

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT CV. SIMBAT JAYA MEDAN CAR RENTAL SERVICES

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ABSTRACT

This study is entitled The Effect of Service Quality on Customer Satisfaction at CV. Simbat Jaya Car Rental Services in Medan. This research is motivated by the importance of service quality in determining customer satisfaction in the service sector. Service quality plays a crucial role in shaping customer perceptions and experiences when using services. Therefore, this study aims to determine the effect of service quality on customer satisfaction. This study uses a quantitative method with an associative approach. Data were collected through questionnaires distributed to 75 respondents. The data analysis techniques include validity test, reliability test, classical assumption test, simple linear regression analysis, and hypothesis testing. Data processing was carried out using SPSS to obtain accurate and reliable results. The results showed that service quality has a positive and significant effect on customer satisfaction. This is indicated by a significance value of 0.000. These findings indicate that better service quality leads to higher customer satisfaction. Thus, service quality has an important role in increasing customer satisfaction in car rental services. Based on the results, it can be concluded that service quality is a key factor in creating customer satisfaction. Therefore, companies are expected to continuously improve their service quality in order to maintain and enhance customer satisfaction sustainably.

Keywords: Service Quality, Customer Satisfaction, Service, Car Rental, SERVQUAL

I. INTRODUCTION

The transportation services sector in Indonesia continues to grow in line with increasing mobility, particularly in urban areas. This has driven the rise in the use of car rental services as a practical alternative to owning a private vehicle. Amidst increasingly fierce competition, service quality is a crucial factor in creating customer satisfaction. According to Bateson & Hoffman (2016), services are intangible, making service quality a key determinant of customer evaluation. Previous research also shows that service quality positively influences customer satisfaction in the car rental business (Shofwan et al., 2022). Customer satisfaction is created when the service provided meets or exceeds customer expectations. Satisfied customers tend to reuse the same service and recommend it to others (Tjiptono, 2014; Ettah & Pondang, 2020). Therefore, car rental companies need to provide fast, friendly, and responsive service, supported by well-maintained vehicles, to retain customers.

Although various studies have demonstrated the influence of service quality on customer satisfaction, most research focuses on public transportation or app-based services. Research on local car rental services in Medan is still limited, creating a research gap. Furthermore, there is a judgment gap, with customer complaints still being found regarding service delays, vehicle condition, and employee attitudes that do not fully align with the concept of service quality. CV. Simbat Jaya Medan is a car rental company established in 2020 and provides various types of vehicles for both personal and business needs. Facing

competition, companies are required to provide quality service to increase customer satisfaction. Therefore, this study aims to analyze the effect of service quality on customer satisfaction at CV. Simbat Jaya Medan using the SERVQUAL method, which encompasses the dimensions of reliability, responsiveness, assurance, empathy, and tangibles.

II. LITERATURE REVIEW

Quality of Service

A. Understanding Service Quality

Service quality is a crucial factor determining a service company's success in meeting customer needs and expectations. Service quality reflects the extent to which the service provided meets or even exceeds customer expectations, thus creating satisfaction. According to John Simon and Teuku Fahmi (2025), service quality plays a strategic role in shaping positive customer perceptions through fast, consistent service, supported by professional employee attitudes.

Furthermore, service quality is not only assessed by the final outcome received by customers, but also by the service process itself. Interactions between employees and customers, such as speed of response, good communication, and the ability to understand customer needs, are crucial aspects in creating a satisfying service experience. Pranata and Teuku Fahmi (2025) state that service quality has a significant influence on customer satisfaction, particularly in the transportation sector.

According to Widiarti and Saufan (2024), service quality is measured through the dimensions of reliability, responsiveness, assurance, empathy, and tangibles. Meanwhile, Nurwahid, Khairani, and Susandri (2024) explain that consistent, fast, and personalized service can increase customer satisfaction and loyalty. Based on the opinions of these experts, it can be concluded that service quality is the company's ability to provide optimal service through good interactions, adequate facilities, and fulfillment of customer needs so as to increase customer satisfaction.

B. Characteristics of Service Quality.

Service quality can be characterized by a company's ability to provide consistent, prompt service that meets customer needs. Quality service is characterized by friendly, responsive employees who are able to provide appropriate solutions. According to Aisah and Surianto (2024), good service quality is characterized by speed, responsiveness, and a guarantee of service quality.

C. Factors Affecting Service Quality

Service quality is influenced by various aspects, including employee competence, service systems, supporting facilities, and communication between the company and customers. A company's ability to manage these factors effectively will result in optimal service. According to Yunus and Hermawan (2024), the main factors influencing service quality include employee performance, the service process, and the availability of supporting facilities.

D. Service Quality Indicators

In measuring service quality, the SERVQUAL model is generally used, consisting of five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. According to Samporna and Ubit (2024), these five dimensions are used to assess the extent to which the service provided is able to meet customer expectations. In this study, service quality is measured based on customer perceptions of the service received, both from the process and the service results. Therefore, service companies need to maintain consistency in every aspect of service to be able to satisfy customers.

Customer satisfaction

A. Understanding Customer Satisfaction

Customer satisfaction is a customer's evaluation after comparing expectations with the service received. According to Andini, Jhon Simon, and Teuku Fahmi (2025), customer satisfaction is greatly influenced by service quality. If the service provided meets or exceeds expectations, customers will feel satisfied and are likely to reuse the service.

According to Gunawan and Arifin (2024), customer satisfaction is the level of feeling that arises after comparing service performance with previous expectations. Meanwhile, Lupiyoadi (2020) states that customer satisfaction is the result of a comprehensive evaluation of the experience of using a product or service. Therefore, it can be concluded that customer satisfaction is a condition when the service received meets or exceeds customer expectations, thus encouraging loyalty to the company.

B. Factors Influencing Customer Satisfaction

Customer satisfaction is influenced by several factors, such as service quality, product quality, price, and customer experience. Ramadhani and Utomo (2024) state that service quality is the most influential factor in customer satisfaction. According to Anam (2021), there are five factors that influence customer satisfaction, namely:

1. Product quality.
2. Price.
3. Service quality.
4. Emotional factors.
5. Customer experience.

C. Customer Satisfaction Indicators

According to Kotler & Keller (2022), customer satisfaction indicators include:

1. Conformity between expectations and reality.
2. Desire to reuse the product or service.
3. Willingness to recommend to others.
4. Low customer complaint rate.
5. Loyalty to the company.

Conceptual Framework

A conceptual framework is a description that explains the relationships between variables in a study based on relevant theoretical foundations. According to Notoatmodjo (2018:23), a conceptual framework is used to illustrate the relationships between the variables being studied. In this study, researchers examined the effect of service quality on customer satisfaction at CV. Simbat Jaya's car rental service. Based on the Gap Theory, customer satisfaction arises from the comparison between expectations and the service received. The better the quality of service provided, the higher the level of customer satisfaction.

Hipotesis

A hypothesis is a temporary answer whose validity must be verified through empirical testing. Based on the background and problem formulation, the hypotheses in this study are:

- Ha: Service quality has a positive and significant effect on customer satisfaction at CV. Simbat Jaya's car rental service.
- Ho: Service quality does not have a significant effect on customer satisfaction at CV. Simbat Jaya's car rental service.

III. RESEARCH METHODS

The research method is a scientific method used to obtain data to achieve research objectives. This study employed a quantitative method, namely research based on the philosophy of positivism with data collection using research instruments (Sugiyono, 2021). This study employed descriptive and associative approaches. The descriptive approach aims to describe service quality and customer satisfaction at CV. Simbat Jaya Medan's car rental service, while the associative approach is used to analyze the effect of service quality (X) on customer satisfaction (Y) through statistical analysis.

Data collection technique

Data collection techniques are the methods used by researchers to obtain the information needed for the research. In this study, the following data collection techniques were used:

1. Observation

Observation is a data collection technique conducted by directly observing the research object to obtain information about conditions or activities occurring in the field. In this study, observations were conducted by observing the customer service process at CV. Simbat Jaya Medan, such as the vehicle ordering process, employee service, and the facilities provided.

2. Interviews

Interviews are a data collection technique conducted through direct questions and answers with parties related to the research to obtain more in-depth information about the research object.

3. Documentation

Documentation is a data collection technique that involves collecting documents or archives related to the research. In this study, documentation was used to obtain data regarding the company profile, number of customers, and other documents supporting the research.

4. Questionnaires

Questions are a data collection technique that involves providing respondents with a list of questions or written statements to answer based on their experiences. In this study, questionnaires were distributed to customers of CV. Simbat Jaya Medan to determine their perceptions of service quality and customer satisfaction. The statements in the questionnaire are arranged based on research variable indicators and use a Likert scale.

Data Analysis Techniques

- A. Descriptive Analysis

Descriptive analysis is used to systematically describe or illustrate the characteristics of research data based on the results obtained. This analysis aims to provide an overview of the research variables without testing the causal relationships between them.

- B. Simple Linear Regression Analysis

Simple linear regression analysis is used to determine the effect of the independent variable (X) on the dependent variable (Y). Furthermore, this analysis aims to measure the magnitude of the effect of variable X on variable Y through a simple linear regression equation with the formula:

$$Y = a + bX$$

Where:

Y = Dependent variable (Customer Satisfaction)

X = Independent variable (Service Quality)

a = Constant

b = Regression coefficient

Validity Test

Validity testing is used to determine whether the questionnaire items actually measure what they are supposed to measure. The validity criteria are: if the calculated r value is greater than the table r value, then the questionnaire item has a significant correlation with the total valid score. If the calculated r value is less than the table r value, then the questionnaire item has a significant correlation with the score or is declared invalid. Validity testing is carried out to measure whether the data obtained after the research is valid or invalid.

Reliability Test

According to Nursalam in R Slamet and S Wahyuni (2022), reliability is the similarity of measurement or observation results when the facts or reality are measured or observed repeatedly at different times. A questionnaire is said to be reliable if a person's answers to questions are consistent over time and the results are the same. In the reliability test using Cronbach's Alpha, with the criteria for questionnaire items being said to be reliable if Cronbach's Alpha > 0.70 and if Cronbach's Alpha < 0.70, it is said to be unreliable.

Hypothesis Testing Partial

Test (t-Test)

The t-test is used to test the extent of the influence between the independent variable partially and the dependent variable. If the significant probability value is less than 0.05 (5%), then an independent variable has a significant influence on the dependent variable. The criteria are:

- a) $T_{hitung} > T_{tabel}$ then H_0 is rejected and H_a is accepted
- b) $T_{hitung} < T_{tabel}$ then H_0 is accepted and H_a is rejected

IV. RESEARCH RESULTS AND DISCUSSION

Validity Test

Validity testing was conducted to determine the extent to which the questionnaire items were able to measure the variables being studied. Validity testing was conducted by comparing the calculated r value with the table r value. With a sample size of 75 respondents, the table r value was 0.227. An item is considered valid if the calculated r value is greater than the table r value.

Table 4.1 Results of Validity Test of Research Variables

Variables	Item	r count	r tabel	Information
	X1	0,334	0,227	Valid
	X2	0,338	0,227	Valid
	X3	0,366	0,227	Valid
	X4	0,531	0,227	Valid
	X5	0,394	0,227	Valid
	X6	0,435	0,227	Valid

Quality of Service	X7	0,453	0,227	Valid
	X8	0,350	0,227	Valid
	X9	0,241	0,227	Valid
	X10	0,324	0,227	Valid
Customer satisfaction	Y1	0,452	0,227	Valid
	Y2	0,411	0,227	Valid
	Y3	0,398	0,227	Valid
	Y4	0,426	0,227	Valid
	Y5	0,346	0,227	Valid
	Y6	0,297	0,227	Valid
	Y7	0,327	0,227	Valid
	Y8	0,432	0,227	Valid
	Y9	0,325	0,227	Valid
	Y10	0,321	0,227	Valid

Source: Processed primary data, 2026

Based on the table above, all items in the service quality variable have a calculated r value greater than the r table (0.227). This indicates that all statement items in the service quality variable have met the validity criteria and can be used in research. Thus, the instrument used is able to measure the service quality variable accurately according to the research objectives. Furthermore, the results for the customer satisfaction variable also obtained that all items have a calculated r value greater than the r table (0.227). This indicates that all statement items in the customer satisfaction variable are declared valid and suitable for use. Thus, the research instrument is able to accurately describe the condition of customer satisfaction.

Reliability Test

Reliability testing is conducted to determine the level of consistency of a measuring instrument in measuring a variable. An instrument is considered reliable if its Cronbach's Alpha value is greater than 0.70.

Table 4.2 Reliability Test Results

Variables	Cronbach's Alpha	Standar	Information
Service Quality	0,703	0,70	Reliabel
Customer satisfaction	0,721	0,70	Reliabel

Source: Processed primary data, 2026

Based on the table above, the Cronbach's Alpha value for the service quality variable is 0.703 and customer satisfaction is 0.721, both of which are greater than 0.70. This indicates that all items are The statements in this study have a good level of consistency, so that the research instrument is declared reliable and can be used for further analysis.

Classical Assumption Test

Classical assumption tests are conducted to ensure that the regression model used in the study meets statistical requirements. This test is crucial for the regression analysis to yield accurate and unbiased conclusions. In this study, the classical assumption tests used include the normality test, the heteroscedasticity test, and the autocorrelation test. These three tests are

conducted before the simple linear regression analysis and hypothesis testing.

Normality Test

A normality test is performed to determine whether the residual data in the regression model is normally distributed. This test is performed using the Kolmogorov-Smirnov test, which is performed by looking at the significance value in the SPSS output. Data are considered normally distributed if the significance value is greater than 0.05. Conversely, if the significance value is less than 0.05, the data are considered non-normally distributed.

Table 4.2 Reliability Test Results

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Service Quality	0,703	0,70	Reliabel
Customer satisfaction	0,721	0,70	Reliabel

Source: Processed primary data, 2026

Based on the table above, the Cronbach's Alpha value for the service quality variable is 0.703 and customer satisfaction is 0.721, both of which are greater than 0.70. This indicates that all items are The statements in this study have a good level of consistency, so that the research instrument is declared reliable and can be used for further analysis.

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Table 4.3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		75
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.70185128
Most Extreme Differences	Absolute	.068
	Positive	.045
	Negative	-.068
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Processed primary data, 2026

Based on Table 4.3, the significance value obtained for the normality test is 0.200. This value is greater than 0.05, indicating that the residual data in this study is normally distributed. This result indicates that the regression model meets the assumption of normality. Furthermore, in the Normal P-P Plot graph, the distribution of points also follows the direction of the diagonal line. Thus, the data in this study is suitable for simple linear regression analysis.

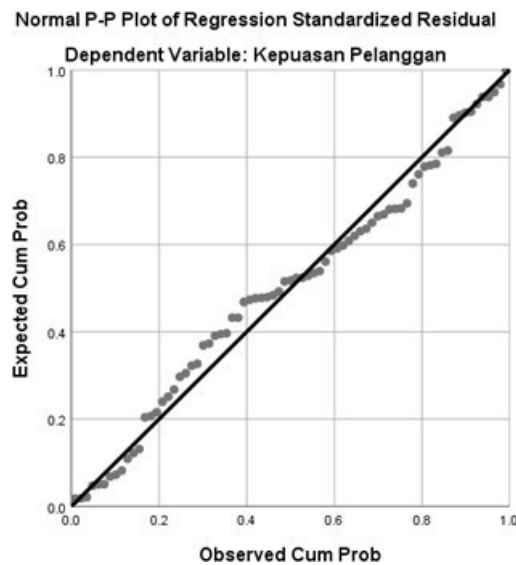


Figure 4.1 Kolmogorov-Smirnov Normality P-Plot Source: Processed primary data, 2026

Heteroscedasticity Test

The heteroscedasticity test is performed to determine whether the residual variances in the regression model differ from one observation to another. A good regression model is one that does not exhibit heteroscedasticity. In this study, the test was conducted by examining the significance value of the Glejser test. If the significance value is greater than 0.05, heteroscedasticity is absent. Conversely, if the significance value is less than 0.05, the

regression model exhibits heteroscedasticity.

Table 4.4 Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.464	2.510		1.779	.079
	Kualitas Pelayanan	-.057	.063	-.105	-.903	.369

Source: Processed primary data, 2026

Based on Table 4.4, the significance value for the service quality variable is 0.369. This value is greater than 0.05, thus concluding that the regression model in this study does not experience heteroscedasticity. This means that the residual variance from one observation to the next is constant. Furthermore, the scatterplot graph shows that the points are randomly distributed and do not form a specific pattern. Thus, the regression model meets the heteroscedasticity assumption and is suitable for further analysis.

Autocorrelation Test

The autocorrelation test is conducted to determine whether there is a correlation between the residuals from one observation and the residuals from other observations in a regression model. This test is performed using the Durbin-Watson value. A regression model is considered to be free of autocorrelation if the Durbin-Watson value is in the range of 1.5 to 2.5.

Table 4.5 Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.666 ^a	.444	.436	8.12207	1.744

Source: Processed primary data, 2026

Based on Table 4.5, the Durbin-Watson value is 1.744. This value is in the range of 1.5 to 2.5, thus concluding that the regression model in this study does not experience autocorrelation. This indicates that the residuals from one observation are not correlated with the residuals from other observations. The absence of autocorrelation improves the regression model and can be used for subsequent testing.

Simple Linear Regression Analysis

Simple linear regression analysis is used to determine the effect of the independent variable, service quality, on the dependent variable, customer satisfaction. This analysis aims to examine the relationship and direction of influence between the two variables. A good regression model is considered effective if the independent variables are able to explain changes in the dependent variable.

Table 4.6 Results of Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.208	3.242		3.572	.000
	Quality of Service	.423	.095	.666	4.632	.000

Source: Processed primary data, 2026

Hypothesis Testing

T-Test (Partial)

The t-test is used to determine whether the service quality variable significantly influences customer satisfaction. A variable is considered influential if the calculated t-value is greater than the table t-value and the significance value is less than 0.05.

Table 4.7 t-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.208	3.242		3.572	.000
	Quality of Service	.423	.095	.666	4.632	.000

Source: Processed primary data, 2026

Berdasarkan tabel 4.7, diperoleh nilai t hitung sebesar 4,632 dan t tabel sebesar 1,993 (n = 75, $\alpha = 0,05$). Nilai t hitung lebih besar dari t tabel ($4,632 > 1,993$) serta nilai signifikansi sebesar 0,000 lebih kecil dari 0,05. Hal ini menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada jasa rental mobil CV. Simbat Jaya Medan. Dengan demikian, hipotesis penelitian (H1) diterima dan H0 ditolak.

Table 4.8 Results of the Determination Coefficient

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.666 ^a	.444	.436	8.12207	1.744

Sumber : Data primer yang diolah, 2026

Based on Table 4.8, the R-square value is 0.444, or 44.4%. This indicates that service quality explains 44.4% of customer satisfaction, while the remaining 55.6% is influenced by factors outside the study. This value indicates that service quality plays a significant role in increasing customer satisfaction, making this variable an important factor that companies need to consider.

CONCLUSION

Based on the results of research conducted on the effect of service quality on customer satisfaction at the car rental service CV. Simbat Jaya Medan, it can be concluded that service quality has a positive and significant effect on customer satisfaction. This is evidenced by the

calculated t-value of 4.632, which is greater than the t-table of 1.993, and a significance value of 0.000, which is less than 0.05. Furthermore, the regression coefficient of 0.423 indicates that every increase in service quality will increase customer satisfaction.

Based on the results of research conducted on the effect of service quality on customer satisfaction at CV. Simbat Jaya Medan, several conclusions can be drawn:

1. Service quality has a positive effect on customer satisfaction. This indicates that the better the quality of service provided by the company, the higher the level of customer satisfaction.
2. Based on the results of statistical tests, service quality has a significant effect on customer satisfaction. Therefore, the hypothesis proposed in this study is accepted.
3. Based on service quality, it is an important factor in creating customer satisfaction, especially in companies operating in the service sector such as car rental. Fast, friendly and responsive service can provide a good experience for customers
4. The results of this research are in line with research conducted by Andini, Jhon Simon, and Teuku Fahmi (2025) which states that service quality has a significant influence on customer satisfaction. Apart from that, research by Pranata and Teuku Fahmi (2025) also shows similar results, where service quality is the main factor in increasing customer satisfaction.

Thus, the better the quality of service provided, the higher the level of customer satisfaction.

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