Effect of Service Quality and Satisfaction on Customer Loyalty of Minang Fantasi Water Park in Padang Panjang

Zurnawati[1] , Susi Evanita[2] , Abror[3]

[1] Universitas Negeri Padang, Padang, Indonesia ✉ lutzurnawati@gmail.com
[2] Universitas Negeri Padang, Padang, Indonesia ✉ susievanita@gmail.com
[3] Universitas Negeri Padang, Padang, Indonesia ✉ abror094@gmail.com

Abstract

This study aims to analyze the effect of service quality and customer satisfaction on consumer loyalty in the Minang Fantasi Water Park in Padang Panjang. Population in this study is all visitors to the Minang Fantasi Water Park in Padang Panjang with total sample are 204 respondents. The analytical technique used was path analysis. Analytical results produce service quality have a positive and significant effect on customer satisfaction; Service quality has a positive and significant effect on customer loyalty; The customer satisfaction has a positive and significant effect on the loyalty of the tourism customers of the Minang Fantasi Water Park in Padang Panjang.

Keywords: service quality, satisfaction, customer loyalty

Introduction

The development of the tourism industry leads to the background competition for the need for Minang Fantasi Water Park attractions to maintain its consumers can improve quality to be able to meet consumer satisfaction with the competition in the entertainment and tourism industries. The high level of competition of Water Park in West Sumatra, Water Park entrepreneurs conduct various marketing activities in attracting customers to always come to the Water Park they manage, one of which is Minang Fantasi Water Park in Padang Panjang to be able to innovate so as to increase increased customer visits and be able to overcome competition among other water parks.

By providing good quality services and in accordance with what is expected by tourists, customer satisfaction will be created so as to increase tourist visits to Padang Panjang. Good service quality is the key to the success of the Minang Fantasi Water Park in the competition between the existing Water Park.

Customer loyalty is very important, in business companies and non-business companies. Minang Fantasi Water Park in Padang Panjang which provides tourism services that cause customer satisfaction and creates customer loyalty. Customer loyalty in the company that aims to create satisfied customers that can provide several benefits, including harmonious relationships between companies and customers so as to provide a good basis for repeat buyers and create brand loyalty and make word of mouth recommendations) which is beneficial for the company (Tjiptono, 2007).

According to Singh (2006) satisfaction is an attitude on a service provider or an emotional reaction of customer expectation. So it can be concluded that customer satisfaction is a feeling of pleasure that is felt after receiving something given by the company. The customer will become loyal. According to Kotler and Armstrong (2012: 266) companies as creators of services must know the services desired by the target market because by creating services in accordance with the wishes and expectations of consumers it will create loyalty for consumers.

According to Schiffman (2008: 166) all customer satisfaction with each transaction is based on an assessment of service quality, product quality, and price. The quality provided by the company will give satisfaction to consumers. In the face of competition, every company is required to provide high quality service. Lower service quality than competitors will cause consumers to feel dissatisfied and switch to competitors. Based on the description and explanation, the authors are interested in the title "The Effect of Service Quality and Satisfaction on Customer Loyalty of the Minang Fantasi Water Park in Padang Panjang."

Methods

This type of research is descriptive causality research which is classified as quantitative research. Descriptive causality research is a research conducted to describe the influence of one variable on another variable or how a variable influences other variables, service quality and customer satisfaction with consumer loyalty. This research was conducted at the Minang Fantasi Water Park in Padang Panjang. The population in this study is all visitors to the Minang Fantasi Water Park in Padang Panjang. The number of samples in this study is 204 respondents. The data analysis technique used is path analysis.

Results and Discussions

Hypothesis testing was carried out to examine the effect of service quality (X1) and customer satisfaction (X2) on customer loyalty (Y) on water park fantasy attractions in Padang Panjang City. Testing of this hypothesis is carried out using a *path analysis* (path analysis) statistical test. In this study variable service quality (X1) and customer satisfaction (X2) as a cause variable (exogenous variable) and customer loyalty variable (Y) as a variable of effect (endogenous variables). This study is divided into two sub-structures, namely: (1) the influence of service quality on customer satisfaction; (2) the influence of service quality and customer satisfaction on customer loyalty. The results of the calculation of the first sub-structure are as follows:

First Substructure

By using SPSS software the results obtained for the path coefficient of service quality (XI) on customer satisfaction (X2) with the following results:

Table 1 Effect of Service Quality on Customer Satisfaction

Model	Path Coefficient	t count	Sig.	Results
Service Quality on Customer Satisfaction	0,749	15,919	0,000	Significant

Source: results of data processing, 2018

The path coefficient for the influence of each variable is seen in the path coefficient column from the SPSS calculation results. Obtained for the influence of service quality on customer satisfaction has a path coefficient (PX2X1) which is positive with a value of 0.749 (p = 0.000) The results of the calculation of the path coefficient obtained can be calculated the influence of the hypothesized variables. So that it can be described the relationship of the influence of X1 on X2 as follows:
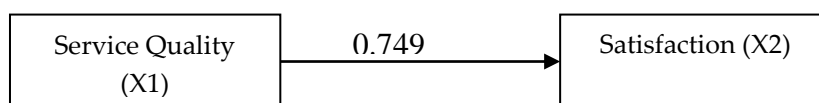

Figure 1 Relation beetwen servqual with satisfaction

The effect of service quality variables (X1) on customer satisfaction (X2) can be known through the following Summary Model table:

Table 2 Summary Model of the First Sub Structure

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,749 a	0,561	0,559	0,29340

a. Predictors: (Constant), X1

Source: results of data processing, 2018

The R Square value is 0.561 or equal to 56.1%. So, variable X1 affects variable Y by 56.1% and the remaining 43.9% is influenced by other variables outside this research. Meanwhile, the magnitude of the path coefficient for other variables outside the research is as follows:

$$\begin{aligned} (pX2\varepsilon 1) \quad &= \sqrt{1 - R^2} \\ &= \sqrt{1 - 0{,}561} \\ &= 0{,}663 \end{aligned}$$

From the results above, the following path equations are obtained:

$$X2 = 0{,}749 \; X1 + 0{,}663$$

Second Substructure

By using SPSS software the results obtained for the path coefficient of service quality (XI) and customer satisfaction (X2) on loyalty (Y) with the following results:

Table 3 Effect of Service Quality and Customer Satisfaction on Loyalty

Model	Path Coefficient	t count	Sig.	Results
Service Quality for Loyalty	0,160	2,329	0,021	Significant
Customer Satisfaction with Loyalty	0,641	9,312	0,000	Significant

Source: results of data processing, 2018

The path coefficient for the influence of each variable is seen in the path coefficient column from the SPSS calculation results. Obtained for the influence of service quality on customer loyalty has a path coefficient (PYX1) which is positive with a value of 0.160 (p = 0.021) and the effect of customer satisfaction on customer loyalty has a path coefficient (PYX2) which is positive with a value of 0.641 (p = 0.000). From the calculation of the path coefficients obtained can be calculated the influence of the variables hypothesized. So that it can be described the relationship of the influence of X1 on X2 as follows:
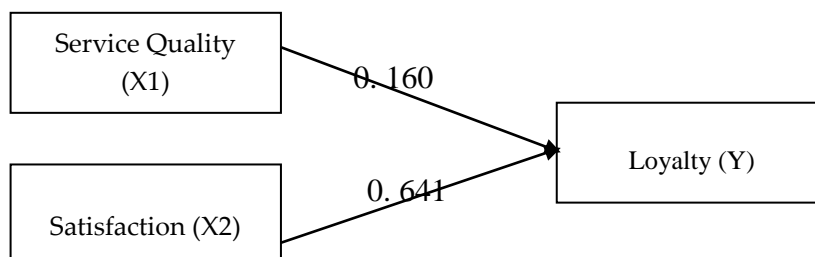

Figure 2 Relation between servqual and satisfaction with loyalty

The effect of service quality variables (X1) and customer satisfaction (X2) on loyalty (Y) can be known through the following Summary Model table:

Table 4 Summary Model of the Second Sub Structure

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,768 [a]	0,591	0,586	0,34000

a. Predictors: (Constant), X2, X1

Source: results of data processing, 2018

The R Square value is 0.591 or equal to 59.1%. So, service quality variables (X1) and customer satisfaction (X2) affect the loyalty variable (Y) by 59.1% and the remaining 40.9% is influenced by

other variables outside this research. Meanwhile, the magnitude of the path coefficient for other variables outside the research is as follows:

$$(pY\varepsilon 1) \quad = \sqrt{1 - R^2}$$
$$= \sqrt{1 - 0{,}591}$$
$$= 0.639$$

From the results above, the following path equation is obtained:

$$Y = 0.160\ X1 + 0.641\ X1 + 0.639$$

Hypothesis testing

H1: Based on the findings of this study, the quality of service influences the satisfaction of tourist customers of the Minang Fantasi Water Park in Padang Panjang. Based on the test results can be seen the significance value (p-value) is 0,000. Because the significance value (p-value) is smaller than the 5% error rate (0,000 <0,05), it can be concluded that service quality has a significant effect on the satisfaction of tourist customers in the Minang Fantasi Water Park in Padang Panjang.

H2: Based on the findings of this study, the quality of service influences the loyalty of the customers of the Minang Fantasi Water Park in Padang Panjang. Based on the test results can be seen the significance value (p-value) is 0.021. Because the significance value (p-value) is smaller than the error rate of 5% (0,000 <0,05) it can be concluded that the quality of service has a significant effect on the loyalty of tourist customers of Minang Fantasi Water Park in Padang Panjang.

H3: Based on the findings of this study, customer satisfaction has an effect on the loyalty of the customers of the Minang Fantasi Water Park in Padang Panjang. Based on the test results can be seen the significance value (p-value) is 0,000. Because the significance value (p-value) is smaller than the 5% error rate (0,000 <0,05), it can be concluded that customer satisfaction has a significant effect on the loyalty of tourism customers of the Minang Fantasi Water Park in Padang Panjang.

Discussion

Based on the analysis on the first hypothesis, that service quality has a positive and significant effect on the satisfaction of tourist customers of the Minang Fantasi Water Park in Padang Panjang City. This shows that the better quality of service will increase customer satisfaction.

Descriptive processed results show that the average score on the service quality variable is 4.07 with the level of achievement of 81.45% respondents who are in the good category, meaning that the quality of the Minang Fantasi Water Park is good. If indicators are specified in the quality of service, indicators of tangibles, reliability, responsiveness, and assurance are in good category, while indicators of empathy are in the sufficient category. From the indicators on service quality, the indicator of reliability has the highest level of achievement among the indicators on service quality. This is certainly an important factor in increasing customer satisfaction.

In increasing the reliability of service quality, can pay attention to the following factors so as to increase customer satisfaction, namely: employees who are willing to service visitors, Employees who are willing to help visitors if they are in trouble, put a price tariff on the purchase ticket, have leaflets about the state of the location and prices, provide signs - signs for entry and exit at the time of ticket purchase, including opening and closing hours at ticket counters, providing trains to transport visitors from the ticket purchase location to the game location, applying a queue culture at ticket purchase, installing dividing lines at the parking lot, keeping good name in serving visitors, and has a Rescue Team that has a SAR certificate. If this can be improved, it can improve reliability in service quality so that it will affect customer satisfaction.

According to Tjiptono (2011: 121) states that service quality is a measure of how well the level of service provided is in accordance with customer desires. If the company is able to provide quality services in accordance with the customer's wishes, it will affect customer satisfaction.

The results of the study show that service quality affects customer satisfaction. The results of Budiman's research (2011) show that service quality influences customer satisfaction. The results of the study by Minh (2016) stated that service quality has a positive and significant effect on customer satisfaction. Based on the results of Agyapong's research (2011) shows there is an effect of service quality on satisfaction. Hussain's research (2015) result service quality which was seen from reliability, responsiveness, assurance, tangibility, security and safety, and communication had an effect on consumer satisfaction.

Based on the analysis on the second hypothesis, that service quality has a positive and significant effect on customer loyalty for the tourism of Minang Fantasi Water Park in Padang Panjang. This shows that the better the quality of service, the more customer loyalty will increase.

Descriptive processed results show that the average score on the service quality variable is 4.07 with the level of achievement of 81.45% respondents who are in the good category, meaning that the quality of the Minang Fantasi Water Park is good. From the indicators on service quality, the indicator of reliability has the highest level of achievement among the indicators on service quality. This is certainly an important factor in increasing customer satisfaction.

In increasing customer loyalty, it requires excellent service quality so that customers will always visit the Minang Fantasi Water Park in Padang Panjang. One indicator with the highest level of respondent achievement from service quality variables is reliability. Improved reliability in service quality will increase customer loyalty. be aware of the quality of service seen from employees who are willing to service visitors, employees who are willing to help visitors if they are in trouble, put a price tariff on the purchase ticket, have leaflets about the state of the location and prices, provide signposts and exits at the time of ticket purchase, include hours Open and close at ticket counters, provide trains to transport visitors from ticket locations to game locations, apply a queue culture in ticket purchases, install barriers on parking spots, maintain good reputation in serving visitors, and have a Rescue Team that has SAR certificate.

The results showed that service quality had a significant effect on customer loyalty. According to Kotler (2007) states that consumers can also often draw conclusions about the quality of a service (service) or service based on their assessment of the place or location, people, equipment, communication tools and prices they see before they decide to repurchase in the future . So the quality of service provided by the company and in accordance with customer expectations will provide customer satisfaction so that it can create customer loyalty.

The results of Saleem's Research (2014) yield that high quality of service can strengthen consumer loyalty. Then Osman's (2013) study found that service quality influences loyalty that is mediated by satisfaction. Izogo's (2014) research shows that the dimensions of service quality are reliability, responsiveness, assurance, empathy, and tangibles affect consumer loyalty.

Based on the analysis on the third hypothesis, that customer satisfaction has a positive and significant effect on customer loyalty for the tourism of Minang Fantasi Water Park in Padang Panjang City. This shows that the higher the papacy of customers will increase customer loyalty.

Descriptive processed results show that the average score on the variable of customer satisfaction is 4.06 with the level of achievement of 81.27% respondents in the good category, meaning that customer satisfaction of the Minang Fantasi Water Park in Padang Panjang is good. When viewed from the indicators on customer satisfaction, all indicators are in the good category. From indicators on customer satisfaction, Transaction and Payment indicators have the highest level of achievement of respondents. This is certainly an important factor in increasing customer loyalty.

In increasing Transaction and Payment on customer satisfaction, it can pay attention to the following factors so as to increase customer loyalty, namely improving ticket purchase systems, procedures and ticket payment procedures that make it easier, clear transaction and price information, and adjust prices what is determined. If this can be improved, it can affect customer loyalty.

The results of the study show that Minang Fantasi Water Park customer satisfaction can affect loyalty. According to Kotler and Keler (2009) satisfaction is a feeling of pleasure or disappointment

that arises because of comparing the perceived performance of the product (or outcome) to their expectations. If a company can maintain customer satisfaction, customers can become loyal to the company. Customers who decide to be loyal to a product or service are often caused because they feel the service provided by the company is not only in accordance with the needs, but also satisfying and enjoyable.

The results of the study of Mustawadjuhaefa et al (2017) show customer satisfaction has a positive and significant influence on customer loyalty. The results of Rosmayani's research (2016) show that customer satisfaction has a positive and significant influence on customer loyalty. Then in line with the results of the study Minh (2016) and Agyapong (2011) show there is an effect of service quality on satisfaction.

Conclusions

Based on the results of the analysis related to the purpose of this study, it can be drawn some conclusions of the results of the study as follows: Service quality has a positive and significant effect on customer satisfaction; Service quality has a positive and significant effect on customer loyalty; The customer's decision has a positive and significant effect on the loyalty of the tourism customers of the Minang Fantasi Water Park in Padang Panjang .

Based on the above conclusions, there are a number of suggestions to the Minang Fantasi Water Park in Padang Panjang City to increase the loyalty of tourism customers among others God of visitors , Providing services provided in accordance with the times, Increasing the ease of use of games provided, Increasing the ease of ticket purchase system in MIFAN, Providing security when entrusting goods and vehicles , Providing security around the MIFAN environment, Being able to provide services good to every visitor, Facilitate the procedures and procedures for payment of tickets at MIFAN, Notify clear price information to visitors or prospective visitors, Prioritizing the safety of visitors in using each vehicle and facilities.

Improving the quality of service by providing knowledge to employees to understand what is needed by visitors, giving individual attention to visitors in obtaining services, improving the quality of a dynamic 4-dimensional studio, providing medical personnel and ambulance cars in collaboration with Padang Panjang District Hospital to help visitors, providing vehicles the latest games that are in accordance with the wishes of customers, Improving the ability of Mifan employees to be more responsive in serving visitors, Collaborating with RAPI Padang Panjang in providing information on visitor security, Providing equipment for adequate security and guaranteed security visitors, Increase the ability of ticket employees to more quickly serve visitors, Providing assurance of safety of visitors and the security of visitors' vehicles in the parking area, Having leaflets about the situation location and price so that potential customers are more familiar with MIFAN, Having Rescue Teams who already have SAR certificates, Have Employees who are willing to help visitors if they are in trouble , Have decent facilities for toilets, waiting rooms, cafes, and restaurants, Increase comfort in using rides because there are security officers who are ready to help, Providing trains to transport visitors from the ticket purchase location to the game location, Maintaining and providing comfort to visitors while in MIFAN, Having employees who are willing to serve visitors, Increase the choice of tools to play such as: swivel horse, train length etc, It has a counter where the purchase of tickets comfortable making customers more comfortable transacting, Having facilities and the game is clean and complete, provide employee uniforms and dressed, Applying a culture of queuing in purchasing tickets, Increasing security in depositing items in goods storage, Having a special counter for guaranteed goods Mounting security guards every rides to help visitors, Always keep safety in using the vehicle to the visitor, large parking area, Providing signs of entry and exit at the time of ticket purchase.

References

Adam, M. (2015). *Menajeman Pemasaran Jasa*. Bandung : Alfabeta

Agyapong. (2011). The Effect of Service Quality on Customer Satisfaction in The Utility Industry – A Case of Vodavone Ghana. *International Journal of Business and Management*.6(5)

Alma, B. (2004). *Menajemen Pemasaran dan Pemasaran Jasa.* Bandung: Alfabeta

Alma, B. (2014). *Menajemen Pemasaran dan Pemasaran Jasa. Edisi Revisi.* Bandung: Alfabeta

Assuari, S. (2011). *Menajemen Pemasaran*. Cetakan kesebelas. Jakarta: PT RajaGrafindo Persada

Arikunto, S. (2006). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta

Boone, L. (2000). *Pengantar Bisnis*. Alih bahasa Ferdiansyah Anwar.Jakarta :Erlangga.

Budiman, I. (2014). "Apakah Nasabah Anda Loyal? [Online]. Tersedia: http://www.marketing.com/apakah-nasabah-anda-loyal/". Diakses tanggal 11 November 2016.

Cronin, J.J. 1992. Measuring Service Quality A Rexamination and Extension. *Journal of Marketing, June (56): 55-58*

Delgado, B and Munuera, A. (2001). Brand Trust In The Context Customer Loyalty. *European Journal of Marketing, 35(11)*

Ernawaty and Suprianto. (2010). *Pemasaran Industri Jasa Kesehatan.* Yogyakarta: CV Andi Offset

Fajri, A. D, Zainul, A. W. (2013). Pengaruh Bauran pemasaran Jasa Terhadap Keputusan Menabung. *Jurnal Bisnis (JAB) 6(2).*

Gaspersz, V. (2005). *Total Quality Management*. Jakarta: GramediaPustakaUtama.

Griffin, J. (2002). *Strategik Marketing.* Seventh edition. Mc Graw Hill, New York

Griffin, J. (2005). *Costumer Loyality, Menumbuhkan dan mempertahankan Kesetiaan Pelanggan* (Terjemahan Dwi Kartini Yahya). Jakarta: Erlangga

Hartono, B. (2010). *Menajemen Pemasaran Untuk Rumah Sakit*. Yogyakarta: Rineka

Hossain, M. M. (2013). Influence of Customer Satisfaction on Loyalty: A Study on Mobile Telecommunication industry. *Journal Social Science* 9(2)*.*

Hussain, R. (2015). Service quality and customer satisfaction of a UAE-based airline: An empirical investigation". *Journal of Air Transport Management 42.*

Hurriyati, R. (2015). *Bauran Pemasaran dan Loyalitas Konsumen*. Cetakan keempat. Bandung: Alfabeta

Izogo, E. E. (2014). Service quality, customer satisfaction and loyalty in automobile repair services sector. *International Journal of Quality & Reliability Management 32(3).*

Jatmiko, A. I, Indung, S., Sony, S,. (2013). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Berlangganan Produk Telkom Speedy dengan Pendekatan Struktural Equation Modelling Studi Kasus Di Telkom Surabaya. *Prosiding Seminar Nasional Menajemen Teknologi XVIII.*

Kartajaya, H. (2006). *Hermawan Kartajaya on Marketing*. Jakarta: Gramedia Pustaka Utama

Kerin, R. A. and Peterson, R. A. (2015). *Pemasaran Strategis,* Edisi kesebelas Jilid I Bahasa Indonesia. Jakarta Barat: PT Indeks

Kotler, P and Amstrong, G. (2008). *Prinsip-Prinsip Pemasaran* Edisi Keduabelas. Jakarta: Erlangga

Kotler, P and Keller, K. (2007). *Menajemen Pemasaran*. Edisi keduabelas Bahasa Indonesia, Jakarta: Indeks

Kotler, P. (2009). *Menajemen Pemasaran.* Jakarta: Erlangga

Kotler, P and Gary, A. (2012). *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga

Levelock, C and Wright, K L. (2007). *Menajemen Pemasaran Jasa,* cetakan kedua. Jakarta: PT Indeks

Levelock, W and Mussry. (2011). *Pemasaran Jasa,* Jilid 1 Edisi Ketujuh. Jakarta: Erlangga

Levelock, C dan Wright, K. L. (2007). *Menajemen Pemasaran Jasa,* Cetakan II, Jakarta: PT Indeks

Lupiyoadi, R and A. H. (2011). *Menajemen Pemasaran Jasa.* Jakarta: Salemba Empat

Mei-Lien Li, R. D. Green, F A. Farazmand, E. Grodzki, L. (2012). Customer Loyalty: Influences On Three Types Of Retail Stores' Shoppers *International Journal Of Management And Marketing Research 5(1)*

Vu Minh, N. (2016). The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Vietnamese Retail Banking Sector". *Journal of Competitiveness* 8(2)

Monatar, A. (2012). Pengaruh Bauran Pemasarn Terhadap Loyalitas Pasien Rawat Inap di Rumah Sakit Umum Daerah Dr.Djasamen Saragih Kota Pematang Siantar. Medan: *Jurnal. Magister Menajemen. Universitas Sumatera Utara*

Norsyaheera, A.W and Lailatul, F.A.H. (2013). The Influence of Marketing Mix and Customer Satisfaction on Customer Loyalty among Hijab Consumers. *Journal of Marketing, Centre for Postgraduate and Professional Studies Faculty of Business and Management, Universiti Teknologi MARA 40450 Shah Alam, Selangor Malaysia*

Osman, Z. (2013). Mediating Effect of Customer Satisfaction on Service Quality and Customer Loyalty Relationship in Malaysian Rural Tourism. *International Journal of Economics Business and Management Studies 2(1).*

Otomayo, O. (2011). Sales Promotion and Customer Loyalty: A Study of Nigerian Telecommunication Industry. *Journal Competitiveness 3(4).*

Parasuraman, P.A. (1988). Servqual: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*

Payne, A. (2007). Pemasaran Jasa. Yogyakarta: Penerbit Andi and Pearson Education.

Raymond, S, Daniel, B. L, (2015), The Impact of Marketing Mix towards Customer Loyalty Mediated by Customer Satisfaction of Blackberry Indonesia, *International Journal Business Management Program, Petra Christian University, iBuss Management* 3(2)

Saleem, H. (2014). The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan. *Middle-East Journal of Scientific Research* 19 (5)

Supriadi, S. (2011). *Loyalitas Pelanggan Jasa Studi Kasus Bagaimana Rumah Sakit Loyalitas Pelanggannya.* Bogor: IPB Press

Schiffman and Kanuk. (2008). *Perilaku Konsumen,* edisi ketujuh Bahasa Indonesia. Jakarta: PT. Indeks

Sylvia, T. (2015). The Impact of Marketing Mix On Customer Loyalty Towards Plaza Indonesia Shopping Center. *International Journal Business Management Program, Petra Christian University* 3(2)

Surya A. & Setiyaningrum,, A. (2009). Analisis Persepsi Konsumen pada Aplikasi Bauran Pemasaran Serta Hubungan Terhadap Loyalitas Konsumen (Studi Kasus pada Hypermart Cabang Kelapa Gading**)**. *Universitas Katolik Indonesia Atma Jaya,Journal of Business Strategy and Execution* 2 ,13 - 39

Stanton, W. J. (2002). *Fundamental of Marketing,* th Ed. McGraw-Hill Inc, Singapore

Swasta, B and Handoko, H. (2007). *Menajemen Pemasaran Modern.* Yogyakarta: Liberty

Timpe, (2014). *Seri Menajeman SDM Kinerja/ Preformance*. Cetakan Keempat, Jakarta: Elekmedia Komputindo

Tjiptono, F. (2007). *Pemasaran Jasa*. Edisi Pertama, cetakan ketiga, Malang: Banyuwangi Publishing

Tjiptono, F. (2008). *Strategi Pemasaran.* Yogyakarta: Andi Offset

Tjiptono, F. (2012). *Service Menajemen, Mewujudkan Pelayanan Prima.* Yogyakarta: Alfabeta

Wijaya, T. (2011). *Manajemen Kualitas Jasa*. Cetakan Kedua. Jakarta Barat : PT.Indeks.

Wiratno, D.H. (1998). Pengukuran Tingkat Kepuasan Konsumen Dengan Servqual. *Wahana 1(1)*

Youcef, S,. Keltouma ,M,. Imane, A. (2015). The Impact of Marketing Mix Elements on Customer Loyalty for an Algerian Telecommunication Company. *Expert Journal of Marketing, 3(1), 1-10*

Zeithaml, V, E. Bitner, J and White, M J. (2001). *Marketing Menajemen,* Nine Edition, Prentice-hall International Inc. New jersey.