

Analysis Of Customer Satisfaction Level On Service Quality Of Three-Star Hotel In Pekanbaru

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Abstract: This study aims to examine the effect on the level of customer satisfaction on service quality consisting of Tangible, Empathy, Reliability, Responsiveness and Assurance at Pekanbaru Three Star Hotels. In this study the intended population is all service users at Furaya Hotel and Ibis Pekanbaru. The number of samples selected from the population studied was used using the Slovin method. The type of data used in this study are qualitative and quantitative data. In collecting data from respondents, the authors used questionnaire and interview methods. The results of the study show that in general the quality of services available at Furaya Hotel Pekanbaru and Ibis Hotel Pekanbaru have been good or satisfying for the hotel customers. Sequentially the best or most satisfying dimensions are Tangible, Responsiveness, Assurance, Empathy and Reliability. From the research that has been done shows that the results of this study are using a superior customer service strategy, where companies try to provide more or best service for customer satisfaction.

Index Terms: Tangible, Responsiveness, Assurance, Empathy and Reliability

1 INTRODUCTION

1.1 The Background Of The Study

The tourism sector today has become a fairly advanced business activity or industry in the world. For Indonesia, which has a large tourism potential, this industry is expected to be one of the reliable development forces. In the middle of critical economy condition of Indonesia, tourism sector is able to show a fairly good development to be used as an alternative in improving the economy. Hotel is one of the supports in the tourism sector. Hotel is a company that provides services in the form of accommodation as well as meal serving and other facilities for the public which meet the comfort requirements and aim to make a profit. The existence of hotels in the midst of society is increasingly important for those who need a place to stay and other needs. In addition to the quality of hotel services, the considered value of customers or hotel guests will also influence the loyalty of a hotel guest to the product or service it uses. The considered value of the customer is the difference between the evaluation of prospective customers for all benefits and all the costs of certain offers and other alternatives that are considered (Kotler, 2005). If the value offered by a company is relatively higher than the competitor, it will affect the level of consumer loyalty; the higher the perceived value of the customer, the greater the possibility of a relation or transaction (Gale, in Alida, 2007). To form high customer loyalty, a company must be able to provide high customer value.

In line with the development of the tourism industry in Indonesia, more hotels are needed as a means of accommodation, so there is more competition between hotels. In a situation of increasing competition in the world of hospitality, especially in big cities like Pekanbaru, both from non-star hotels to five-star hotels, all of them are trying to improve their facilities and services in order to attract as many customers as possible. The development of hotels in Pekanbaru in 2008-2012 can be seen in Table 1 below:

TABLE 1.
Research Samples

No	Year	1-star	2-star	3-star	4-star	5-star	Total
1	2008	10	4	8	6	3	31
2	2009	10	4	8	6	3	31
3	2010	11	4	8	6	3	31
4	2011	13	4	8	6	3	34
5	2012	13	4	10	6	3	36

From the table above, we can see the number of starred hotel developments in Pekanbaru over the past 5 (five) years, from 2008 with the total of 31 hotels to 36 hotels in 2012.

With the competition between companies engaged in similar fields, in many ways it will actually have a positive impact on these companies. One of the positive impacts is the company will compete to provide the best quality service to consumers so that consumers can feel satisfaction after using the company's services. Quality service is one of the keys to success in satisfying customers in a variety of service businesses (Lupiyoadi, 2001). From the background of the problem described, there are two problems discussed in this study, namely: How is the level of customer satisfaction for service quality which consists of Tangible, Empathy, Reliability, Responsiveness and Assurance at Pekanbaru Three-Star Hotels? The purpose of this study is to measure and analyze the level of customer satisfaction for service quality which consists of Tangible, Empathy, Reliability, Responsiveness and Assurance at Pekanbaru Three-Star Hotels.

2 REVIEW OF LITERATURE

2.1 Hotel

Hotel is part of the tourism industry which is needed by tourism for places to stay while traveling, hotels also provide facilities needed by tourists, so it can be stated that hotel is a type of accommodation which uses part or all of the buildings to provide lodging, food, drinks and other services for the public and managed commercially (Sulastiono, 1999). From the definition above, there are some fundamental elements in the meaning of hotel:

- a) Hotel is a type of accommodation intended for the general public and use part or all of the existing

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- buildings and each of its facilities to meet the needs of people who stays in the hotel.
- b) Hotel provides lodging services, food and beverage services, also other services.
 - c) The services and facilities are intended for the people who want to use hotel services.
 - d) Hotel is managed commercially. Earnings Management.

2.2 Customer

Customer and consumer are indeed very difficult to distinguish, but there are significant differences in the frequency of use of a product or service. Consumer uses their services or products to meet immediate needs, while customer is consumer who repurchase products or services produced by the company (Yamit, 2004).

2.3 Customer Value

Tjiptono (2004) emphasized that marketing is closely related to providing value to customers. Simply stated, customer value is determined by the difference between total benefits and total costs for customers. Kotler and Keller (2007) revealed that: "A company successfully offers products / services to customers if it is able to provide value and satisfaction Value is the consumer's estimate of the product's ability to satisfy their needs. According to Kotler (2002) the definition of customer value is the difference between total customer value and total customer costs. Kotler (2002) stated that benefits include functional benefits and emotional benefits.

2.4 Service

Service is defined as any action or activity which can be offered by a party to another party, is basically intangible and does not result in ownership of something. According to Kotler and Armstrong (2004), service is activities or benefits offered by another party that are basically have no form and do not produce any ownership.

2.5 Quality Service

According to ISO 9000, quality is "degree to which a set of inherent characteristics fulfils requirements". In this term, requirement is "need or expectation that is stated, generally implied or obligatory". Quality service is the extent to which products (services) meet specifications (Lupiyoadi, 2006). Definition of quality can be varied for everyone, because quality has many criteria depending on the context. Many experts in the field of quality have tried to define their respective perspectives. Some of the most popular are those developed by three international level quality experts, referring to the opinions of Deming, Crosby and Juran in Yamit (2005).

2.6 Quality of Service Dimension

According to Purnama (2006), determining the quality of products must be divided between manufacturing products or goods because both have many differences. Providing service products is different from producing manufactured products in several ways. These differences have important implications in quality management. The quality dimension can be used as a basis for businesses to find out whether there are gaps or differences between customer expectations and the reality they face. The customer's expectation is the same as the customer's desire which is determined by the information they receive by word of mouth, personal needs, past experience and external communication through advertising and

promotion. If the gap between expectations and reality is large enough, it indicates that the company does not know what the customer wants.

2.7 Customer Satisfaction

Satisfaction level is very subjective, where the size of one consumer's satisfaction with other consumers will be different. This is caused by several factors such as age, occupation, income, education, gender, social position, economy level, culture, mental attitude and personality. Thus, the level of satisfaction is a function of the difference between perceived performance and expectations. The correlation between customer satisfaction and customer loyalty is not proportional. If customer satisfaction is ranked on a scale of one to five, then at a very low level of customer satisfaction (level one), consumer tends to stay away from the company by spreading bad stories about the company. At levels two to four, consumer is somewhat satisfied but still find it easy to switch when better offers emerge. At the fifth level, consumer is very likely to repurchase and even convey good stories about the company. Satisfaction or high pleasure creates an emotional bond with the brand or company, not just excessive like.

2.8 Measuring Customer Satisfaction

Based on Fornell in Tjiptono (2003), though there has been no consensus how to measure customer satisfaction, several studies show that there are three important aspect which are needed to be studied further in the terms of customer satisfaction measurement, which are:

- Overall satisfaction.
- Confirmation of expectations, which is the suitability level between performance and expectation.
- Comparison to ideal, which is product performance which is compared to ideal product based on consumer perception.

2.9 Factors Which Influence Customer Satisfaction

Because customer satisfaction is the most important priority in the company, the company must have a focus on the consumer. The level of customer satisfaction is determined by five main factors and must be considered by the company, namely:

- Product quality, consumer will be satisfied if their evaluation shows that the product they are using is of good quality.
- Service quality, consumer will feel satisfied if they get good service or what is expected.
- Emotional, consumer will feel proud and get confidence which other people will be amazed at them, when using certain products which tend to have a higher level of satisfaction.
- Prices; products that have the same quality but set prices relatively cheaper will provide higher value to consumers.
- Costs; consumer who does not need to incur additional costs or who does not need to waste time getting a product tend to be satisfied with the product.

2.10 Correlation of Service Quality and Customer Satisfaction

Quality has a very close relationship with customer satisfaction. Quality provides an encouragement for consumer to establish a strong bond with the company. In the long run, this bond will enable the company to understand carefully the

expectations of consumers and their needs. Thus, the company will be able to increase customer satisfaction in the most pleasant way and minimize or negate the unpleasant customer experience which in turn customer satisfaction can create customer loyalty and loyalty to companies which provide satisfactory quality.planning.

3 RESEARCH METHOD

The research on the analysis of the satisfaction level towards service quality and the strategy of increasing satisfaction was carried out in the Pekanbaru area with the object chosen was Furaya Hotel Pekanbaru which is located at Jalan Jenderal Sudirman Pekanbaru and Ibis Hotel Pekanbaru located on Jl. Soekarno - Hatta Kav 148 Pekanbaru. In this study, the intended population was all service users at Furaya Hotel and Ibis Hotel Pekanbaru. The number of samples selected from the population studied was used using the Slovin method. The type of data used in this study were qualitative and quantitative data. In collecting data from respondents, the authors used questionnaire and interview methods.

3.1 Time And Place Of The Study

This study will use the Importance Performance Analysis (IPA) technique. The core of this concept is the level of importance (expectation) being measured related to what should be done by the company in order to produce products or services that are in line with expectations (Rangkuti, 2006). In the IPA method, the term of "expectation" is replaced with "importance" or level of importance according to customer perceptions (internal and external). From various levels of importance, the most dominant level of interest can be formulated, so that the company is expected to be able to find out the most dominant level of interest (expectation) of employees towards the existence of the product or service. Next is linking perceived reality variables (performance). The IPA method is intended to compare the assessment of importance with the level of perceived performance. IPA consists of two components, namely quadrant analysis and gap analysis. With quadrant analysis, it can be seen that the response from the research sample to the attributes is asked based on the level of importance and performance of each of these attributes. While gap analysis is used to see the gap between the interests of an attribute with the expectation of the attribute. The steps in carrying out IPA techniques systematically are as follows:

- Calculating total score for each respondents' answer to each service attributes, by dividing them into 2 parts, namely interest (expectation) to the internal service quality and internal service performance. Variable and Operational Definition
- Calculating mean for each expectation and performance column, by using formula:

$$x = \frac{\sum xi}{n} \quad \bar{x} = \text{score of performance assessment}$$

n = number of sample/respondents

$$y = \frac{\sum yi}{n} \quad \bar{y} = \text{score of respondents' expectation assessment}$$

n = number of sample/respondents

To give interpretation to the calculation result of mean, the result of mean is compared with table of interval reference. This reference table is obtained by calculating scale range (RS), with the formulation as follows (Dajan, 2001):

$$x = \frac{\sum xi}{n} \quad \bar{x} = \text{score of performance assessment}$$

n = number of sample/respondents

$$y = \frac{\sum yi}{n} \quad \bar{y} = \text{score of respondents' expectation assessment}$$

n = number of sample/respondents

- Calculating the suitability between performance and expectation by using formula:

$$t_k = \frac{X}{Y} \times 100\%$$

t_k = level of suitability
X = score of performance level
Y = score of expectation level

After making descriptive interpretations, the next step is to enter the calculation results of the suitability level into the Cartesian diagram. This diagram is a form which is divided into 4 parts which are limited by two lines / axes intersecting perpendicular to each other at the point (X, Y) where:

$$\bar{X} = \frac{\sum_{i=1}^N x_i}{K}$$

N : average score from average weight of overall attributes' performance level
K : Number of service quality attributes

$$\bar{Y} = \frac{\sum_{i=1}^N y_i}{K}$$

N : average score from average weight of overall attributes' expectation level

As for the Cartesian diagram model is portrayed in a matrix diagram as follows:

TABLE 2.
Matrix Diagram

	Importance / Performance Matrix		
High	Main priority for an improvement	Maintaining achievement	Low
Expectation	Low priority	Excessive service	
Low	Reality		High

Source: Rangkuti (2006)

4 RESULT

4.1 Profile of Respondents

In this research, the respondents were consumers who came to use accommodation services at Furaya Hotel Pekanbaru which consisted of various backgrounds. There were varied in the terms of age, education level and kinds of occupation.

4.2 Respondents by Age

This part will explain about the general description about respondents based on their age group. The classification is shown in the table below:

TABLE 3.
Respondents by Age

No	Age of Respondents	Frequency	
		Number of People	Percentage (%)
1	20 – 30	18	9,00
2	31 – 40	86	43,0
3	41 – 50	72	36,0
4	51 >	24	12,0
Total		200	100 %

Source: Research Questionnaire (processed) in 2013

4.3 Respondents by Level of Education

The respondents' background based on the level of education can be seen in the following table:

TABLE 4.
Respondents by Education

No	Level of Education	Frequency	
		Number of People	Percentage (%)
1	Primary School	14	7,00
2	Junior High School	18	9,00
3	Senior High School	42	21,0
4	Diploma	52	26,0
5	University Degree (Bachelor, Master, Doctorate)	74	37,0
Total		200	100 %

Source: Research Questionnaire (processed) in 2013

4.4 Fish Farming Analysis

Based on the results of the research focusing on the additional value and the business feasibility of fish farming, the researchers describe the results as follows:

1. Revenue

Revenue is the total number of the products in the process of production multiplied by the selling price of the product. With the selling price per kg is rp 25.000,- and production capacity of 1.260 kg in one production (4 months), the revenue of rp 31.500.000,- is obtained.

2. Income / Profit

income from the sales calculated after knowing the value of cost and the value of revenue, then profit is obtained. the total of income or net profit of the fish farming is rp 18.625.000,- (59%) in one production for 4 months, so the income per month is rp.4.656.250,-.

3. R/C Ratio Analysis

RC ratio analysis is used to know the level of business efficiency of fishery waste treatment in terms of financial aspect. The efficiency of fishery waste treatment in the scale of home industry is determined by calculating per cost ratio, in which the revenue of a business is divided by the total cost of production. It is presented in table 4.

TABLE 5.
Total Cost of Production

No	Occupation	Frequency	
		Number of People	Percentage (%)
1	Civil servant/Soldier/Police	24	12,0
2	Entrepreneur	86	43,0
3	Employee	40	20,0
4	Others	50	25,0
Total		200	100 %

4.5 Satisfaction Analysis

The measurement of customer satisfaction level to the services provided by Furaya Hotel Pekanbaru and Ibis Hotel Pekanbaru was done by measuring the index of responses to perceived performance with the expectations desired by each respondent. Service attributes were measured by five dimensions of measurement, namely Tangible, Empathy, Reliability, Responsiveness, and Assurance.

4.6 Tangible

Tangible included physical facility, equipment, employee and communication tool. The results of the scoring showed that on average the respondents considered the dimensions of Tangible to be very important for the hotel, especially in hotel facilities which provide a large parking lot, complete with toilets and is clean.

4.7 Reliability

Reliability is the ability to give quick and satisfying service as well as suitable with the offer. The score of performance level in Reliability dimension is shown in the following table:

TABLE 6.

Performance Level in Reliability Dimension

No	Indicator		Expectation					Total	Average
			VG	G	N	P	VP		
			5	4	3	2	1		
1	Hotel provides accurate information	Total	28	32	40	64	36	200	2.8
		Score	140	128	120	128	36	552	
2	Hotel employee discipline	Total	50	54	64	22	10	200	3.6
		Score	250	216	192	44	10	712	
3	Employee ability in giving service	Total	46	50	60	44	0	200	3.5
		Score	230	200	180	88	0	698	
4	Employee ability in communication	Total	36	28	30	70	36	200	2.8
		Score	180	112	90	140	36	558	
5	Employee ability in helping customer's complaint	Total	44	46	36	60	14	200	3.2
		Score	220	184	108	120	14	646	
Average of expectation in dimension of Reliability							3.166	3.2	
							Good		

VG: Very Good, G: Good, N: Neutral, P: Poor, VP: Very Poor

Source: Processed Data (based on Appendix 1).

4.8 Responsiveness

Responsiveness is the willingness of staff to help customers and provide responsive service. It is measure with five indicators which have the following levels of expectation:

TABLE 7.

Respondents' Expectation Level in Dimension of Responsiveness

No	Indicator		Expectation					Total	Average
			VS	S	N	U	VU		
			5	4	3	2	1		
1	The readiness of employee in serving hotel customers	Total	92	104	4	0	0	200	4.4
		Score	460	416	12	0	0	888	
2	Ease in booking a room	Total	68	94	38	0	0	200	4.2
		Score	340	236	104	0	0	830	
3	Good administrative procedures and not	Total	94	86	20	0	0	200	4.4
		Score	470	344	60	0	0	874	

	complicated								
4	Speed of handling complaints	Total	102	74	24	0	0	200	4.4
		Score	510	296	72	0	0	878	
5	Provide feedback on customer complaints	Total	84	100	16	0	0	200	4.3
		Score	420	400	48	0	0	868	
Average of expectation in dimension of Responsiveness								4.338	4.3
VS: Very Satisfied, S: Satisfied, N: Neutral, U: Unsatisfied, VU: Very Unsatisfied								Very Satisfied	

of the staff, free from danger, risk or doubt.

4.10 Empathy

Empathy covers ease of relationship, good communication, and sincere attention to customer needs.

4.11 Analysis of Service Satisfaction Level at Furaya Hotel Pekanbaru and Ibis Hotel Pekanbaru

The higher the performance index value towards the expectation, the higher the satisfaction felt by the customer.

4.9 Assurance

Assurance covers the ability, politeness and trustworthiness

TABLE 8.

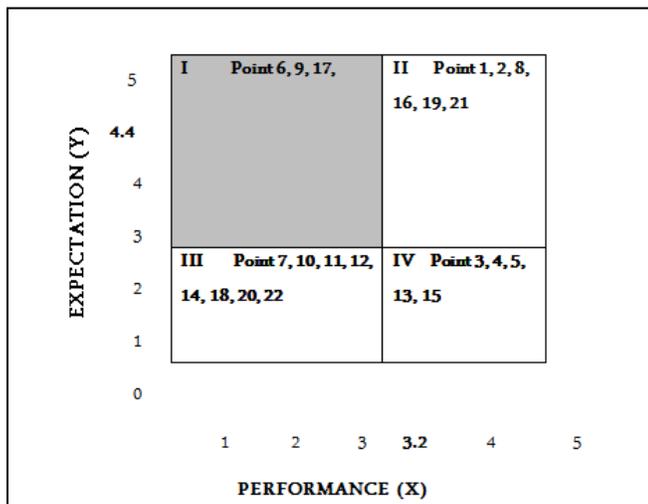
Respondents' Expectation Level in Dimension of Responsiveness

No	Dimension	Dimension/ Indicator	E	P	Index (%)	Satisfaction Level
1	Tangible	1. Sufficient physical facility	4.3	3.6	83.7	Very Satisfied
		2. Supporting facilities and environment	4.5	3.9	86.7	Very Satisfied
		3. Availability of information media	4.2	4.0	95.2	Very Satisfied
		4. Appearance of hotel employees	4.4	4.1	93.2	Very Satisfied
		5. Quality of food and drink	4.4	4.2	95.5	Very Satisfied
		Satisfaction level of Tangible dimension		4.4	4.0	90.9
2	Reliability	6. Hotel provides accurate information	4.2	2.8	66.7	Unsatisfied
		7. Employee discipline	4.3	3.1	72.1	Satisfied
		8. The ability of employees in giving service	4.4	3.6	81.8	Very Satisfied
		9. The ability of employees to communicate	4.1	2.8	68.3	Unsatisfied
		10. Helping customer complaints	4.3	3.2	78.0	Satisfied
Satisfaction level of Reliability dimension		4.3	3.2	73.4	Satisfied	
3	Responsiveness	11. Employee alertness	4.4	3.4	77.3	Satisfied
		12. Room booking	4.2	3.2	76.2	Satisfied
		13. Administrative procedures	4.4	4.1	93.2	Very Satisfied
		14. Speed of handling	4.4	3.4	77.3	Satisfied
		15. Feedback	4.3	4.2	97.7	Very Satisfied
Satisfaction level of Responsiveness dimension		4.3	3.7	84.3	Very Satisfied	
4	Assurance	16. Employee skills	4.0	3.3	82.5	Very Satisfied
		17. Politeness of employees	4.3	3.0	69.8	Unsatisfied
		18. Hospitality	4.3	3.3	76.7	Satisfied
		19. Feeling safe	4.4	3.9	88.6	Very Satisfied
Satisfaction level of Assurance dimension		4.3	3.4	79.4	Satisfied	
5	Empathy	20. Relationship	4.4	3.3	75.0	Satisfied
		21. Fulfill customer's need	4.0	3.3	82.5	Very Satisfied
		22. Benefit of suggestion boxes	4.3	3.3	76.7	Satisfied
Satisfaction level of Empathy dimension		4.2	3.3	78.1	Satisfied	
Average of satisfaction Level (E and P Axis)			4.3	3.5	81.8	Satisfied
Description: E= Expectation P= Performance						

The table above shows the conformity level between customer performance and expectation which produced satisfaction level index based on the comparison of the them. The lowest limit, which became a satisfaction parameter for customers, was above 60% while the limit was very satisfied if the index showed number above 80%.

4.12 Strategy for Improving Service Quality Satisfaction with IPA Matrix

Although the customer satisfaction index for service satisfaction at Furaya Hotel Pekanbaru and Ibis Hotel Pekanbaru was 81.8% in general. This result implied that the average customers were very satisfied but there were still some dimensions that had index less than 80%; even though the index above 70% has been assumed to be in satisfied level. However, the index below 70% was at the border of the satisfaction line which was very vulnerable for a decline. Therefore, the writer carried out the process of determining service quality improvement strategies using the Importance Performance Analysis (IPA) diagram as illustrated below:



SOURCE: PROCESSED DATA (BASED ON APPENDIX 1).

FIGURE 1 . IMPORTANCE PERFORMANCE ANALYSIS DIAGRAM OF CUSTOMER SATISFACTION IN FURAYA HOTEL PEKANBARU AND IBIS HOTEL PEKANBARU

The quadrant in Figure 5.1 showed the strategic steps taken by hotel management in an effort to improve service quality in order to increase the level of customer satisfaction. The interpretation was as follows:

- 1) Service quality attributes in Quadrant I
Those in quadrant I were:
 - Hotels provided accurate information
 - The ability of employees to communicate
 - Politeness of employees

Service attributes in this quadrant were the top priority for quality improvement, so that the customer satisfaction index can be better. It was caused by the high level of customer expectation which apparently were not balanced with the performance of the services provided by management.

- 2) Service quality attributes on Quadrant II
Those in quadrant II were:
 - Sufficient physical facilities
 - Supporting facilities and environment

- Employee ability in giving service
- Employee skills
- Feeling safe
- Fulfilling customer needs

All attributes in this quadrant was included in positive category, which means that all attributes were in good criteria and this achievement must be maintained.

- 3) Service quality attributes on Quadrant III

Those in quadrant III were:

- Employee discipline
- Helping customer complaints
- Employee alertness
- Room booking
- Speed of handling
- Friendly relationship
- Benefit of suggestion boxes

Attributes in this quadrant were the attributes which needed to be fixed. Although customer's expectation was not as high as in Quadrant I, the customers still had high expectation to management service.

- 4) Service quality attributes on Quadrant IV

Those in quadrant IV were:

- Availability of information media
- Appearance of hotel employees
- Quality of food and beverage
- Administrative procedure
- Feedback

In this quadrant, the performance shown by the hotel was at a very satisfying level, but actually the customer did not expect too much of it. It would be better if the resources were allocated to other aspects which still needed attention.

5 CONCLUSION

5.1 Conclusions

As a conclusion of the research result in the previous section, it can be briefly explained as follows:

- 1) The results of the study showed that generally the quality of service available at Furaya Hotel Pekanbaru and Ibis Hotel Pekanbaru had been in good or satisfying for the hotel customers. The most satisfactory dimensions were Tangible, Responsiveness, Assurance, Empathy and Reliability.
- 2) The research that had been done showed that the result of this study was to use superior customer service strategy, where companies strived to provide more/ best service for customer satisfaction. Service

5.2 Suggestion

As the suggestions that the author wants to convey are as follows:

- 1) It is expected that the management of Furaya Hotel Pekanbaru and Ibis Hotel Pekanbaru can maintain the level of services which were considered good/satisfying for customers and can improve dimensions which were not good to make them better. Aspects which need to be improved are giving accurate information, the ability of employees to communicate, and politeness of employees. Aspects which need to be maintained are sufficient physical facilities, facilities and supporting

- environment, employee capabilities in giving service, employee skills, feeling of security and meeting customer needs.
- 2) It is expected that employees can improve their performance so that customer expectations can be realized.
 - 3) It is expected that the hotel will employ employees who are able to speak foreign languages, such as Mandarin/Hokian and English, especially the receptionist.

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