**

Based on the results of the fifth hypothesis test, the tangibles indicator (X5) has an original sample value of 0.245, suggesting a positive effect on consumer satisfaction. The t-statistic value is 3.342, which is greater than the t-table value of 1.656, and the p-value is 0.001, which is less than 0.05, indicating significance. Therefore, it can be concluded that the tangibles indicator (X5) has a positive and significant influence on consumer satisfaction (Y).

#### 4.3. Discussion

This discussion is made to explain the answers to the problems that have been formulated previously in this study. This study aims to determine how the influence of reliability (reliability) X1, responsiveness (responsiveness) X2, assurance (guarantee) X3, empathy (empathy) X4 and tangible (physical evidence) X5 on consumer satisfaction (Y) **Miss Glam**. The discussion of each indicator is as follows:

1. **Reliability has a negative and insignificant effect on consumer satisfaction.**

The statistical results of the study show that reliability indicator X1 has a negative and insignificant effect on consumer satisfaction. In the original sample -0.05 and the t-statistic value is  $0.071 < t\text{-table } 1.656$ . The results of this hypothesis test are rejected with a p-value of  $0.943 > 0.05$ . Based on these results, it can be concluded that reliability X1 has a negative and insignificant effect on consumer satisfaction (Y).

2. **Responsiveness has a positive and significant effect on consumer satisfaction.**

The statistical results of the study show that the responsiveness indicator X2 has a positive and significant influence on consumer satisfaction. In the original sample 0.174 and the t-statistic value of  $1.999 > t\text{-table } 1.656$ . The results of this hypothesis test are accepted with a p-value of  $0.045 < 0.05$ . Thus it can be concluded that the responsiveness indicator X2 has a positive and significant effect on consumer satisfaction (Y). The results of this study are linear with Qomariah (2019) and Prihandoyo, (2019). **Miss Glam** responds to consumer complaints quickly, informs about promotions promptly, so this shows that the higher the responsiveness given, the higher the consumer satisfaction. So in the future, responsiveness must be a major concern because responsiveness is considered very much in increasing consumer satisfaction. If responsiveness decreases, it will affect consumer satisfaction. Therefore, **Miss Glam** must maintain responsiveness so that it is still considered right by consumers.

3. **Assurance has a positive and significant effect on consumer satisfaction.**

The statistical results of the study show that assurance (guarantee) X3 on consumer satisfaction has an original sample value of 0.253 and a t-statistic value of  $3.324 > t\text{-table } 1.656$ . The results of this hypothesis test are accepted with a p-value of  $0.001 < 0.05$ . Thus, it can be concluded that the assurance indicator (guarantee) X3 has a positive and significant effect on consumer satisfaction (Y). The results of this study are linear with the research of



Qomariah (2019) and Prihandoyo, (2019). **Miss Glam** consumer needs can be met, employees are polite when serving and providing comfort to consumers, this shows that the higher the assurance (guarantee) given, the more it increases consumer satisfaction. So in the future, assurance must be a major concern because assurance is very much considered in increasing consumer satisfaction. If assurance decreases, it will affect consumer satisfaction. Therefore, **Miss Glam** must maintain that assurance is still considered true by consumers.

4. ***Empathy has a positive and significant effect on consumer satisfaction.***

The statistical results of the study show that the empathy indicator X4 on consumer satisfaction has an original sample value of 0.301, meaning it has a positive effect. Then the t-statistic value of  $3.751 > t\text{-table } 1.656$ . The results of this hypothesis test are accepted with a p-value of  $0.000 < 0.05$ . Thus, it can be concluded that the empathy indicator X4 has a positive and significant effect on consumer satisfaction (Y). The results of this study are linear with Qomariah (2019) and Prihandoyo, (2019). **Miss Glam** employees serve consumers in a friendly manner, give more attention, and do not look at the social status of consumers. This shows that the higher the assurance (guarantee) X3 given, the more it increases consumer satisfaction. So in the future empathy must be a big concern because empathy is very much considered in increasing consumer satisfaction. If empathy decreases, it will affect consumer satisfaction. Therefore, **Miss Glam** must maintain that empathy is still considered right by consumers.

5. ***Tangible (physical evidence) has a positive and significant effect on consumer satisfaction.***

The statistical results of the study show that the tangible indicator (physical evidence) X5 on consumer satisfaction has an original sample value of 0.245 and a t-statistic value of  $3.342 > t\text{-table } 1.656$ . The results of this hypothesis test are accepted with a p-value of  $0.001 < 0.05$ . Thus, it can be concluded that the tangible indicator (physical evidence) X5 has a positive and significant effect on consumer satisfaction (Y). The results of this study are linear with the

research of Qomariah (2019) and Prihandoyo, (2019). **Miss Glam** has a clean place, **Miss Glam** employees are neat and clean, and the facilities provided are adequate. This shows that the higher the tangible (physical evidence) provided, the more it increases consumer satisfaction.

So in the future tangible (physical evidence) must be a major concern because tangible (physical evidence) is very much considered in increasing consumer satisfaction. If tangible (physical evidence) decreases, it will affect consumer satisfaction. Therefore, **Miss Glam** must maintain that tangible (physical evidence) is still considered true by consumers.

## V. CONCLUSION

Based on the results and data processing regarding the influence of service quality on consumer satisfaction at **Miss Glam**, it can be concluded that Responsiveness, Assurance, Empathy, Tangibles have a positive and significant effect on consumer satisfaction, while Reliability has a negative and insignificant effect on consumer satisfaction.

The results of this research will provide a new contribution for owners and policymakers in West Sumatra to continuously enhance consumer satisfaction with the tested dimensions that show a significant influence, namely Responsiveness, Assurance, Empathy, and Tangibles. On the other hand, Reliability must still be considered by owner because it is also an important dimension in assessing customer satisfaction, for example, by conducting post-purchase surveys. From the survey, they understand the desires of consumers and the performance assessments given by consumers to them. Thus, in the future, these consumer expectations can be met well by the owners.

## REFERENCES

- [1]. Agiesta. 2021. "The Influence of Service Quality and Customer Satisfaction on Customer Loyalty of Ka Lokal Bandung Raya" Vol. 5 No.
- [2]. Hamid, Rahmad Solling. 2019. Structural
- [3]. Variance-Based Equation Modeling (SEM): Basic Concepts and Applications with SmartPLS 3.2.8 Program in Business Research . PT Inkubator Penulis Indonesia . Vol. 11.



- [4]. Indrasari, Meithiana. 2019. *Marketing & Customer Satisfaction*. 1st ed. Surabaya: Unitomo Press.
- [5]. Maretiana, Sab. nd “Analysis of the Influence of Service Quality Dimensions on Palangkaraya with a Focus on Land Ownership Statement (Sppt) Services.”
- [6]. Meida, Faradilah, Miguna Astuti, and Heni Nastiti. 2022. “The Influence of Service Quality and Trust on Customer Satisfaction of Sociolla E-Commerce in the Covid-19 Pandemic Era.” *IKRAITH-EKONOMIKA Journal* 5 (2): 157–66.
- [7]. Musyaffi, Michael, and Khairunnisa. 2021. *Basic Concept of Structural Equation Model-Partial Least Square (Sem-Pls) Using SmartPLS*.
- [8]. Nababan, Rista Pebriyanti. 2022. “The Influence of Product Quality and Service Quality on Consumer Satisfaction on Wardah Cosmetic Products in Batam City.”
- [9]. Nanincova, Niken. 2019. “The Effect of Service Quality on Customer Satisfaction at Noach Cafe and Bistro.” *Agora* 7 (2): 1–5.
- [10]. Prihandoyo, Cornelius. 2019. “The Influence of Service Quality on Customer Satisfaction at JNE Balikpapan Branch.” *Journal of GeoEconomy* 10 (1): 116–29.
- [11]. Riefky, Muhammad, and Wanda Nur Hamidah. 2019. “PLS SEM Modeling on Factors Affecting Student Service Satisfaction of the Faculty of Economics, UNIPA Surabaya.” *SNHRP-II UNIPA Surabaya* 6: 1260–72.
- [12]. Rizal, Rosiana, Muslim Suardi, and Yuliharsi Yuliharsi. 2017. “Impact of service quality and patient satisfaction of BPJS participants as the mediation to patient loyalty.” *Journal of Pharmaceutical & Clinical Sciences* 3 (2):
- [13]. Sari, Yetri Novita. 2022. “Consumer satisfaction of Lettisia Gianti Salon & Bridal in Jambi City, Batanghari University, Jambi in 2022.” *Journal of Marketing Management*.
- [14]. Setiawan, A., N. Qomariah, and H. Hermawan. 2019. “The Influence of Service Quality on Consumer Satisfaction.” *Indonesian Journal of Management Science and Business (Local journal)* 9 (2): 114–26.
- [15]. Sugiyono. 2023. *Qualitative Quantitative Research Methods and R&D*. Bandung: Alfabeta, Bandung.
- [16]. Surti, Indah. 2020. “The Influence of Service Quality on Consumer Satisfaction at Cafe & Steak Restaurant, South Jakarta.” *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business* 3 (1): 47–60.
- [17]. Tjiptono, Fandy. 2016. *Service, Quality and Satisfaction*. Yogyakarta: CV Andi.