

# THE RELATIONSHIP OF SERVICE QUALITY WITH VISITOR SATISFACTIONS AT THE PERMANENT EXHIBITION OF THE INDONESIAN NATIONAL GALLERY COLLECTION

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**Abstract:** this study discusses service quality in terms of the five dimensions of service quality tangible, reliability, responsiveness, assurance, and empathy at the permanent exhibition of the Indonesian National Gallery collection with visitor satisfaction during the Covid-19 pandemic. The method used in this study is a quantitative method with descriptive statistical analysis and correlation analysis. This study aims to determine the relationship between service quality in terms of tangibles, reliability, responsiveness, assurance and empathy with visitor satisfaction at the National Gallery of Indonesia. Respondents in this study amounted to 98 people with data collection techniques that is accidental sampling conducted at the National Gallery of Indonesia. The results of this study indicate that there is a significant relationship between service quality in terms of tangibles, reliability, responsiveness, assurance, and empathy with visitor satisfaction at the National Gallery of Indonesia. The results of this study indicate that there is a relationship between service quality in terms of tangible dimensions. Reliability, responsiveness and empathy with visitor satisfaction during the covid-18 pandemic. The tangible, assurance, and empathy relationships have a moderate and significant relationship with visitor satisfaction during the COVID-19 pandemic, while the reliability and responsiveness dimensions have a low but definite relationship with visitor satisfaction during the pandemic.

**Keywords:** service quality, visitor satisfaction, Galeri Nasional Indonesia



## PRELIMINARY

The gallery as a place that presents cultural diversity has a function as a place of preservation<sup>1</sup> and a place to introduce works of art, culture and there is information contained in the works exhibited in the gallery. In addition, galleries have a main function, namely the development, utilization and protection of artistic assets as educational and cultural facilities. Galleries can provide information about aspects of life in the past that have historical and cultural values and can be preserved as cultural heritage through works of art such as paintings and sculptures. In general, a gallery is defined as a building or space for art exhibitions. Although galleries are generally more focused on the presentation of works of art, galleries are often used as a venue for performing arts activities. Art galleries are often referred to as *art museums* or art museums.<sup>2</sup>

The gallery as well as a place for providing information and entertainment must have services that can support the needs of visitors when visiting the gallery. Optimal service can be indicated by the availability of good facilities and infrastructure according to the needs of its users. Galleries as information providers are required to provide quality services for visitors. The gallery in its scope of work will serve visitors who come in *concern* with knowledge of information about works of art as well as various categories of collections displayed. In carrying out its activities, the gallery prioritizes the appearance of the collections displayed and services in providing information on the collections in the Gallery itself. These collections are the main thing in distinguishing one gallery from another. Apart from the appearance of the collection, the quality of the gallery can also be determined from the information services provided by the officer or manager of the gallery.<sup>3</sup>

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<sup>1</sup> <http://galeri-nasional.or.id>: <http://galeri-nasional.or.id/> dikutip pada Rabu, 10 Agustus 2022

<sup>2</sup> Dokhi, M., Siagian, T. H., Sukim, Wulansari, I. Y., Hadi, D. W., & Sambodo, N. *Analisis Kearifan Lokal Ditinjau Dari Keragaman Budaya*. (Jakarta: PDSPK Kemdikbud RI, 2016).

<sup>3</sup> Haryanto, Edy. (2013). "Kualitas Layanan, Fasilitas Dan Harga Pengaruhnya Terhadap Kepuasan Pengguna Jasa Layanan Pada Kantor Samsat Manado". *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, Vol. 1, No. 3 DOI: <https://doi.org/10.35794/emba.1.3.2013.2212>. p. 750-760.



In DKI Jakarta, there is a gallery that collects and exhibits works of art in the form of graphics, sketches, paintings, sculptures, photography, ceramics, craft art and installation art. The gallery is called the National Gallery of Indonesia or commonly known as Galnas (GNI). The National Gallery of Indonesia is a place that provides a collection of works of art ranging from classical realist to *modern*. Galnas presents a 1785 collection of works of art by well-known national artists, ranging from the works of the maestros Raden Saleh and Basuki Abdullah, to international artists such as Wassily Kandinsky, Hans Hartung and others. Not only as a place for art exhibitions and performances, but the National Gallery of Indonesia also carries out preservation, conservation and restoration activities of works of art. The National Gallery also offers collection research research services and scouting for students, university students and the general public in conducting research research or just visiting.<sup>4</sup>

During the current Covid-19 pandemic, Indonesia is ranked 27th with active Covid-19 cases 620 cases in October 2021 based on *worldometers*<sup>5</sup>. This shows that the number of cases of COVID-19 in Indonesia has decreased day by day. With the decline in the number of COVID-19 cases, many public places have started operating again but their activities are still limited.<sup>6</sup>

Information service activities in the permanent exhibition of the National Gallery collection at the time after and before the Covid-19 pandemic certainly have differences in terms of the services they provide. The existence of the covid pandemic has resulted in changes in the quality of service received by visitors. The changes due to the impact of the COVID-19 outbreak resulted in changes in services in terms of the information received by visitors and also the visitor's perception of the services they received. Therefore, the researcher wants to explore whether there is a significant relationship between service quality in terms of five

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<sup>4</sup> Galeri Nasional Indonesia. (2022, Agustus 10). Retrieved from <http://galeri-nasional.or.id>: <http://galeri-nasional.or.id/>

<sup>5</sup> <https://www.worldometers.info/coronavirus/> dikutip pada Rabu, 10 Agustus 2022

<sup>6</sup> Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. (2020). "Service quality and customer satisfaction: The moderating effects of hotel star rating." *International Journal of Hospitality Management* Volume 91. Article Number 102404 <https://doi.org/10.1016/j.ijhm.2019.102414>



dimensions of physical evidence (*tangibles*), *reliability*, responsiveness, assurance, and *empathy*.<sup>7</sup>

## THEORETICAL BASIS

### a. Service Quality

The concept of service quality proposed by Wyckof in Tjiptono<sup>8</sup>, is defined as the level of excellence that is expected and controls the level of excellence to meet customer/user expectations<sup>9</sup>. The quality of the service in question is not seen from the point of view of the service provider or service provider, but based on the perception of the people who receive the service or service<sup>10</sup>. Bitner<sup>11</sup> states that service quality is consumers' general impression of inferior/superior arguments and services provided.

In research conducted by Zeithaml, Bitner & Gramler<sup>12</sup> stated that service quality is the customer's perception of the service component of a product, it is also an important determinant of customer satisfaction, this means that service quality is the consumer's perception of a set of services for a product, and is also an important determinant of customer satisfaction. important determinant in obtaining customer satisfaction. This study describes five main dimensions related to service quality, namely:

- (1) Evidence *Tangible*, including facilities, equipment, personnel and means of communication.
- (2) Reliability (*Reliability*); namely the ability, namely the ability to provide the promised service immediately, accurately and satisfactorily
- (3) Responsiveness; namely the willingness of staff to help customers and provide responsive service.
- (4) Guarantee (*Assurance*); namely the desire of the officers in helping visitors and providing prompt service.

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<sup>7</sup> Eva Karla, 2015. "Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Kosumen Pada Matahari Departement Store Kramat Jati" UG Jurnal Vol. 9 No. 09, p.1-3

<sup>8</sup> Fandy Tjiptono, *Manajemen Jasa*, (Yogyakarta, Penerbit Andi, 1996), p. 59

<sup>9</sup> Fandy Tjiptono, *Service Management Mewujudkan Layanan Prima*, (Yogyakarta: Penerbit Andi, 2008), p. 79

<sup>10</sup> Rowley, J. & Dawes, J. "Disloyalty: a closer look at non-loyals". *Journal of Consumer Marketing*, Vol. 17, No. 6, Year 2000, pp. 538-549

<sup>11</sup> Zeithaml, Valarie A, dan Bitner. *Service Marketing 2nd edition : Integrating Cstomer Focus*, (New York : Mc Graw Hill Inc. 2000)

<sup>12</sup> Parasuraman, A., Zeithaml, V. A. and Berry, L.L, "SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality", *Journal of Retailing*, Vol.64, No. 1 Year 1988, p. 12-40



- (5) Empathy (*Empathy*); namely ease in carrying out relationships, good communication, personal attention and being able to understand the needs of visitors.<sup>13</sup>

#### **b. Indicators of the Concept of Customer Satisfaction**

The word satisfaction comes from the Latin “satis” which means good enough, adequate and “facio” which means doing or making. Basically, satisfaction has a very simple definition but becomes complex when it is associated with the attitude or behavior of the customer.

Many experts from various fields have put forward the definition of satisfaction, as well as the definition of satisfaction according to Day (1984) in Tjiptono<sup>14</sup> namely: "Satisfaction is a customer or user response to the evaluation of the perceived discrepancy between previous expectations and the actual performance of the product. what the user feels."

The relationship between customer satisfaction and service quality is important for companies or service providers because service providers need to know whether their goal should be to have customers who are satisfied with the service provider's performance or provide the perceived service quality at the maximum level. <sup>15</sup>When providing services to internal and external customers, service providers must strive towards the main goal of service, namely customer satisfaction. The service party will not know if the customers we serve are satisfied because the only person who can feel satisfaction from a service is the customer himself.

In measuring the level of customer satisfaction, there are important interrelated aspects. Among the various ways to measure customer satisfaction, there are indicators of customer satisfaction popularized by Hawkins and Lonney<sup>16</sup> namely as follows:

##### **1) Conformity of expectations**

In this case the level of expectation is defined as the level of conformity between product performance expected by customers and what perceived by the customer. This includes:

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<sup>13</sup> Yunus Alaan, "Pengaruh Service Quality (Tangible, Empathy, Reliability, Responsiveness dan Assurance) terhadap Customer Satisfaction: Penelitian pada Hotel Serela Bandung". *Jurnal Manajemen* Vol. 15 No. 2, Mei 2016, p. 255-270, DOI: <https://doi.org/10.28932/jmm.v15i2.18>

<sup>14</sup> Fandy Tjiptono, *Service Management Mewujudkan Layanan Prima*, Edisi 2 (Yogyakarta: Penerbit Andi, 2011), p. 295

<sup>15</sup> Zeithaml, V. a.. *Services Marketing: Integrating Customer Focus Accross the Firm*. 3ed. (Boston: McGraw-Hil, 2009), p.278

<sup>16</sup> Hawkins, Del. I dan Lonney Coney, *Consumer Behaviour: Building Marketing Strategy*. (New York: McGraw-Hill. 1997), p. 101



- (a) Products obtained are in accordance with or exceeds expectations,
  - (b) Services by employees obtained are in accordance with or exceeding what is expected,
  - (c) Supporting facilities obtained are in accordance with or exceeding what is expected.
- 2) Interest in Visiting Again
- It is the customer's willingness to visit again or make repeat purchases of related products, including:
- (a) Interested in visiting again because the services provided by employees are satisfactory.
  - (b) Interested in visiting again because of the value and benefits obtained after consuming the product.
  - (c) Interested in visiting again because the supporting facilities provided are adequate.
- 3) Availability of recommending
- In this case the customer is willing to recommend a product or service that he has felt to friends or family. This includes:
- a. Advise friends or relatives to buy the products offered because of the satisfactory service.
  - b. Advise friends or relatives to buy the products offered because the supporting facilities provided are adequate.
  - c. Advise friends or relatives to buy the products offered because of the value or benefits obtained after consuming a product or service.

## RESEARCH METHODS

This study uses a descriptive statistical approach and correlational test to describe and analyze a research result and determine whether or not there is a relationship between two variables. The purpose of this study is to objectively describe "Does the quality of information services in terms of the five dimensions of *tangible, reliability, responsiveness, assurance, and empathy* have a significant relationship with the level of visitor satisfaction at the National Gallery of Indonesia during the pandemic. This study uses a population of all visitors to the National Gallery of Indonesia in October-February 2022, which amounted to 5,164 people. Then the samples in this study were 98 people using Slovin sampling with simple random sampling technique. To obtain data and information related to the problem to be studied, this research was conducted at the National Gallery of Indonesia which is located at Jl. Free Field Team. No.14, Gambir, Central Jakarta. This research was conducted





by distributing questionnaires directly to visitors to the National Gallery of Indonesia.

## RESULTS AND DISCUSSION

### A. The relationship between service quality at the GNI Permanent Exhibition *Tangible* (X1) with Visitor Satisfaction in the Covid-19 Pandemic Period (Y)

To find out the relationship between service quality in terms of dimensions *tangible* and visitor satisfaction, researchers used data analysis with correlation coefficients *pearson* (r). The calculation results can be seen in the table below:

Hypothesis:

$H_0: p = 0$  {Service quality in terms of *tangible* is not significantly related to visitor satisfaction at the National Gallery of Indonesia}

$H_1: p \neq 0$  { Service quality in terms of *tangible* is significantly related with visitor satisfaction at the National Gallery of Indonesia}.

Table 1.1

| Variable  | R     | T count | T table | Decisions                      |
|---|-------|---------|---------|--------------------------------|
| Service Quality <i>Tangible</i> (X1) with Visitor Satisfaction during the Covid-19 Pandemic (Y) | 0.447 | 4,896   | 1,985   | $H_1$ accepted, $H_0$ rejected |

In the table above it can be seen the coefficient correlation *Pearson* (r) is 0.447. The results of the significant test obtained that the t-count value is 4.896 and the t-table value with  $\alpha = 5\%$  and dk (degrees of freedom)  $= n - 2 = 98 - 2 = 96$  is 1.985, so it can be seen that t count (4,896) > t table (1.985) so that  $H_0$  is rejected and  $H_1$  accepted. Thus, between the variables of the service quality of the National Gallery of Indonesia in terms of *tangible* with visitor satisfaction during the covid-19 pandemic, it has a coefficient value of 0.447 which is included in the level of having a moderate and significant relationship. it can be concluded that the service quality of the Indonesian National Gallery in terms of *tangible* has a significant relationship with visitor satisfaction during the covid-19 pandemic but the level of the relationship is moderate (strong enough).



**B. The relationship between service quality at the GNI Permanent Exhibition in *reliability* (X2) With Visitor Satisfaction in the Covid-19 Pandemic Period (Y)**

To find out the relationship between service quality in terms of dimensions *reliability* and visitor satisfaction, used data analysis with correlation coefficient *Pearson* ( $r$ ). The calculation results can be seen in the table below:

Hypothesis:

$H_0: p = 0$  {Service quality in terms of *reliability* is not significantly related to visitor satisfaction at the National Gallery of Indonesia}

$H_1: p \neq 0$  {Service quality in terms of *reliability* is significantly related with visitor satisfaction at the National Gallery of Indonesia}.

**Table 1.2**

| Variable  | R     | T count | T table | Decisions                      |
|---|-------|---------|---------|--------------------------------|
| Service Quality <i>Reliability</i> (X2) with Visitor Satisfaction in the Covid-19 Pandemic Period (Y) | 2.573 | 1.985   | 0.304   | $H_1$ accepted, $H_0$ rejected |

Correlation coefficient *Pearson* ( $r$ ) is 0.304. The results of the significant test obtained that the t-count value is equal to and the t-table value with  $\alpha = 5\%$  and dk (degrees of freedom  $= n - 2 = 98 - 2 = 96$ ) is 1.985, it can be seen that t count (2.573)  $>$  t table (0.197) so that  $H_0$  is rejected and  $H_1$  taken is accepted. Thus, the service quality of the Indonesian National Gallery in terms of reliability and visitor satisfaction during the covid-19 pandemic has a coefficient value of 0.304 which is included in the level of having a low but definite relationship. So it can be the decision that the quality of service at the National Gallery of Indonesia in terms of reliability has a significant relationship with visitor satisfaction during the covid-19 pandemic.

**C. The relationship between service quality at the GNI Permanent Exhibition in *responsiveness* (X3) With Visitor Satisfaction in the Covid-19 Pandemic Period (Y)**





To find out the relationship between service quality in terms of *responsiveness* and visitor satisfaction, correlation coefficient *Pearson* (*r*). The calculation results can be seen in the table below:

Hypothesis:

$H_0 : p = 0$  {Service quality in terms of *responsiveness* not significantly related to visitor satisfaction at the National Gallery of Indonesia}

$H_1 : p \neq 0$  { Service quality in terms of *responsiveness* is significantly related with visitor satisfaction at the National Gallery of Indonesia}.

**Table 1.3**

| Variable  | R     | T count | T table | Decisions                      |
|---|-------|---------|---------|--------------------------------|
| Service Quality <i>Responsiveness</i> (X3) with Visitor Satisfaction during the Covid-19 Pandemic (Y) | 0.397 | 4,653   | 1,985   | $H_1$ accepted, $H_0$ rejected |

Correlation coefficient *Pearson* (*r*) is 0.397. The results of the significance test obtained that the t-count value is equal to and the t-table value with  $\alpha = 5\%$  and dk (degrees of freedom  $= n - 2 = 98 - 2 = 96$ ) is 1,985, so it can be seen that t count (4,653) > t table (1,985) so  $H_0$  is rejected and  $H_1$  is accepted. Thus, the service quality variables at the Indonesian National Gallery service in terms of responsiveness and visitor satisfaction during the covid-19 pandemic have a coefficient value of 0.397 which is included in the level of having a low but definite relationship. can be concluded that the service quality of the National Gallery of Indonesia in terms of responsiveness has a significant relationship with visitor satisfaction during the covid-19 pandemic.

#### **D. The relationship between service quality at the GNI Permanent Exhibition in Assurance (X4) With Visitor Satisfaction in the Covid-19 Pandemic Period (Y)**

Dimension *Assurance* correlation coefficient *Pearson* (*r*). The calculation results can be seen in the table below:

Hypothesis:



$H_0 : p = 0$  {Service quality in terms of the *Assurance* is not significantly related to visitor satisfaction at the National Gallery of Indonesia}  
 $H_1 : p \neq 0$  { Service quality in terms of the *Assurance* is significantly related with visitor satisfaction at the National Gallery of Indonesia}.

**Table 1.4**

| Variable   | R     | T count | T table | Decisions                         |
|--|-------|---------|---------|-----------------------------------|
| Service Quality (X4) with Visitor Satisfaction in the Covid-19 Pandemic Period (Y) | 0.455 | 5,332   | 1,985   | $H_1$ accepted,<br>$H_0$ rejected |

Correlation coefficient *Pearson* ( $r$ ) is 0.455. The results of the significance test obtained that the value of  $t$  count is equal to and the value of  $t$  table with  $\alpha = 5\%$  and  $dk$  (degrees of freedom =  $n - 2 = 98 - 2 = 96$ ) is 1,985, so it can be seen that  $t$  count (5.332) >  $t$  table (1.985) so  $H_0$  is rejected and  $H_1$  accepted. Thus, between service quality variables at the National Gallery of Indonesia in terms of the *assurance* with visitor satisfaction during the covid-19 pandemic, it has a coefficient value of 0.455 which is included in the level of having a moderate and significant relationship. it can be concluded that the quality of service at the National Gallery of Indonesia in terms of the *assurance* has a significant relationship with visitor satisfaction during the covid-19 pandemic

#### **E. The relationship between service quality at the GNI Permanent Exhibition in *Empathy* (X5) With Visitor Satisfaction in the Covid-19 Pandemic Period (Y)**

To determine the relationship between service quality in terms of empathy correlation coefficient *Pearson* ( $r$ ). The calculation results can be seen in the table below:

Hypothesis:

$H_0 : p = 0$  {Service quality in terms of empathy is not significantly related to visitor satisfaction at the National Gallery of Indonesia}



H1 : p 0 { Service quality in terms of empathy is significantly related with visitor satisfaction at the National Gallery of Indonesia}.

**Tabel 1.5**

| Variable   | R     | T count | T table | Decisions   |
|--|-------|---------|---------|---|
| Service Quality <i>Empathy</i> (X5) with Visitor Satisfaction during the Covid-19 Pandemic (Y) | 0.505 | 5.132   | 1,985   | H <sub>1</sub> accepted,<br>H <sub>0</sub> rejected |

Correlation coefficient Pearson (r) is 0.505. The results of the significance test obtained that the value of t count is equal to and the value of t table with = 5% and dk (degrees of freedom = n - 2 = 98 - 2 = 96 is 1,985, so it can be seen that t count (5,132) > t table (1,985) so that H<sub>0</sub> is rejected and H<sub>1</sub> accepted. Thus, between service quality variables at the National Gallery of Indonesia in terms of empathy with visitor satisfaction during the covid-19 pandemic, it has a coefficient value of 0.505 which is included in the level of having a moderate and significant relationship. it was decided that the quality of service at the National Gallery of Indonesia in terms of the empathy has a significant relationship with visitor satisfaction during the covid-19 pandemic.

## CONCLUSION

Based on the results above, it can be seen that of the five correlation values obtained, the highest correlation value is obtained from the relationship between service quality at the permanent exhibition of the Indonesian national gallery collection in terms of the empathy (X5) with Visitor Satisfaction in the Covid-19 Pandemic Period with a correlation coefficient of 0.505. The t-table value which is greater than t-count indicates that the relationship between service quality at the permanent exhibition of the Indonesian National Gallery collection in terms of the empathy with visitor satisfaction during the Covid-19 pandemic has a significant relationship. Based on the correlation interpretation guidelines used in this study, namely the Guildford criteria (Rakhmat, 2007:29), with a correlation coefficient of 0.505, it shows that the relationship between service quality at the permanent exhibition of the Indonesian national



gallery collection in terms of empathy with visitor satisfaction during the Covid-19 pandemic. 19 are in the category of moderate and significant relationship.

In the next order, the second highest correlation value is obtained from the relationship between service quality at the permanent exhibition of the Indonesian National Gallery collection in terms of the assurance (X4) and visitor satisfaction during the Covid-19 pandemic (Y) with a correlation coefficient of 0.455. Dimensions tangible (X1) with visitor satisfaction during the Covid-19 pandemic (Y) was in the third highest with a correlation coefficient of 0.447. In the second place, the lowest is obtained from the relationship between service quality at the permanent exhibition of the Indonesian national gallery collection in terms of responsiveness (X3) and visitor satisfaction during the Covid-19 pandemic (Y) with a correlation coefficient of 0.397. And the last order is obtained from the relationship between Service Quality at the Permanent Exhibition of the Indonesian National Gallery Collection in terms of the Reliability (X2) with Visitor Satisfaction during the Covid-19 Pandemic Period (Y) with a correlation coefficient of 0.304.

The five correlations that have been tested by the researcher show that the five correlations show a significant relationship. The majority of the correlations that have been tested show the value of the correlation coefficient which is in the moderate category and is quite significant. This proves the basic theory used in this study, namely service quality popularized by Zeithaml, Bitner & Gramler (2009) which states that service quality is a consumer's perception of a set of services for a product, and is also an important determinant in obtaining customer satisfaction.



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