

**PENGARUH KUALITAS PELAYANAN PASOKAN AIR TERHADAP KEPUASAN PELANGGAN
PT. JABABEKA INFRASTRUKTUR**

Oleh :

Suhono, SE.MM¹, Evi Selvi, SE, MM², Dr. Suparno, Drs.MM³
Program Studi Manajemen, UNSIKA

ABSTRAK

Penelitian ini menguji hubungan antara kualitas pelayanan jasa supply air terhadap kepuasan pelanggan pada PT. Jababeka Infrastruktur Cikarang.

Responden dalam penelitian ini sebanyak 100 responden yang merupakan komunitas pelanggan air PT. Jababeka Infrastruktur. Penentuan jumlah responden pada masing-masing pelanggan ditentukan secara proporsional random sampling, yaitu pengambilan sampel dari keseluruhan populasi sesuai dengan proporsi masing-masing sub populasi dengan mempertimbangkan jumlah responden yang memenuhi syarat sebagai sampel. Penelitian ini menggunakan analisis deskriptif dan verifikatif dengan menggunakan *soft ware Method of Successive Interval (MSI)* dan *Special Package for Statistis Science (SPSS)*. Hasil penelitian menunjukkan bahwa 1) kualitas pelayanan jasa air berada pada skala baik (400,3), 2) Kepuasan pelanggan jasa supply air pelanggan PT. Jababeka Infrastruktur berada pada skala puas (387,75), 3) korelasi parsial antara variabel X dengan Y sebesar 0,665 dan pengujian hipotesis secara parsial pada taraf signifikansi $< \alpha$ (0,05).

Berdasarkan hasil penelitian, disarankan 1) perlu ditingkatkan kembali koordinasi pegawai kantor dan petugas lapangan dalam penanganan keluhan gangguan supply air pelanggan, 2) perlu adanya perhatian lebih terhadap evaluasi kepuasan pelanggan secara berkesinambungan dan menyeluruh terhadap pelanggan berdasarkan proporsi komunitas pelanggan.

Kata kunci : Kualitas Pelayanan dan Kepuasan Pelanggan

ABSTRACT

This study examines the relationship between the quality of water supply services and service charges on customer satisfaction at PT. Jababeka Infrastruktur Cikarang.

Respondents in this study were 100 people who are community water customers of PT. Jababeka Infrastruktur. The number of respondents is determined by proportional random sampling, the sampling of the population is determined according to the proportion of each sub-population by considering the number of eligible respondents in the sample. This study uses descriptive analysis and verification using the soft ware Method of Successive Interval (MSI) and the Special Package for statistical Science (SPSS results show that: (1) the quality of water services are on either scale (400.3), (2) customer satisfaction water supply service PT. Jababeka Infrastruktur is at a scale satisfied (387.75), (3) partial correlation between variables X with Y amount between 0.665 and hypothesis testing partially show a significance level of $< \alpha$ (0.05).

Based on these results, it is suggested that: (1) coordination between office staff and field staff needs to be improved in handling customer complaints of water supply disruption; (2) there should be deeper attention to the continuous evaluation of customer satisfaction and the overall proportion of the customer based on the customer community.

Keywords: Service Quality and Customer Satisfaction

1. INTRODUCTION

1.1 Background Research

Currently, Indonesia has entered the era of free trade covering goods and services. Increased competition in world services forcing business people to improve their quality. Improving the quality needs to thoroughly cover the service to customers, business partners and employees. Quality of service provides an impetus to the customer to establish a strong relationship with the company. In the long term, this kind of relationship enables the company to understand carefully the customer's expectations.

Jababeka City complete infrastructure and modern facilities meet the highest international standards and operate in accordance with environmentally friendly policies. In addition, the infrastructure has the capacity to easily support the growth that will come from the region

PT. Jababeka Infrastruktur is one of the companies that provide clean water in Jababeka City and surrounding areas, where the quality of service is the first priority in every community of subscribers. In providing services

Quality of service of PT. Jababeka Infrastruktur provides an impetus to the customer to establish a strong relationship with the company. In the long term, this kind of relationship enables the company to understand the needs and expectations of customers. Thus, companies can increase customer satisfaction where the firm maximizes pleasant customer experience and minimize customer experience less enjoyable (Atmawati and Wahyuddin, 2007: 2).

The level of satisfaction obtained by every customer is different. This is because of the priority level of services carried out by PT. Jababeka Infrastruktur or fixed rate. This possibility also occurs in companies that have a service priority but a different level of use of water supply.

There are a lot of studies that discuss customer satisfaction. Windarti (2012) discusses the influence of service quality on

customer satisfaction at PT. Bank Negara Indonesia (Persero) Tbk at its main branch in Palembang. Sarwi Ruci (1999) discusses performance analysis service to customer satisfaction at Telkomsel Malang Area. Yusnaini (2010) discusses the impact of service quality internet banking on satisfaction and loyalty of consumers in private banks. Linda (2010) discusses the analysis of impact of service quality of district office to the satisfaction of the public administrative in district of Jagalan Jebres Surakarta. Pure (2009) discusses the quality of service and customer satisfaction services of PDAM Malang and its potential to new customers.

Based on the description above, the problems that can be formulated are: What is the quality of service to customer satisfaction either partially or simultaneously? What is the purpose of the present study to determine the effect of water supply service quality on customer satisfaction PT. Jababeka Infrastruktur?

2.1 LITERATURE AND FRAMEWORK FOR THINKING

2.1.1 Services

Definition of services according to Rambat (2008: 5) is *"A service is any activity of benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product"*

Services, as mentioned above, are any acts or performance offered by one party to the other party, in principle, intangible and does not cause a transfer of ownership. Production services can be tied or not tied to a physical product. While Lovelock in Syaripudin (2008: 22) argues that service is a process that concerns the process inputs and outputs. There are two broad categories of services in the process: people and objects. There are four basic properties of merit action, namely: (a) Processing People; (b) Processing Assets; (c) The processing stimulating mind; (d) Information Processing.

Each services produced has different characteristics. Kotler and Keller (2009: 39) distinguish characteristics of the service into four parts, namely : (1) Intangibility; (2) Inseparability; (3) Variability; (4) Perishability (be destroyed).

2.1.2 Quality

Definition of quality formulated by Goetsh and Davis in Tjiptono Fandy (2004: 51) is a measure of the goodness of a product or service that consists of design quality and conformance quality. But according to Total Quality Management (TQM), quality can be seen more broadly, where not only yield aspects are emphasized but also the process, the environment and humans .

Anis Wahyuningsih (2002: 10) argues that quality is a basic strategy for businesses that produce goods and services that meet the needs and internal and external customer satisfaction, explicitly and implicitly.

Goetsh and Davis in Tjiptono (2004: 51) states the quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations.

2.1.3 Service

Service according to Kotler in Arai (2005: 98) is the activity or the benefits offered by one party to another that is essentially intangible and does not produce any ownership, and the product may be visible or invisible to the physical product.

Kotler in Tjiptono in Syaripudin (2008: 30) says that quality is any act or acts that can be offered by one party to the other. It is essentially intangible (intangible physical) and produces no ownership of anything. Production services may be or may be not associated with physical product.

Service according to Battinggi (2005: 13) refers to public service. It was born because of their common interests. The public service is not a destination, but rather a process to achieve a specific goal set.

Service is a catalyst that accelerates what you want or should have been achieved (Battinggi, 2005: 17).

2.1.4 Satisfaction

Customer satisfaction according to Tse and Wilton in Tjiptono (2008: 24) is the customer response to the evaluation of nonconformity (disconfirmation), which is perceived between the expectations of the previous (or other performance norm) and the actual performance of the product that is felt after use.

Furthermore Engel et al in Tjiptono (2008: 24) states that customer satisfaction is the evaluation of after sales where the chosen alternative is at least equal or exceeds customer expectations. Dissatisfaction arises, if the result (outcome) does not meet expectations.

Arita (2005: 2) explains that customer satisfaction is a vote against what he expects customers to buy compared with his perceptions of acceptable performance. If the expectation is greater than the performance, then what is obtained is dissatisfaction. If performance is greater than the expectations, then the customer will get satisfaction.

Boarden et al (2001: 95), explains that customer satisfaction is associated disconfirmation between expectations and the actual performance of services.

Later in Tjiptono, Kotler (2008: 24) reveals that customer satisfaction is the level of one's feelings after comparing the performance (or outcome) that he feels compared with expectations.

Nasution (2005: 48) also defines customer satisfaction as a situation where the needs, desires and expectations of customers are met through products consumed. Oliver (1997) in Nasution (2005: 50) says that: "Satisfaction is the costumer's fulfillment response. It is a judgment that a product or service features, or the product or service itself providing a pleasurable level of fulfillment that includes related consumption level of under or over-fulfillment".

The opinions expressed by the experts above shows similarities, that customer satisfaction is closely related to two factors, namely customer expectations and performance.

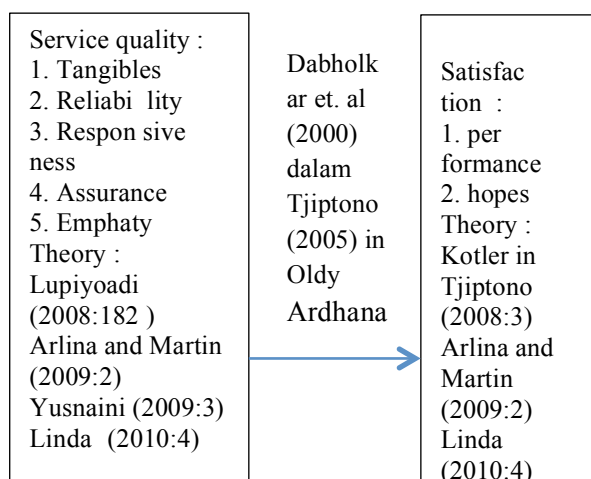
2.2 Research Accomplished

The role of quality of service is critical to the success of a business, thus attracting the interest of researchers in various fields of the service industry to do research the relationship between service quality and cost of service and customer satisfaction. Researchers have done many studies on the influence of services and service charges on customer satisfaction. Windarti (2012), Sarwi Ruci (1999), Yusnaini (2010), Linda (2010), Pure (2009) are among others.

2.3 Framework

Relationships between variables in this research include the variable quality of service and customer satisfaction According to Dabholkar et al in Tjiptono in Oldy Ardhana (2010: 27) it is stated that service quality has a significant influence on customer satisfaction.

PT. Jababeka Infrastruktur is one of the companies that offer the company and the community needs of water supply services. Acceptable quality of water supply services is a result of expectations of customers to the company. There are five aspects of assessment of service quality which affect the quality of services according to Parasuraman in Zeithml and Berry in Lupiyoadi (2008: 182), namely: tangibles, reliability, responsiveness, assurance and empathy. Based on the above a description of frameworks can be obtained as follows:



2.4 Research Hypothesis

Based on the identification of problems and the framework that have been raised, a hypothesis can be formulated, that there is an influence of service quality of PT. Jababeka Infrastruktur on customer satisfaction.

3.1 Methods Used

This research is conducted based on descriptive and verification method. Nazir (2005: 54) states that the descriptive method is a method in researching the status of human groups, an object, a condition, a system of thought or a class of events.

Descriptive method describes the characteristics of the variables studied. In this study, descriptive method is used to describe the service quality variable (X) and customer satisfaction (Y) in PT. Jababeka Infrastruktur.

While the verification method according to Iqbal Hasan (2008:11) is to test the truth of something (knowledge) in a field that already exists and is used to test hypotheses using statistical calculations. Verification method used in this study to explain the following:

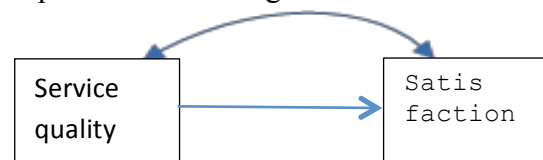


Figure 3.1
The model developed

3.2 Variable Operationalization

In this study there are two independent variables and one dependent variable. The independent variable is the quality of service (X) while the dependent variable is customer satisfaction (Y). Furthermore, the two operational variables as follows :

Table 3.1
variable operationalization

Variable	Dimension	Indicator	Scale	Item Per tanyaa n
1	2	3	4	5
Service Quality (X*)	a.Tangible	1. Completeness of physical facilities	Ordinal	1
		2. Availability of equipment servicing		2
		3. Number of employees proposional		3
		4. The number of communication tools adequate		4
	b.Reliability	5. The smooth flow of water .		5
		6. Quality of services water supply		6
		7. Services of water supply services remains accurate		7
		8. Services of water supply free one		8
	c. Responsiveness	9. Readiness employees.		9
		10. Speed employee jobs		10
		11. Attention to the customer's employees		11
		12. Ease of water supply services.		12
	d. Assurance	13. Employees have the skills		13
		14. Employees have Friendliness.		14
		15. Services are not services arise loss		15
		16. Security in water use drink		16
	e. Emphaty	17. Employees easy contacted.		17

		18. Employees anticipate the needs customer		18
		19. Employee response complaint customer.		19
		20. Provide perlaku the same one Customer		20

Variable	Dimensi	Indikator	Skala	Item Pertanyaan
1	2	3	4	5
Customer satisfaction (Y) **	a.performance	1. Standar dize employee		21
		2. Meeting the needs of customers		22
		3. The quality is better than any other company		23
		4. The accuracy of recording usage		24
		5. Handling customer complaints		25
		6. Accurate information officer		26
	b.Hope	7. Standar dize employee	Ordinal	27
		8. Meeting the needs of customers		28
		9. The quality is better than any other company		29
		10. consumption reading accuracy		30
		11. Handling customer complaints		31
		12. Accurate information officer		32

Source : *) Parasuraman, Zeithaml and Berry (1988) in Lupiyoadi (2008:182)

**) Zeithaml (1988), Giese and Cotte(2000), Kotler (2009:34)

Umar (2009: 78) with an error rate of 10% by the formula:

$$n = \frac{N}{1 + N e^2}$$

Where :

n = sample size

N = population size

e = per cent leeway inaccuracy due to sampling error that can be tolerated or desirable

Of a total population of 10.580 customers, then using the above formula is obtained sample size as follows :

$$n = \frac{10.580}{1 + 10.580 (0,1)^2}$$

$$n = \frac{10.580}{1 + 10.580 (0,01)}$$

$$n = \frac{10.580}{1 + 105,8}$$

$$n = \frac{10.580}{106,8}$$

$n = 99,064$ to 100

Thus the sample to the entire population of customers of PT Jababeka Infrastruktur amounted to 100 customers.

3.4 Validity Test Instruments

Priandana and Muis (2009: 112) state the essence of validity is accuracy. A measuring instrument is said to be valid if the instrument measure what should be measured. In other words, the instrument can measure the expected construct according to researchers. To test the validity of the measuring instrument, the

formula Pearson Product Moment contained in the data processing SPSS is used.

If the instrument is valid, then the criteria used or minimum limit of an instrument / questionnaire or test material declared invalid or deemed eligible , if the price rhitung coefficient ≥ 0.300 (Sudarmanto, 2005:88)

3.5 Test Reliability Data

If the instrument has measured its validity then it has subsequently measured reliability. Priandana and Muis (2009:112) explains that the concept of reliability is the consistency of the grains having a question in an instrument for measuring the specific construct indicates the level of internal consistency reliability relevant instrument .

According to Malhotra (1999) in Lubis (2008: 34) the coefficient alpha > 0.600 indicates the internal consistency reliability of the measuring instrument. Internal consistency reliability is an approach for assessing internal consistency set point when some items are summed to produce the total score (scores) for measurement. To search for instrument reliability that scores the form of a 1-5 scale, Cronbach Alpha techniques are used in this study using SPSS data processing tools.

3.6 Normality Test

One test must be met in the use of parametric analysis of data normality test population (Ridwan, 2009: 177). Testing normality of the distribution of population data is done using the Kolmogorov-Smirnov statistics. Test equipment is usually called the K-S test, which is available in SPSS by using the Explore function.

Sample normality tests, whether using the formula Kolmogorov-Smirnov and Shapiro Wilk, produce statistical magnitude and the level of confidence (Significance Level). If the findings of the amount of 0,000 or smaller than a specified confidence level, for example 0.05, they show that the amount of sample data

distribution normal, as Amir (2006) states in Lubis (2008: 35).

3.7 Design Verification Analysis

The draft analysis for this study uses quantitative methods to measure a phenomenon research using statistical tools. The statistical methods are used to analyze the link between variables studied were using path analysis (path analysis) to test the effect of partial (individual) and simultaneous (overall) of the independent variable (Independent) or so-called variable Exogenous on the dependent variable (Dependent) or so-called endogenous variables. Through analysis of this path will be found which line most crisp an independent variable to the dependent variable of the last and also to analyze the patterns of relationships between variables in order to determine the direct or indirect effects, a set of independent variables (exogenous) to the dependent variable (endogenous). Having calculated using statistics, the result of the calculation is then analyzed using descriptive methods which can be seen in Figure 3.2

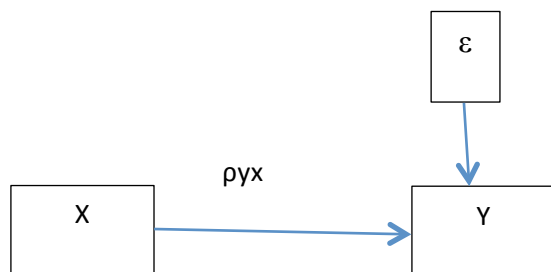


Figure 3.2
Path analysis

Structural equation :

$$Y = pyx + py\epsilon 1$$

Where :

X : Quality of care

Y : Customer satisfaction

pyx : The path coefficients that describe the magnitude of the direct effect of X on Y

$py\epsilon 1$: Other variables that were not measured , but affects Y

3.8 Hypothesis Testing

If the hypothesis obtains significant results, which can be done by testing sub hypothesis. Sub hypothesis test is a test used to determine the closeness of the influence of the independent variable (X) and dependent variable (Y) partially or influence of independent variables that are smaller or equal to the dependent variable (Sugiyono, 2001: 184). The amount of α used in this study is 5% .

Hypothetical form in the sentence that is there is influence between the quality of service and satisfaction.

Ha : Quality of care significantly affects satisfaction

Ho : The quality of service does not significantly affect satisfaction

The assessment criteria are as follows :

Ho: $\mu = 0$ (means no relationship)

Ha: $\mu \neq 0$ (there is a relationship)

Step-by- step testing procedures:

1. Effect of the quality of service to satisfaction

a. Formulation of the null hypothesis and the alternative hypothesis

$H_0: \beta_1 = 0$ (Quality of service does not have a significant influence on satisfaction)

$H_a: \beta_1 \neq 0$ (Quality of service have a significant influence on satisfaction)

b. The statistical test is the appropriate test of t

Value t_{hitung} can be obtained by the formula :

$$t_{hitung} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Di mana

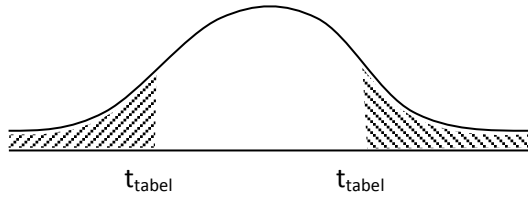
r = koefisien korelasi

product moment

n = jumlah sampel

c. A significance level of 5 %

d. The critical value t_{tabel}



H_0 accepted if : $t_{\text{tabel}} \leq t_{\text{hit}} \leq t_{\text{tabel}}$

H_0 refused if: $t > t_{\text{tabel}}$ atau $t < t_{\text{tabel}}$

2. The statistical test used was the F test

Sugiyono (2001 : 190) states that the value of Fhitung can be obtained by using the formula:

$$F_{\text{hitung}} = \frac{R^2 / k}{(1 - R^2) / (n - k - 1)}$$

Where

R = Multiple correlation coefficient

k = number of independent variables

n = number of samples

3. The critical value based Ftabel

F count value will be compared with the value of F table with decision-making criteria:

H_0 : acceptable if F count < F table with confidence level 95% atau $\alpha = 0,05$



3. The coefficient of determination (R^2)

The coefficient of determination (R^2) used to measure how far the ability of the model to explain variations in the dependent variable Sudjana (1995: 56) :

Formula : $R^2 = r^2 \times 100 \%$

Where : R^2 = coefficient of determination

r = partial correlation

R^2 measuring the magnitude of the reduction in the number of dependent variables obtained from the use of independent variables.

R^2 has a value between 0 and 1 with a value R^2 high ranges 0,7 up to 1.

RESULTS AND DISCUSSION

4.1 Descriptive Analysis

Analysis of the questionnaire data concerning the independent variables and variable is as follows:

Table 4.1

Recapitulation of Variable Quality of Service (X)

N o.	Dimens ion	Indicator	Score	Description
1	<i>Tangibl e</i>	Completeness of physical facilities	420	Very good
		Availability of equipment servicing	425	Very good
		Number of employees proportionally	427	Very good
		Adequate number of communication tools	419	Good
2	<i>Reliabil ity</i>	Smooth flow of water	436	Very good
		The quality of water supply services	415	Good
		Water supply services remains accurate supply air tetan akurat	394	Good
		Water supply services free one	372	Good
3	<i>Respons iveness</i>	Readiness employees	372	Good
		Speed employee jobs	377	Good
		Attention to customer employees	390	Good
		Ease of water supply services	402	Good
4	<i>Assuran ce</i>	Employees have the skills	403	Good
		Employees have hospitality	400	Good
		Services not incurred losses	395	Good
		Security in the use of drinking	414	Good

		water		
5	<i>Emphat y</i>	Employees can easily be reached	389	Good
		Employees anticipate the needs of Customer	388	Good
		Employee responsiveness to customer complaints	384	Good
		Equal treatment of customers	384	Good
Average Score			400,3	

Sources : Primary data processed

Category : (1) very not important, (2) is not important, (3) undecided, (4) important , (5) very important

Table 4.2
Variable recapitulation Customer Satisfaction

No .	Dime nsion	Indicator	Scor e	Descr iption
1	Perfor mance	Standardization employee	395	Satis Fied
		Meeting the needs of customers	408	Satis Fied
		Quality is better than any other company	382	Satis Fied
		The accuracy of recording usage	409	Satis Fied
		Handling customer complaints	394	Satis Fied
		Accurate information officer	378	Satis Fied
2	Hope	Standardization employee	382	Satis Fied
		Meeting the needs of customers	383	Satis Fied
		Quality is better than any other company	379	Satis Fied
		The accuracy of recording usage	400	Satis Fied
		Handling customer complaints	382	Satis fied

		Accurate information officer	361	Satis fied
Average Score			387,75	

4.2 Calculation of Path Analysis

Table 4.3
Coefficient Line

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	11.346	4.090	2.774	.007
	Kualitas	.443	.050	.665	.000

a. Dependent Variable: Kepuasan

4.5 Discussion of Results

Based on the above results, what can be discussed are as follow:

4.5.1 Descriptive

1. Quality of service water is at a good scale to the value of 400.3, indicating that the overall quality of water services PT. Jababeka Infrastruktur has been able to meet customer needs, but there are still many factors that need to be improved so that customer expectations are met and satisfaction can be achieved, including the readiness of the employees, a mistake service supply water again and again, the speed of work of employees, employee responsiveness to customer complaints and provide the same treatment to any customers.
2. Customer satisfaction on water supply services of PT. Jababeka Infrastruktur is at a good scale to the value of 387.75. This shows that the service generally meets the needs of clean water. The accuracy of recording, the use and the handling of customer complaints are already considered satisfying by the customers. There needs to be more attention to accurate information from the officers as well as the evaluation of customer satisfaction on an ongoing basis and a thorough review of the

customer based on the proportion of customer communities.

4.5.2 Verification

The direct effect of service quality variables (X) on customer satisfaction (Y) is 0.665 (pYX) .

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

1. The quality of water services of PT. Jababeka Infrastruktur in Cikarang is on a scale of good. This is shown from the results of research using scale range and gets the average score of 400.3.
2. Customer satisfaction of PT. Jababeka Infrastruktur in Cikarang is on a scale of good. This is shown from the results of a study reported an average score of 387.75.
3. The effect of the quality of water services (X) on customer satisfaction (Y) is 0.665 (pyx)

5.2 Suggestions

There are some suggestions that could be considered as they relate to the results of the study. They are:

1. Improving the quality of service that involves all components in PT. Jababeka Infrastruktur in the form of physical and administrative services. Quality of service is to be enhanced further in the embodiment (tangibles) in the number of adequate means of communication. In the reliability (reliabilities), there is no error in the service of water supply. The responsiveness (responsiveness) is to be improved further on the readiness and the speed of employees. Warranty or assurance (assurances) and the attitude of hospitality employees in empathy (empathy) are to be improved further, paying attention to the customers as well as the ease of obtaining information.
2. Customer satisfaction on customer's water supply services of PT. Jababeka Infrastructure is at a good scale, the need for more attention to the evaluation of customer satisfaction on an ongoing basis and a thorough review of the

customer based on the proportion of customer communities.

3. For researchers who are interested in this, the research can still be developed from other aspects.

BIBLIOGRAPHY

- Agus Henry Tanaya, (2004), *Tesis Faktor-Faktor Yang Mempengaruhi Kepuasan Konsumen Terhadap Sepeda Motor China di Bali Studi Kasus Pada Merek Sanex Motor Program Magister Program Studi Manajemen Program Pasca Sarjana Universitas Udayana Denpasar*
- Amin, (2007), *Dasar-Dasar Penelitian Ilmiah*, Surakarta. UMS Press
- Asep Syaripudin, (2008), *Pengaruh Kinerja Kualitas Pelayanan Jasa Bengkel Terhadap Kepuasan Pelanggan Pada PT. Nusantara Jaya Sentosa di Kota Bandung Manajemen Pemasaran Program Magister Manajemen Universitas Pasundan Bandung*
- Aritonang, R. L. (2005), *Pemasaran Jasa dan Kualitas Pelayanan*, Bayumedia Publishing, Malang.
- Atmawati, R dan Wahyuddin, M, (2007), *Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen pada matahari Depatmerment Store di Solo Grand Mall Surakarta*, Jurnal Daya Saing Promo MM-UMS.
- Batinggi,(2005), *Materi Pokok Pelayanan Umum*, Jakarta,Universitas Terbuka.
- Boarden, W.O., dkk (2001), *Marketing Principles and Perspectives* 3rd ed, Newyork, Mc Graw Hill.
- Gerson, Richard F. (2001),*Mengukur Kepuasan Pelanggan,Seri Panduan Praktis No. 17*. PPM, Jakarta .
- Giri Cahyono, (2008) *Pengaruh Kualitas Pelayanan dan Harga Pelayanan Terhadap Kepuasan Masyarakat Studi Kasus Pada Kantor Urusan Agama Kecamatan Serpong*
- Husein Umar, (2009), *Metode Penelitian Untuk Skripsi dan Tennis Bisnis*. Edisi Kedua, Jakarta,Rajawali Press.
- Iqbal Hasan. (2008). *Pokok-pokok Materi Statistik 2 (Statistik Infresif)*. Jakarta, Bumi Aksara
- Kotler Philip, (2000), *Manajemen Pemasaran*, Penerbit Erlangga, Edisi Millenium, PT Prenhallindo, Jakarta.
- Kotler, Philip and Kevin Lane Keller, (2006). *Marketing Management*, twelfth edition,New Jersey: Pearson Education, Inc.
- Kotler, Philip and Keller, (2009), *Marketing management*,13th Editions New Jearsey Prentice Hall

- Linda, (2010), *Pengaruh Kualitas Pelayanan Kantor Kelurahan Terhadap Kepuasan Masyarakat Kelurahan Jaga*
- Lubis, Khoirul Akhir (2008). Tesis dengan judul *Pengaruh Pelatihan dan Motivasi Kerja Terhadap Kinerja Karyawan PT. Perkebunana Nusantara IV Medan*. Ilmu Manajemen, Program Pasca Sarjana Universitas Sumatera Utara. Lupiyoadi Rambat et, al (2008), *Manajemen Pemasaran Jasa*, PT. Salemba Empat, Jakarta.
- Moh. Nazir. (2005). *Metodelogi Penelitian*. Jakarta, Ghalia Indonesia.
- Moh. Sidik Priadana, Saludin Muis. (2009). *Metodoogi Penelitian Ekonomi & Bisnis*. Yogyakarta, Graha Ilmu.
- Murni, (2009) *Kualitas Pelayanan dan Kepuasan Pelanggan PDAM Kota Malang serta Potensinya Terhadap Peanggan Baru*
- Nasution, (2005), *Berbagai Pendekatan dalam Proses Belajar Mengajar*. Jakarta PT Bumi Aksara.
- Payne, Adrian. (2004). *The Essence OF Service Marketing Pemasaran Jasa* (Terjemahan Fandy Tjiptono). Edisi II. Penerbit Andi. Yogyakarta.
- Ratminto. (2006). *Manajemen Pelayanan*. Yogyakarta: Pustaka Pelajar.
- Riduwan. (2009). *Statistika Untuk Penelitian*, Bandung, Alfabeta.
- Riduwan. (2010). *Metode dan Teknik Menyusun Tesis*. Bandung, Alfabeta
- Sarwi Ruci, (1999) *Analisis Kinerja Pelayanan Terhadap Kepuasan Pelanggan pada Telkomsel Malang Area*.
- Sudarmanto, R. Gunawan. (2005). *Analisis Regresi Berganda dengan SPSS. Edisi Pertama. Cetakan Pertama*. Yogyakarta, Graha Ilmu.
- Sugiyono, (2001). *Metode Penelitian Bisnis*. Bandung, Alfabeta.
- Sugiyono, (2007), *Statistika Untuk Penelitian*, Bandung, Alfabeta
- Sugiyono, (2010), *Metode Penelitian Kuantitatif Kuantitatif dan R&D*. Bandung: Alfabeta.
- Tjiptono, Fandy. (2004). *Manajemen Jasa*, Andi. Penerbit Andi Yogyakarta.
- Tjiptono, Fandy. (2004), *Prinsip-prinsip Total Quality Service*. Penerbit Andi Yogyakarta.
- Vincent Gaspersz. (2006). *Total Quality Management (TQM) Untuk Praktisi Bisnis dan Industri*. Jakarta: PT Gramedia Pustaka Utama.
- Wahyuningsih, Anis. (2002). *Analisa Tingkat Kepuasan Konsumen Berdasarkan Kualitas pelayanan pada Rumah Sakit Umum Kabupaten Karang Anyer*. Jakarta. Skripsi Fakultas Ekonomi Program Studi Manajemen UMS.
- Windarti (2012), *Pengaruh Kualitas Pelayanan Jasa Terhadap Kepuasan Nasabah pada PT. Bank Negara Indonesia (Persero) Tbk. Kantor Cabang Utama Palembang*
- Yusnaini, (2010) *Pengaruh Kualitas Pelayanan Internet Banking Terhadap Kepuasan dan Loyalitas Konsumen Pada Bank Swasta*