
**SERVICE QUALITY AND CUSTOMER SATISFACTION AT INDONESIAN
FRANCHISE CUISINE****Oleh****Hendra****Manajemen Pemasaran Internasional, Politeknik Wilmar Bisnis Indonesia****Email: hendraxyzxyz@gmail.com****Abstract**

Whether in times of peace or turbulence, most SME focus on customer satisfaction have bring up interest, intention to purchase and loyalty. Since it is highly competitive industry, customer tend to choose better service quality that provided. The purpose is to empirically examine the relationship between service quality and customer satisfaction at one of the Indonesia Franchise Cuisine, in city of Medan, North Sumatera. Method used is a quantitative analysis to study the relationship between two variables, through distributing online questionnaires and interviews with adaptation of purposive or judgement sampling, which is investigated with linear regression, coefficient determination and hypothesis testing. It is concluded that service quality portrays strength of 79.2% in determining customer satisfaction and the remaining is influenced by other factors as example from price, product quality; finally results justify the existence of service quality influence towards customer satisfaction in Indonesian Franchise cuisine. It is recommended the franchise to improve the performance to achieve better result as this will increase the competitive advantage in the market, so that it is also ready for International Market, for example in Asia or other countries in the world. In addition, hiring more staff to improve the service delivery and provide training experience will increase performance.

Keywords: Service Quality, Customer Satisfaction, Indonesian Cuisine**INTRODUCTION**

Today, culinary industry has become a promising business for whom want to start a business. It because of the culinary business is type of business that never dies. As long as people who need to eat, this business line will always be in demand. Not only to fulfill the appetite of our physiological needs, but food also has a critical impact in all parts of human existence. Discussion about culinary, it also inseparable from customer who purchase and consume the product. And regarding of that, owners of the business must be aware about the customer's satisfaction. Customer satisfactions are very important and has been one of the top apparatuses for an effective business to ensure customer to repeatedly visit. Satisfied customers usually rebound and buy more. Besides buying more, they also work as

a network to reach other potential customers by sharing their experience (P Hague, 2016).

Customer satisfaction is also a crucial component of business strategy as well as customer retention and product repurchase. Customer satisfaction is a barometer that predicts the future customer behavior. The value of keeping a customer is only one-tenth of winning a new one. Therefore, when the organization wins a customer it should continue to build a good relationship with the client. Providing the quality of goods and services in nowadays is not only satisfied the customers but also to have a safe position. Indeed, this has benefited the customers significantly on consuming products. Maintaining customer behavior must be need efforts to make it happened, and it can be done by several ways. One of which is by improving the quality of the services.

ServQual is the expected level of desire and control over the level of excellence to meet customer desires. (Ali Hasan, 2010), “if the customer perceives that the performance of the product he is enjoying is greater or higher than expected by the customer, then the customer will state that they are very satisfied.”

According to Chung and Chen in journal (Sharma & Srivastava, 2018), high quality service has a significantly positive impact on the customer satisfaction and it is directly proportionate to each other. For this reason, for the company to have more value in the eyes of customers, the company must make customer satisfaction its main goal.

Indonesian Javanese Cuisine Medan as the research object of this research is the third franchise from Bali. The second franchise was opened in Bandung, but unfortunately Indonesian Javanese Cuisine in Bandung is permanently closed. Indonesian Javanese Cuisine is a typical Banyuwangi, East Java cuisine, but their first store was in Bali and now it became a popular yet must visited place to eat. Indonesian Javanese Cuisine provided various types of dishes, from chicken, fish, duck, shrimp and etc, and it can be fried or roasted. The specialty of this restaurant is the spiciness yet alluring sambal for those who eat it. The restaurant itself adopted the cozy concept that can be enjoyed by family, friends, colleague or more precisely, it is suitable for everyone.

Based on observation that writer did in Indonesian Javanese Cuisine Medan, writer realized that the service in Indonesian Javanese Cuisine Medan still did not do their best in serving food nor their appearance. In term of services, the employee of Indonesian Javanese Cuisine Medan still lacked gratitude towards customers. And in term of appearance, since Indonesian Javanese Cuisine is a franchise company, the employee must be wearing the uniform that the company provided, but instead of wearing their uniform, they wore their own casual clothes. And based

on writer experience, the writer did not fully satisfy from the service that the employee given. First of all, the employee didn't open the door for the customer, followed by didn't greet the customer, then in the end of ordering foods, the employee didn't repeat the order to make sure there is nothing left behind.

In order to seek the possible negative comment that customers are having with Indonesian Javanese Cuisine Medan branch, namely Nasi Tempoeng Indra, the author then looking several comments from Google Review and come up with results as follows: Slow services, waitress was slow and not friendly, the order that was ordered was wrong and had to be repeated again and again and has been waited too long, Food was good, thumbs up. But unfortunately, the attitude of the waitress was impolite, Food was good, thumbs up. But unfortunately, the attitude of the waitress was impolite, Super slow service, waitress were not friendly, and It took a really long time to serve the food.

Satisfaction is a major to influencing customer behavior to repurchase and turnover at Indonesian Javanese Cuisine Medan branch despite the fact that level or the degree of satisfaction contributes to it. Indonesian Javanese Cuisine Medan has good food yet cozy place provided that makes customer repeatedly come over again and again. The problem that related to customer satisfaction is the quality of the services that the employee gave to all the customers. Hence, it is necessary to know customer satisfaction through service quality based on responses by given questionnaire or survey given to customers

LITERATURE REVIEW

According to (Tjiptono & Chandra, 2016) the term of service sketchily can be interpreted as “doing something for others”. A properly managed quality gives a plus in the form of a special motivation for the customers to establish a bond of mutual benefit in the

long term with the company. Quality can also be one of the ways to reduce costs. The cost of creating or delivering good quality products or services is far less than the costs incurred if the company fails to meet the quality standards. The cost pressure due to the ability to achieve good quality services or products will result in competitive advantages in the form of increasing profitability and business growth.

According to (Atiyah, 2017), the service quality is the organization's service structure and delivery in a right and positive structure that can result to external customer satisfaction, which eventually result to the competitive advantage achievement as well as to the organization survival in the environment the rapidly changing.

In (Armando et al., 2020) opinion, Customer satisfaction is crucial in winning business competition. To keep up in it, satisfaction has to be created and ensure they are satisfied. Customer satisfaction could be enjoyed after one compares her experience in purchasing goods or services.

According to (Garcia et al., 2019), "The service quality measurement should be from the customers consideration. Now-a-days, companies are giving more importance on research to know customers information about their perception. As the customers are the main concern for the marketers, the marketers should be knowledgeable about the customers perception to improve their performance and management."

According to (Kumra & Singh, 2018), "Service quality is not only involved in the final product and service, but also involved in the production and delivery process, thus employee involvement in process redesign and commitment is important to produce final products or services."

According to (Tjiptono & Chandra, 2016), service of a quality measurement in the case of service in marketing the most frequent quality dimensions are as follows:

1. Reliability

The ability to provide the immediate service, accurately and satisfactorily.

Reliability means the ability of Indonesian Javanese Cuisine inkeeping guarantees of the services so that can be trusted by individuals. This could be shows the consistency of Indonesian Javanese Cuisine regarding dependable and reliable by clients.

2. Responsiveness

Willingness of employees to help customers and give services responsively.

Responsiveness related to the eagerness of the employees to be able to helps member as a client. In this measurement, Indonesian Javanese Cuisine can offer fast assistance to individuals and can react the clients rapidly and have eagerness to help individuals.

3. Assurance

Such as knowledge, courtesy, credibility, security, competence and trustworthy.

The component of assurance is a measurement that can give individuals trust and a feeling that all is well with the world towards Indonesian Javanese Cuisine. At that point, the staff can show a considerate attitude and have the option to respond to inquiries from clients.

4. Empathy

Such as ease in establishing relationship, personal attention, effective communication and understanding the needs of customers.

The empathy dimension measurement is the capacity of the Indonesian Javanese Cuisine worker to focus on the clients, build up great correspondence and able to provide the requirements of clients.

5. Physical evidence (tangible)

Appearance of physical element, such as physical facilities, equipment, employees and means of communication

The component of tangible service is the capacity of Indonesian Javanese Cuisine in showing its actual appearance or solid proof of the Indonesian Javanese Cuisine. Actual proof

identified with tangible things or visually noticeable things. The tangible measurement incorporates actual physical facilities, as such as modern hardware, alluring and flawless looking workers, advancements or substantial materials, appealing inside plan of individuals, etc.

According to (Atiyah, 2017), customer satisfaction is the attitude of customers towards the provider of service, an emotional reaction that rises due to the contrast between what a customer expects to get and what they are actually getting on some of the requirements. Customer satisfaction as a bundle of positive responses in the mind of an individual as a result of the organization's marketing of high quality services firm.

According to (Atiyah, 2017), customer satisfaction can be attained only if the customer has an overall good experience and relationship with the supplier or service provider. There are some factors that may influence customer satisfaction, which are as below:

1. Personal Contact with the Surroundings.

Customers build their expectation that will lead to satisfaction with the service organization that deals with the customer through their impressions. Better impressions given by the service provider will have a higher chance of satisfying the customers.

2. Personal Needs.

Personal need varies from an individual to individual, as per the difference in ages, tastes, gender, as well as culture. Different in ages may result in different preferences of one.

3. Previous Experience.

In this factor, customers are using their nature knowledge of previous similar experience as a comparison to see which one of the service delivered by the service provider satisfy the customer more. If the customer has a good previous experience, the customer tends to expect more or better service. That is to say, it may be harder achieve customer

satisfaction if the service provided is just mediocre.

4. External Communication.

This factor of external communication is intended for those messages that the company might have sent or broadcasted to the customer audiences, such as advertising, promoting, or publicity, which allows the customer to expect a certain level of service quality. In this case, the customer satisfaction might be harder to be attained, if the imagined service quality is not the same or below the customer's imagination.

(Priansa, 2016), the five elements concerning customer satisfaction are as follows:

1. Expectations

Customer expectations of an item or service have been framed before the client purchases things or services. At the time of the buy interaction, clients expect that the merchandise or services they get as per their expectations, wants and convictions.

Goods or services as per client assumptions or expectation will make clients feel fulfilled.

2. Performance

Customers experience of the actual performance of goods or services when used without being influenced by their expectations. When the actual performance of goods or services is successful, customers will feel satisfied.

3. Comparison

This is done by comparing the performance expectations of goods or services before buying with the perception of the actual performance of the goods or services. Customers will be satisfied when previous purchase expectations match or exceed their perceptions of the product's actual performance.

4. Experience

Client assumptions are impacted by their involvement or their experience in the use of brands of products or services that are different to others.

5. Confirmation and disconfirmation

Confirmation occurs if expectations match the actual performance of the product. Conversely, disconfirmation occurs when expectations are higher or lower than the actual performance of the product, customers will feel satisfied when there is confirmation or disconfirmation.

(Ali Hasan, 2010), the variables measured in customer satisfaction are:

1. Overall customer satisfaction

The easiest yet the simplest way to measure satisfaction of the customers is to directly ask customers how satisfied they with certain specific products or services are.

2. Dimensions of customer satisfaction

Different studies figure out the satisfaction of a consumer into its segments. Generally, such an interaction consists of four stages. In the first place, identify the key components of consumer satisfaction. Second, requesting that clients rate the company's products and services dependent on explicit items, such as, service speed or customer service staff friendliness. Third, request that customers rate competing products and additionally benefits dependent on similar specific things. And fourth, requesting that customers decide the measurements that they believe are most important in assessing overall satisfaction of the customer.

3. Confirmation of expectations

In this idea, fulfillment isn't estimated directly, but concluded based on the appropriateness or mismatch between customer assumptions or expectation with the real presentation of the company's products.

4. Interest in repurchasing

Customer satisfaction is measured behaviorally by asking whether the customer will shop or use the company's services again.

5. Willingness to recommend

Because of products that are re-purchased for a moderately prolonged stretch of time (like purchasing a vehicle, home broker, computer and so on), the customer's

ability to recommend the products to friends or family is a significant yet important measure to be examined and followed up on.

6. Customer dissatisfaction

The aspects that need to be examined in order to find out customer dissatisfaction are:

- a. Complaint
- b. Product return
- c. Warranty fee
- d. Negative word of mouth (negative recommendation)

According to Chung and Chen in journal (Sharma & Srivastava, 2018), high quality service has a significantly positive impact on the customer satisfaction, and it is directly proportionate to each other. For this reason, for the company to have more value in the eyes of customers, the company must make customer satisfaction its main goal.

According to (Nuridin, 2018), stated that service quality and product quality are determinant factors of customer satisfaction. Fundamentally, the goal of an organization is to make customers feel satisfied. The customer satisfaction creation can give benefits, for instance, the impact between the organization and the customer to be harmonious, providing a good foundation for repeat purchase and the creation of customer loyalty, and forming a recommendation via mouth-to-mouth that is beneficial for the company.

Hence, the hypothesis is as follow

Ho (null): Service quality does not have any influence towards customer satisfaction at Indonesian Javanese Cuisine

Ha (alternative): Service quality do have influence towards customer satisfaction at Indonesian Javanese Cuisine

RESEARCH METHOD

In this research, the author implements a purposive or judgement sampling method as the author is unable to specify the exact

amount of population and sample due to uncertainty of business sales volume within the research period. Purposive and judgement sampling refers to the collection of the information from members of population who are met by the researcher and conveniently available to provide it. And 55 qualified respondent's data have been collected and collectively will be use as sample in this research.

Method used is a quantitative analysis to study the relationship between two variables, through distributing online questionnaires and interviews with adaptation of purposive or judgement sampling, which is investigated with linear regression, coefficient determination and hypothesis testing

RESULTS AND DISCUSSION

Female came out with the majority proportion of the whole samples. Counted by 60% or 33 of the respondent are female and 40% or 22 of the respondent are male. Therefore, it may be concluded that the amount of female customers are more dominant rather than male customers. In the age group, the age between the ages of 18 until 25 years old are the biggest contributors, making up to 76.36% or 42 respondents. Followed by the second position that between the ages of 36 until 45 years old are 9.1% or 5 respondents. And lastly, the ages between 26 until 35 and above 46 years old has the same number of respondents, namely 7.27% or 4 respondents.

Table 1. Validity Test for Service Quality
Validity Test - Service Quality (X)

No.	Questionnaire	rcount	rtable	Conclusion
1.	Employees provide prompt and precise responses	0.476	0.361	Valid
2.	Employee serve customers in a friendly and polite manner	0.606	0.361	Valid
3.	Complaint handling is done well	0.770	0.361	Valid
4.	Employees give clear and precise information	0.604	0.361	Valid
5.	Employees master the product well	0.713	0.361	Valid
6.	Employees describe well the product	0.641	0.361	Valid
7.	Employees are initiative towards customers	0.702	0.361	Valid
8.	Employees remember customer's preference	0.615	0.361	Valid
9.	Specious and safe parking area	0.707	0.361	Valid
10.	Complete and clean facilitated	0.693	0.361	Valid

Table 2 Validity Test for Customer Satisfaction
Validity Test - Customer Satisfaction (Y)

No.	Questionnaire	rcount	rtable	Conclusion
1.	Customer is satisfied with the service provided	0.600	0.361	Valid
2.	Employees serve customer politely	0.544	0.361	Valid
3.	Customer is satisfied with fast and accurate service	0.673	0.361	Valid
4.	Customer is satisfied with the hospitality of the employees	0.564	0.361	Valid
5.	Services as expected	0.775	0.361	Valid
6.	The taste of the food and beverage are as expected	0.814	0.361	Valid
7.	Customer is interested in visiting Nasi Tempong Indra again	0.701	0.361	Valid
8.	Customer satisfied with the taste of food and beverage	0.815	0.361	Valid
9.	Customer will recommended Nasi Tempong Indra to others	0.718	0.361	Valid
10.	Customer is satisfied with the facilities (wash basin, table, chair, toilet)	0.682	0.361	Valid
11.	Employees can handle complaints well	0.679	0.361	Valid
12.	Customer is satisfied with the prices	0.634	0.361	Valid

Table 3 Reliability Test for Service Quality and Customer Satisfaction
Reliability Test

Variable	Cronbach's Alpha	N of Items	Result
Service Quality (X)	0.854	10	Reliable
Customer Satisfaction (Y)	0.896	12	Reliable

Summarizing from all the analysis results from distribution of questionnaire towards 55 respondents with adaptation of convenience sampling and assistance of SPSS, researcher can conclude that:

1. For Validity Test and Reliability Test above, it shows that the statements on the questionnaire are all valid and reliable. As for validity test, both of Service Quality and Customer Satisfaction shows the data result that the value of rcount is greater than rtable, it can be concluded that the question in this research is valid. And as for Reliability Test, the value of Cornbach's Alpha is greater than 0.60 for both Service Quality and Customer Satisfaction.

Table 4 Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		55
Normal Parameters	Mean	0.000000
	Std. Deviation	3.45934726
Most Extreme Differences	Absolute	.150
	Positive	.150
	Negative	-.091
Kolmogorov-Smirnov Z		1.112
Asymp. Sig. (2-tailed)		.169

a. Test Distribution is Normal.

2. For Normality Test above, it shows that the data is normally distribute as can be seen on the Asymp. Sig (2-tailed) is $0.169 > 0.05$, therefore the data distributions is qualified normal.

Table 5 Linearity Test
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer Satisfaction*	Between Groups	(Combined)	2692.255	18	149.570	11.770	.000
	Service Quality	Linearity	2503.523	1	2503.523	197.003	.000
		Deviation from Linearity	188.732	17	11.102	.874	.606
Within Groups			457.490	36	12.708		
Total			3149.745	54			

3. For the Linearity Test above, it shows that both Service Quality and Customer Satisfaction have a linear relationship as the Sig. Deviation from Linearity is 0.606 which is greater than 0.05, therefore the data is linear.

Table 6 Heteroscedasticity Test
Heteroscedasticity Test – Glejser Test

Model	Unstandardized Coefficient		Standardized Coefficient	t.	Sig.
	B	Std. Error	Beta		
1. (Constant)	2.158	2.064		1.046	.300
Service Quality	.009	.051	.023	.169	.866

a. Dependent Variable : RES_2

4. For the Heteroscedasticity Test above, it shows that the data has good regression model that can be seen as the significant is greater than 0.05, therefore the data has a good regression with no heteroscedasticity.

Table 7 Coefficient of Determination Test
Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	.892	.792	.791	3.49183

a. Dependent Variable : Customer Satisfaction

b. Predictors : (Constant), Service Quality

5. For the coefficient of determination test above, it shows that the R Square value is 0.792 means Service Quality contributes 79.2% towards Customer Satisfaction, while the remaining 20.8% is influenced by

other factors, as example from price, product quality, and so on exempted from this research.

Table 8 Linear Regression Test
Simple Linear Regression Analysis
Coefficient

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	6.546	3.021		2.167	.035
Service Quality	1.062	.074	.892	14.329	.000

a. Dependent Variable : Customer Satisfaction

6. For the simple linear regression analysis test above, it shows that the Service Quality (X) is constant then Customer Satisfaction (Y) is 6.546 units. This states that every increase in Service Quality (X) 1 unit will increase Customer Satisfaction (Y) by 1.062 units.

Table 9 Hypothesis Test

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	6.546	3.021		2.167	.035
Service Quality	1.062	.074	.892	14.329	.000

a. Dependent Variable : Customer Satisfaction

7. For the hypothesis test above, it shows that t count (14.329) > t table (2.005) and the significant value shows that 0.000 > 0.05, then Ha is accepted and H0 is rejected. It means it is conclusive that service quality does influence towards customer satisfaction at Indonesian Javanese Cuisine Medan branch.

These results are in line with the previous research conducted regarding this issue which are as follows (Aftab & Sarwar, 2016; Cristo et al., 2017; Dam & Dam, 2021; Sadiq & Adil, 2021)

Tabel 1. Perbandingan Algoritma A dan Algoritma B

Algoritma	Waktu Proses	Ketelitian	Memori
A	120 ms	98 %	200 KB
B	105 ms	95 %	415 KB

CONCLUSION

The conclusion after implementing various tests on the object of the research, it can be concluded that Service Quality as Independent Variable (Variable X) is really important because it does give influence towards Customer Satisfaction as Dependent Variable (Variable Y) at Indonesian Javanese Cuisine Medan branch, as can be seen from the t count is greater than t table and the significant value is smaller than 0.05, which means Ha is accepted and H0 is rejected. And also the magnitude of the influence of Service Quality towards Customer Satisfaction is 79.2% and the remaining 20.8% is influenced by other factors, as example from price, product quality, and so on.

There are some recommendations:

1. Some customers of Indonesian Javanese Cuisine Medan branch complaints that the service from the staffs are quite slow, especially when the restaurant is in crowded situation. Regarding this matter, it is recommended to hire some staff in order to improve the immediate service delivery to customers and to avoid disappointment from the customers.
2. Through this research at Indonesian Javanese Cuisine Medan branch, it shows that there is still dissatisfaction and disappointment from the customers regarding the service quality provided. It is recommended for Indonesian Javanese Cuisine to provide training experience for the employees to increasing the perform of the services in the future and yet to educate the employees how to improve better services.

REFERENCES

[1] Aftab, J., & Sarwar, H. (2016). Importance of Service Quality in Customer Satisfaction (A Study on Fast Food Restaurants). *Entrepreneurship and*

- Innovation Management Journal*, 4(4), 161–171. https://www.researchgate.net/publication/313192868_Importance_of_Service_Quality_in_Customer_Satisfaction_A_Study_on_Fast_Food_Restaurants
- [2] Ali Hasan. (2010). *Marketing Mulut ke Mulut*.
- [3] Armando, R., Hendra, & Matondang, V. (2020). ANALISIS PENGARUH HARGA DAN KUALITAS LAYANAN TERHADAP KEPUASAN MAHASISWA PENGGUNA GORIDE GOJEK DI KABUPATEN DELI SERDANG. *Surakarta Management Journal*, 2(2), 81–95. <https://doi.org/10.52429/SMJ.V2I2.481>
- [4] Atiyah, L. A. (2017). Impact of service quality on customer satisfaction. *Australian Journal of Basic and Applied Sciences*, 11(5), 20–28. <http://creativecommons.org/licenses/by/4.0/>
- [5] Cristo, M., Saerang, D. P. E., & Worang, F. G. (2017). THE INFLUENCE OF PRICE, SERVICE QUALITY, AND PHYSICAL ENVIRONMENT ON CUSTOMER SATISFACTION. CASE STUDY MARKOBAR CAFE MANDO. In *Jurnal EMBA* (Vol. 5, Issue 2). <http://cekindo.com/restaura>nt-market-experienceing-great-
- [6] Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- [7] Garcia, J. J. L., Lizcano, D., Ramos, C. M. Q., & Matos, N. (2019). Digital Marketing Actions That Achieve a Better Attraction and Loyalty of Users : An Analytical Study. *Journal of Future Internet*, 11(6), 1–16.
- [8] Kumra, P., & Singh, M. (2018). Factors Influencing E-Service Quality in Indian Tourism Industry. *Researchers World: Journal of Arts, Science and Commerce*, 9(1), 99. <https://doi.org/10.18843/RWJASC/V9I1/13>
- [9] Nuridin. (2018). International Journal of Business and Applied Social Science (IJBASS) Effect of Service Quality and Quality of Products to Customer loyalty with Customer Satisfaction as Intervening Variable in PT. Nano Coating Indonesia. *International Journal of Business and Applied Social Science (IJBASS)*, 4(1), 20–31. <https://ssrn.com/abstract=3>

- 110499http://ijbassnet.com
/
- [10] P Hague, N. H. (2016). Customer Satisfaction Survey: The customer experience through the customer's eyes. *London: Cogent Publication*.
- [11] Priansa, D. J. (2016). PENGARUH E-WOMDAN PERSEPSI NILAI TERHADAP KEPUTUSAN KONSUMEN UNTUK BERBELANJA ONLINE DI LAZADA. *Jurnal Ecodemica Jurnal Ekonomi Manajemen Dan Bisnis*, 4(1), 117–124.
- [12] Sadiq, M., & Adil, M. (2021). The mediating role of customer satisfaction and its effect on service quality-customer loyalty link. *International Journal of Productivity and Quality Management*, 32(4), 520–535.
<https://doi.org/10.1504/IJPQM.2021.114256>
- [13] Sharma, S., & Srivastava, S. (2018). Relationship between Service Quality and Customer Satisfaction in Hotel Industry. In *Tourism Research Journal E* (Vol. 2, Issue 1).
- [14] Tjiptono, F., & Chandra, G. (2016). *Service, quality dan satisfaction*.
<https://opac.perpusnas.go.id/DetailOpac.aspx?id=1161367>