

SERVICE QUALITY INFLUENCE ON REPURCHASE INTENTION, THROUGH CUSTOMER SATISFACTION MEDIATION: INDONESIA MUSIC STUDIO PERSPECTIVE

Henry Susanto Pranoto^{*1}, Venny Soetedja^{*}, Teta Maharani Paramitha^{*}, Analicia Wibowo^{*}

^{*}Program Studi Manajemen, Universitas Ciputra Surabaya
CitraLand CBD Boulevard, Made, Sambikerep, Surabaya City, Jawa Timur 67219, Indonesia

Article history:

Received
3 May 2023

Revised
31 July 2023

Accepted
29 August 2023

Available online
30 September 2023

This is an open access
article under the CC BY
license ([https://
creativecommons.org/
licenses/by/4.0/](https://creativecommons.org/licenses/by/4.0/))



Abstract: The research purpose is to find significant effect of service quality (tangible, reliable, responsiveness, assurance, and empathy) on repurchase intention, through intervening variable of customer satisfaction at Bumi Musik Gemilang (BMG) recording studio, Malang-Indonesia. This quantitative research applies JASP software, an open-source statistics program, to process the questionnaires research data. The research participants consist of 169 respondents who are customers of BMG Music Recording Studio. The results show that the five dimensions of service quality have a significant effect on customer satisfaction. Meanwhile, the dimensions of service quality that have a significant effect on repurchase intention through the mediation of customer satisfaction are reliability and empathy. However, the variable customer satisfaction does not show a mediating effect on the relationship between the dimensions of tangible, responsiveness and assurance on repurchase intention. Customer satisfaction has a significant effect as an intervening variable between service quality and repurchase intention.

Keywords: customer satisfaction, Indonesia, music recording studio, repurchase intention, service quality

Abstrak: Tujuan penelitian ini adalah untuk mengetahui pengaruh signifikan dari kualitas pelayanan (tangible, reliable, responsiveness, assurance, dan empathy) terhadap niat beli ulang, melalui variabel mediasi kepuasan pelanggan di studio rekaman Bumi Musik Gemilang (BMG) Malang-Indonesia. Penelitian kuantitatif ini menggunakan program statistik JASP untuk mengolah data kuesioner dari penelitian. Partisipan penelitian terdiri dari 169 responden yang merupakan pelanggan Studio Rekaman Musik BMG. Hasil penelitian menunjukkan bahwa kelima dimensi kualitas pelayanan berpengaruh signifikan pada kepuasan pelanggan. Sedangkan dimensi kualitas pelayanan yang berpengaruh signifikan terhadap niat beli ulang melalui mediasi kepuasan pelanggan adalah kehandalan (reliable) dan empati. Namun variabel kepuasan pelanggan tidak menunjukkan efek mediasi pada hubungan antara dimensi tangible, responsiveness dan assurance terhadap niat beli ulang. Kepuasan pelanggan berpengaruh signifikan sebagai variabel mediasi terhadap hubungan antara kualitas pelayanan terhadap niat beli ulang.

Kata kunci: Indonesia, kepuasan pelanggan, kualitas layanan, niat beli ulang, studio rekaman musik

¹ Alamat Korespondensi:
Email: henry.pranoto@ciputra.ac.id

INTRODUCTION

The flourishing establishment of music recording studios within the music business creates serious competition for the business, especially within the scope of home music recording industries. As a result of this severe business competition, a lot of music recording studios were unable to compete and eventually collapsed. The other factor of this unbearable failure is that the music business industry requires service quality and special skill to professionally operate the business (Syaikhon, 2013).

According to the pre-test result that the researchers have previously conducted, to some customers of Bumi Musik Gemilang (BMG) music recording studio; the BMG music recording studio was known as a music business within the industry that promotes service quality for their customers. Service quality, according to Pakurár et al. (2019), contains multi-dimensional aspects that include reliability, empathy, responsiveness, assurance, tangibility, financial aspect, access, and employee competences. Simangunsong and Setyorini (2023) add other dimensions to service quality for the exhibition industry, that are cluster effects and other supports including government support. Unfortunately, based on recent customers' satisfaction reports, the service quality of BMG music recording studio is experiencing a serious decline. In order to observe dimensions influencing the service quality, researchers implement the study by Ruswanti (2012), who based her work on Parasuraman theory on service quality in the field of banking, credit card service, stock broker, and household appliance services, in which there were 10 dimensions within the variable of service quality: reliability, sensibility, competitiveness, accessibility, ethics, communication, credibility, security, consumers understanding and commitment, and appearance. Hence, the researchers narrowed it down into 5 dimensions: tangible, reliability, sensibility, assurance, and empathy for this research.

The term tangible is used to give a specific description regarding the physical building facilities, tools, materials, and aspects of employees that are accepted by customers. Those aspects include employee appearance and physical appearance (interior building appearances) that customers have experienced during their visit to the store premise. This physical evidence of business premises is important to show the company's existence to all external parties (Alaan, 2018; Lubis and Andayani, 2017).

Reliability is the ability or capability to perform certain service quality as accurately and as reliably as possible to customers. In addition to this description, reliability is the condition in which the company has given promises to provide certain services, offered prices, and customer problem solving with higher accuracies and without mistake (Alaan, 2018; Lubis and Andayani, 2017; Susanti et al. 2019).

Responsiveness is the capability or ability to deliver quick responses and positive responsive services to help customers. Responsiveness shows how the attitude of the service provider is attentive, fast, and precise in responding to consumer's requests for problems solving and complaints (Alaan, 2018; Lubis and Andayani, 2017; Susanti et al. 2019).

Assurance is the ability of service providers to build confidence in customers, in using the services offered by the company. The aspect of assurance includes communication, credibility, security, competence, knowledge, and the trustworthiness of the company's employees to customers (Alaan, 2018; Jayanti and Purwanti, 2017; Lubis and Andayani, 2017).

Empathy is an effort to give sincere attention to all customers. Empathy also talks about caring, sensitivity, and individual attention from employees to customers, to understand what customers need and want (Alaan, 2018; Lubis and Andayani, 2017; Susanti et al. 2019).

Customer satisfaction as a mediation variabel is a feeling that is received by everyone as consumers, due to comparing performance results with what the customers expect (Kotler and Keller, 2016). The company must consider all aspects that will be presented and offered to the customers. It is because consumer satisfaction is an essential factor in the creation of loyalty (Ridwan et al. 2021).

Repurchase Intention, according to Mothersbaugh and Hawkins (2016), is a previous customers intention to repeat buying on the same brand or product that he has previously bought. In addition, the customer's repeat buying will be influenced by the customer's preference of products and encouraged by good service quality (Yulisetiari et al. 2017). The repurchase intention could be influenced by customer's behavior aspects, such as customer satisfaction. This case is supported by Hellier et al. (2003) who stated that, "overall customer

satisfaction with a service is strongly associated with the behavioral intention to return to the same service provider.”

Based on researchers' observation, the high derivation happening in the BMG has been caused by several factors, such as the discrepancy in employee's job-desk with the given Standard Operating Procedure (SOP) by the company; the lack of employee's understanding toward the customers' need; and the negligence of employees' responsibility of their work. These declining reports also influence the decrease in the number of customers using BMG music recording studio. This significant decreasing number of visiting customers is reported on BMG customer's record order from December 2021 to February 2022.

This situation contradicted with Sutrisno (2019) who stated that quality is the primary requirement of every fulfillment of consumers' needs that must be fulfilled by all providers of goods and service. Thus, the Sutrisno's statement did not consider service quality as the primary requirement of the customers. On the other hand, Wijaya et al. (2017) claims that only a few dimensions of service quality affect customer satisfaction. Through this observation, the researchers, therefore, consider the use of service quality and customer satisfaction within BMG music recording studio as a valuable research topic.

The important aspect of service quality applied in this research was also supported by several research studies that have been conducted in relation to service quality, customer satisfaction, and repurchase intention. A research study that has been conducted by Ali et al. (2021), which aims to explore the effect of service quality on the variable customer satisfaction of hotel guests, shows that all dimensions of service quality have a positive effect on customer satisfaction, except for the reliability factor. Another research study by Alghifari and Fachira (2021), which explores the effect of the service quality variable on the repurchase intention variable at the café, also shows a significant result. The result states that all attributes of service quality dimension gave a positive effect on the customer satisfaction variable, whilst customer satisfaction became a stimulus for repurchase intention.

Two research studies of “the effect of service quality elements on customer satisfaction in pawnshop business” by Bungatang and Reynel (2021) and “impact of service quality on customer satisfaction” by Johnson and Karlay (2018) show that the service quality had a positive and significant effect on the customer satisfaction variable. Furthermore, this specific research study is in coherence with a research study conducted by Pakurár et al. (2019), who explores the effect of service quality dimensions (tangible, reliability, assurance, empathy, and responsiveness) on customer satisfaction in the banking industry. Thus, the purpose of this research is to find problems related to service quality within BMG music recording studio, and to investigate whether those findings will significantly influence customer satisfaction as an intervening aspect toward repurchase intention of the BMG's customer.

METHODS

The research methodology of this study applies a quantitative approach to describe a research study using numbers as a tool to draw a conclusion (Suryani, 2015). The population of this study consists of all customers of BMG Music Recording Studio. The sampling of this research applies to all customers who visited the BMG store in May 1-31, 2022. The researchers handled questionnaires that had been distributed and collected from all participants who had visited BMG Recording Studio, in Malang City, Indonesia, in May 2022. The total participants were 169 respondents.

The research used quantitative data from primary data sources. This study used a Likert interval scale to measure the participants' respondents. The Likert scale consists of strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1). This study used an analytical method by applying Structural Equation Modelling (SEM) through JASP software.

The benchmark used in calculating reliability tests is conducted by observing the measurement values that appear on the composite reliability. If the tested value that appears exceeds 0.6, then the construct meets the requirements and is reliable. The results of the tests on all variables show a value above 0.6, thus, it is considered feasible to use. Meanwhile, R Square is used to determine the effect of the independent variables (exogenous) on the dependent variable (endogenous).

To understand the connection within this research project, we need to examine the relationship between variables and hypotheses that are applied in this project from several previous research studies that support this project. The research of Bungatang and Reynel (2021) which examined the effect of the service quality variable on the customer satisfaction variable in the pawnshop (PT. Pegadaian Watansoppeng branch), stated that tangible variable has a positive effect on customer satisfaction. To understand the significancy relationship of reliability aspect toward customer satisfaction, researchers use the research study of Rao and Sahu (2013) conducted on service quality in the hospitality sector. The study stated that the reliability variable has a very high influence on customer satisfaction. Furthermore, a research study that has been carried out by Pakurár et al. (2019) to determine the effect of the responsiveness variable on customer satisfaction in the banking industry, shows that there is a positive influence of the responsiveness variable on customer satisfaction.

Meanwhile, Yulianto's research study (2021) that observes the assurance variable from the port, states that the assurance variable has a positive influence on customer satisfaction. A statement of Yulianto's research study that observes the empathy variable from the port, states that the empathy variable has a positive influence on customer satisfaction. In addition, a research study conducted by Saragih et al. (2020) on the effect of customer satisfaction on repurchase

intention in Music Studio and Recording businesses concludes that the customer satisfaction variable had a positive (and significant) effect on repurchase intention. In correlation to the mediation effect within this study, researchers applied the research study conducted by Ara and Zargar (2018), investigating the effect of the service quality variable on the repurchase intention variable, with the customer satisfaction variable as a mediation. The research shows that the service quality as independent variable and the customer satisfaction as a mediator have some significant degrees toward the customer's repurchase intention. Thus, based on the literature review and the observations of the study, researchers decided to form seven hypotheses as shown in Figure 1.

- H₁: Tangible has a significant effect on Customer Satisfaction
- H₂: Reliability has a significant effect on Customer Satisfaction
- H₃: Responsiveness has a significant effect on Customer Satisfaction
- H₄: Assurance has a significant effect on Customer Satisfaction
- H₅: Empathy has a significant effect on Customer Satisfaction
- H₆: Customer Satisfaction has a significant effect on Repurchase Intention
- H₇: Customer Satisfaction has a mediation effect on the relation between Service Quality towards Repurchase Intention

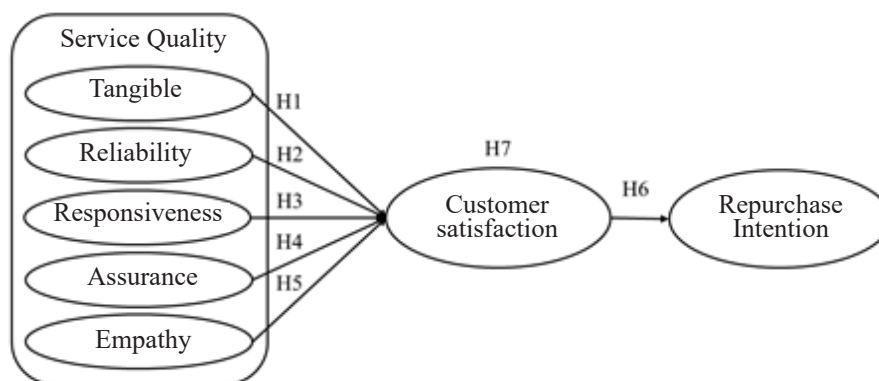


Figure 1. Conceptual model for the study

RESULTS

The analysis result of this research project shows that the service quality factors of tangible, reliable, responsiveness, assurance, and empathy, simultaneously influence and give a significant effect on customer satisfaction. The R Square of all independent variables within the service quality, shows on Table 1, indicates simultaneous result of 0.786 or 78.6%. It means that about 78.6% of customer satisfaction variables are influenced by independent variables on this project, whilst the remaining 21.4% is influenced by other factors outside of this model. Meanwhile, the customer satisfaction variable has an effect of 0.714 or 71.4% on the repurchase intention variable. The remaining 28.6% possible value is influenced by other factors outside of this research. Both test results of R Square, which are higher than 0.67, show strong effect of the observed variables.

The result means that service quality has a strong effect on customer satisfaction, this finding is coherence with the study of Saragih et al. (2020) that concluded customer satisfaction influences repurchase intention in music studio and recording businesses. Customer satisfaction has a slightly strong effect on repurchase intention as well.

Based on the detailed analysis indicated on Table 2, the result shows that the Cronbach's α from dimension variables of tangible (0.671), reliable (0.936), responsiveness (0.969), assurance (0.872), empathy (0.886), service quality (0.921), customer satisfaction (0.905), and repurchase intention (0.71). Because of the Cronbach's α results are higher than 0.6, as the reliability measurement, thus, the reliability indicators and all variables (dependent and independent) used in the research, are considered reliable. Furthermore, the detail indicators from each dimension variable, based on the item-rest correlation test result, which is higher than 0.3 standard measurement of reliability and validity, are also considered reliable and valid. Thus, considering all result test on Table 2, researchers conclude that all indicators used in this research are reliable and would help show credible results for the project.

Based on the Table 3, the result of this study regarding the hypothesis (through one sample t-test) shows that all five dimensions of service quality, mentioned

as tangible, reliable, responsiveness, assurance, and empathy have significant relationships towards customer satisfaction. The data shows that the t-test results are higher than the t table (1.96). Meanwhile, the result of p-values is lower than 0.001 (< 0.05). It indicates that hypothesis 1, hypothesis 2, hypothesis 3, hypothesis 4, hypothesis 5, are accepted.

Table 1. Coefficient determination

	R ²
Repurchase Intention	0.714
Customer Satisfaction	0.786

Table 2. Item Reliability and Validity Statistic Results

Item	Cronbach's α	Item-rest Correlation
Tangible	0.671	
TG1		0.537
TG2		0.620
TG3		0.375
Reliable	0.936	
RL1		0.818
RL2		0.803
Responsiveness	0.969	
RS1		0.901
RS2		0.905
Assurance	0.872	
AS1		0.759
AS2		0.767
AS3		0.766
Empathy	0.886	
EM1		0.776
EM2		0.807
EM3		0.752
Service Quality	0.921	
SQ1		0.806
SQ2		0.800
SQ3		0.807
SQ4		0.757
SQ5		0.833
Customer Satisfaction	0.905	
CS1		0.853
CS2		0.841
CS3		0.745
Repurchase Intention	0.71	
RI1		0.631
RI2		0.609
RI3		0.433

The t-test result regarding the customer satisfaction towards repurchase intention is higher than the t table (1.96) and the p-value is lower than 0.001 (<0.05), it exhibits that hypothesis 6 is accepted.

The result of the study shows that all dimensions of service quality have a positive effect on customer satisfaction. Pakurár's study (2019) and this research study share a strong relationship regarding the effect of the service quality variable on the customer satisfaction variable. It is also supported by research study of Saragih et al. (2016) in which the study shows two out of five service quality factors, tangibles and reliability, have positive and significant effect on customers' satisfaction.

By analysing the data result of Table 3, it is found that the direct effect of service quality, including each independent dimension variable (tangible, reliable, responsiveness, assurance, and empathy), has a significant effect on customer satisfaction. In addition, the variable mediation of customer satisfaction also has a significant effect on repurchase intention. This consideration is based on the t-test result that shows the t-test results are higher than the t table (>1.96) and the p-value <0.05 Thus, it shows the significant direct effect of all elements. Based on the calculation results

on Table 3, F-calculated of service quality (339.817) is higher than all F-estimated, with a significant level <.001 which is smaller than the level of 5%. Those results show that tangible, reliable, responsiveness, assurance, and empathy, simultaneously have a significant impact, supported by t-statistic results, on the customer satisfaction at BMG music studio.

The mediation effect test (through z-values) was used to find the measurement effect between variables by observing the results values of the Z-value measurement, as shown in Table 4. The customer satisfaction variable, as a mediator, has a Z-value greater than 1.96, indicating that it has a significant effect on the relationship of service quality to the repurchase intention. With the Z-value: 3.031, it means that hypothesis 7, within the mediation correlation, is accepted.

In addition to the meditation correlation within hypothesis 7, the other meditation effect may be observed through the partial variable of reliability and empathy. The variables of reliability (Z-value: 2.596) and empathy (Z-value: 2.816) have a significant influence on the dependent variable repurchase intention through customer satisfaction as mediator. It is because the Z-Values show a number above 1.96.

Table 3. F-test, t-test, and p-value for direct effect data results

				F	t	p
H1	Tangible	→	Customer Satisfaction	182.152	13.496	< .001
H2	Reliable	→	Customer Satisfaction	238.875	15.456	< .001
H3	Responsiveness	→	Customer Satisfaction	177.135	13.309	< .001
H4	Assurance	→	Customer Satisfaction	177.175	13.311	< .001
H5	Empathy	→	Customer Satisfaction	276.141	16.617	< .001
H6	Customer Satisfaction	→	Repurchase Intention	299.266	17.299	< .001
H7	Service Quality	→	Customer Satisfaction	339.817	18.434	< .001

Table 4. Estimated mediation results

Variable	Estimate	Std. Error	Z-value	p	95% Confidence Interval	
					Lower	Upper
Tangible → Cs S → Rp I	0.0003981	0.018	0.022	0.983	-0.065	0.045
Reliable → Cs S → Rp I	0.066	0.025	2.596	0.009	0.006	0.17
Responsiveness → Cs S → Rp I	0.02	0.019	1.008	0.313	-0.022	0.083
Assurance → Cs S → Rp I	-0.001	0.019	-0.059	0.953	-0.063	0.07
Empathy → Cs S → Rp I	0.093	0.033	2.816	0.005	0.016	0.217
Service Quality → Cs S → Rp I	0.116	0.038	3.031	0.002	0.036	0.251

Note: Cs S = Customer Satisfaction; Rp I = Repurchase Intention

The results of the data processing show that the Z-values table of tangible variables, responsiveness, and assurance, do not have a significant effect on the dependent variable repurchase intention through customer satisfaction as mediator. It is because the Z-Values show a number below 1.96. This result is contradicted by a research study, regarding the intervening process, by Ara and Zargar (2018), who investigates the effect of the service quality variable on the repurchase intention variable, with the customer satisfaction variable as a mediation. Zargar's test result has shown that the tangible dimension has more effect on the repurchase intention variable, followed by responsiveness and empathy. Both studies indicate that the empathy variable of service quality has an important effect on customer satisfaction toward conducting repurchase intention.

The research output shows that service quality that includes variable tangible, reliable, responsiveness, assurance, and empathy, give significant effect on customer satisfaction. It means that BMG studio has provided the right and satisfactory service to the customers. The service quality that was offered by BMG studios gives satisfactory experience to the customer who would most likely also encourage repurchase intention of customer in the near future.

Although all dimensions of service quality influence customer satisfaction, there are several things that should be considered regarding service quality at BMG studios. In terms of tangible, since the size of BMG Music Recording Studio is considered small, it might not influence the customer's review. The finding regarding the studio's employees do not wear any daily uniforms as regular attire is supported by the research of Karl et al. (2013) that found the uniforms had a positive impact on customer perceptions of overall service quality.

As for the responsiveness aspect, the BMG studio is considered to lack service speed, especially when the studio is busy and crowded with customers. The employees and the BMG studio need to promote assurance to their customers to have a better understanding of the customers' needs and customers' trust. On the other hand, those satisfactory services that have been given by the employees are accomplished through empathy toward the customers' needs.

Customer satisfaction shows significant effect toward repurchase intention. This correlation shows that the customer satisfaction would still have a significant effect on the repurchase intention of the customers of the BMG music recording studio. This shows that if the customers are satisfied, then they will do a re-purchase at BMG Studio Music and Recording.

The path plot on Figure 2 shows all possible connections (causal relation, cause to effect, correlation, and even assumed connection) between all variables applied in this project. It will also include the path values and error values that may occur in this research project. The error value that occurs toward the mediation research model on repurchase intention is 0.07.

Table 5 shows the results of each hypothesis and mediation effect of the project. The results show that all Hypothesis (H1-H6) is accepted. It means that all aspects of service quality have direct significant effect on customer satisfaction. In relation to the mediation effect, there are only two-dimensional variables of service quality (aspect reliable and empathy) that give partial mediation effect toward repurchase intention. Meanwhile, this research concludes that customer satisfaction has a mediation effect on the relation between overall aspect of service quality, towards repurchase intention (H7).

Managerial Implication

The results of this study give implications to BMG music recording studio and similar industries to improve service quality in serving their consumers, which leads to consumer satisfaction and ultimately aims to make consumers interested in using recording studio services again. Consistency in service quality and continuous improvement will have a positive impact on consumers' intention to use the BMG music recording studio again and make it the first choice of the customers.

Service quality in BMG music recording studio plays a big role in influencing consumer satisfaction, even only two of the five dimensions of service quality show partial mediation that may affect consumer interest in repurchasing to use BMG music recording studio. Nevertheless, the mediating effect of consumer satisfaction may encourage the function of service quality to increase repurchase intention of the customers.

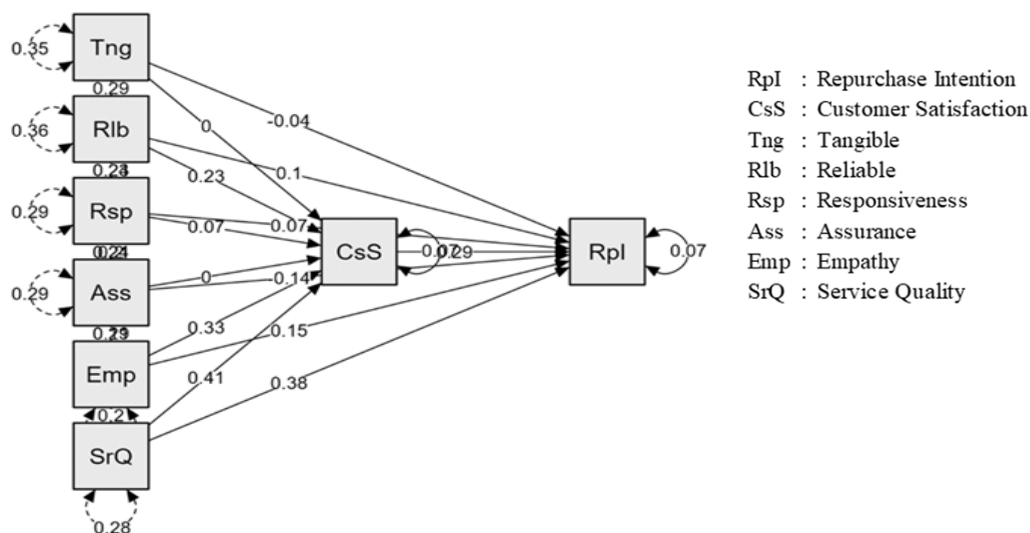


Figure 2. Path plot mediation format

Table 5. Hypothesis and mediation correlation results

Variable		Hypothesis Result	Mediation Effect
Tangible	→ Customer Satisfaction	H1 accepted	
Tangible	→ Customer Satisfaction → Repurchase Intention		No mediation effect
Reliable	→ Customer Satisfaction	H2 accepted	
Reliable	→ Customer Satisfaction → Repurchase Intention		Partial mediation
Responsiveness	→ Customer Satisfaction	H3 accepted	
Responsiveness	→ Customer Satisfaction → Repurchase Intention		No mediation effect
Assurance	→ Customer Satisfaction	H4 accepted	
Assurance	→ Customer Satisfaction → Repurchase Intention		No mediation effect
Empathy	→ Customer Satisfaction	H5 accepted	
Empathy	→ Customer Satisfaction → Repurchase Intention		Partial mediation
Customer Satisfaction	→ Repurchase Intention	H6 accepted	
Service Quality	→ Customer Satisfaction → Repurchase Intention	H7 accepted	

Tangible, matters relating to physical building facilities, tools, materials, and aspects of employees BMG music recording studio have been accepted by the customers. This situation needs to be maintained and improved, so that it can be an advantage for the company to retain consumers and encourage customers' interest in using the services.

Responsiveness, capability or ability to deliver quick response and positive responsive services BMG music recording studio has been able to help customers as they expected. The company needs to maintain attentive and fast service, as well as accurate respond to consumer requests and complaints, so they may help solve customers' problems.

Assurance is the ability of BMG music recording studio as service providers, to build customers' confidence in utilizing the services offered by the company. All aspects of assurance include communication, credibility, security, competence, knowledge, and the trustworthiness of the company's employees, are seen as capable by customers to lead their intention to use the services of BMG music recording studio again.

Meanwhile, the reliable and empathy dimensions of service quality, as the two strong elements considered by customers at BMG music recording studio, may influence customer satisfaction, lead consumers to be more interested in using the services, and ultimately repurchase at BMG music recording studio.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the result of this research study, all the dimensions of service quality: tangible, reliability, responsiveness, assurance, and empathy, have significant effects on customer satisfaction. Likewise, customer satisfaction also has a significant effect on repurchase intention. Therefore, customer satisfaction significantly plays the role of a mediating effect on the relationship between service quality and repurchase intention at BMG Music Studio.

Recommendations

Even though the BMG company is still able to maintain the customers and stays operating on an ongoing basis by providing great service to customers, the company ought to consider improving the aspect of tangible, responsiveness, and assurance to increase customers' satisfaction toward repurchase intention in creating a sustainable business. Improvements may include aspects of physical form, responsiveness, and assuring customers' needs, all of which are required to increase and provide customer satisfaction and trust in the company, whilst still considering the aspects of reliability and empathy variables to maintain and even increase customers' satisfaction and increase the repurchase intention of the BMG's customers. For further study, future researchers may include other variables than what have been examined in this project, such as subject norms, networking factors, trust, perceived usefulness, and perceived value.

REFERENCES

- Alaan Y. 2018. Pengaruh service quality (tangible, empathy, reliability, responsiveness dan assurance) pada customer satisfaction: Penelitian pada hotel Serela Bandung. *Jurnal Manajemen* 15(2):255–70.
- Al-ghifari AM, Fachira I. 2021. The influence of servicescape and service quality on customer satisfaction and repurchase intention at one eighty café in Bandung. *Jurnal Ilmu Sosial Politik dan Humaniora* 4(1):19–27. <https://doi.org/10.36624/jisora.v4i1.51>
- Ali BJ, Saleh PF, Akoi S, Abdulrahman AA, Muhamed AS, Noori HN, Anwar G. 2021. Impact of service quality on the customer satisfaction: Case study at online meeting platforms. *International Journal of Engineering, Business, and Management* 5(2):65-77. <https://doi.org/10.22161/ijebm.5.2.6>
- Ara A, Zargar AS. 2018. An empirical study of the impact of service quality on customer satisfaction and repurchase intentions in hotels of northern India. *International Journal of Trend in Scientific Research and Development*, April 2018, South Asia Management Association. <https://doi.org/10.31142/ijtsrd12805>
- Bungatang B, Reynel R. 2021. The effect of service quality elements on customer satisfaction. *Golden Ratio of Marketing and Applied Psychology of Business* 1(2):107-18. <https://doi.org/10.52970/grmapb.v1i2.102>
- Hellier PK, Geursen GM, Carr RA, Rickard JA. 2003. Customer repurchase intention: A general structural equation model. *European Journal of Marketing* 37(11):1762-1800. <https://doi.org/10.1108/03090560310495456>
- Jayanti ND, Purwanti S. 2017. Kualitas pelayanan (reliability, responsiveness, assurance, empathy, tangibles) di Legend Premium Coffee Yogyakarta. *Journal of Culinary Education and Technology* 6(1).
- Johnson EC, Karlay JS. 2018. Impact of service quality on customer satisfaction [thesis]. Gävle: Business Administration, University of Gävle.
- Karl KA, Hall LM, Peluchette JV. 2013. City employee perceptions of the impact of dress and appearance: You are what you wear. *Public Personnel Management* 42(3):452-470. <https://doi.org/10.1177/0091026013495772>
- Kotler P, Keller KL. 2016. *Marketing Management (15th Global Edition)*. UK: Person Education limited.
- Lubis AS, Andayani NR. 2017. Pengaruh kualitas pelayanan (service quality) pada kepuasan pelanggan PT. Sucofindo Batam. *Journal of Applied Business Administration* 1(2):232–43. <https://doi.org/10.30871/jaba.v1i2.619>
- Mothersbaugh DL, Hawkins D. 2016. *Consumer behavior: Building marketing strategy, thirteenth edition*. New York: McGraw-Hill Education.
- Pakurár M, Haddad H, Nagy, J, Popp J, Oláh J. 2019. The service quality dimensions that affect customer satisfaction in the Jordanian banking sector. *Sustainability (Switzerland)* 11(4):1–24. <https://doi.org/10.3390/su11041113>
- Rao PS, Sahu PC. 2013. Impact of service quality on

- customer satisfaction in hotel industry. *IOSR Journal of Humanities and Social Science* 18(5):39–44. <https://doi.org/10.9790/0837-1853944>
- Ridwan R, Nur Y, Mariah M. 2021. The influence of customer relationship management on customer satisfaction. *Journal Economic Resources* 4(1):90-100. <https://doi.org/10.57178/jer.v4i1.367>
- Ruswanti E. 2012. Pengaruh service quality dan customer satisfaction terhadap customer loyalty. *Journal of Economic of Universitas Indonusa Esa Unggul* 29(318):49-54.
- Saragih HS, Hariandja ES, Ardiansyah M. 2016. Analysis of service quality to customer satisfaction in music recording studio. *Proceedings of the 2016 Global Conference on Business, Management and Entrepreneurship: Advances in Economics, Business and Management Research, Indonesia* 15:498-505. <https://doi.org/10.2991/gcbme-16.2016.91>
- Simangunsong E, Setyorini MA. 2023. Analysis of exhibition service quality dimensions: A case in Indonesia. *Jurnal Aplikasi Bisnis dan Manajemen (JABM)* 9(1): 70–80. <https://doi.org/10.17358/jabm.9.1.70>
- Suryani H. 2015. *Metode riset kuantitatif: Teori dan aplikasi pada penelitian bidang manajemen dan ekonomi Islam*. Jakarta: Prenadamedia Group.
- Susanti R, Uda T, Alexandro R. 2019. Kualitas pelayanan jasa pada usaha laundry ririn di jalan G. Obos XII Kota Palangka Raya. *Journal Pendidikan Ilmu Pengetahuan Sosial* 11(2):244-251. <https://doi.org/10.37304/jp-ips.v11i02.508>
- Sutrisno TFCW. 2019. Relationship between total quality management element, operational performance, and organizational performance in food production SMEs. *Jurnal Aplikasi Manajemen* 17(2):285–94. <https://doi.org/10.21776/ub.jam.2019.017.02.11>
- Syaikhon A. 2013, January 5. Sengitnya persaingan studio musik dan recording kiloan. *Harian Ekonomi Neraca E-paper*. <https://www.neraca.co.id/article/23472/sengitnya-persaingan-laundry-kiloan> [July 28, 2022].
- Wijaya H, Beik IS, Sartono B. 2017. Pengaruh kualitas layanan perbankan terhadap kepuasan dan loyalitas nasabah bank syariah xyz di Jakarta. *Jurnal Aplikasi Bisnis dan Manajemen (JABM)* 3(3):417-417. <https://doi.org/10.17358/jabm.3.3.417>
- Yulianto RT. 2021. Analysis of the influence of service quality on customer satisfaction. *E-Jurnal Manajemen Universitas Udayana* 10(1):62-81. <https://doi.org/10.24843/EJMUNUD.2021.v10.i01.p04>
- Yulisetiarini D, Subagio A, Paramu H, Irawan B. 2017. Customer repurchase intention and satisfaction in online shopping. *Jurnal International Business Management* 11(1):215-21.