

The Analysis of Service Quality on Customer Satisfaction At “Kimia Farma” Pharmacy Number 33 Makassar, Indonesia

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ABSTRACT: *Services are important with regard to actions and treatment or how to serve others in order to fulfill their needs and desires. The level of customer satisfaction toward the services acquired can be measured by comparing the customer's expectations for service quality they want with the perceived service quality. This study aims to determine the gap between expected services with services perceived by customers of Kimia Farma pharmacy No. 33 Makassar. Correspondence between the service provided with the service promised, the accuracy of the service provided, providing the same service to every customer, employee readiness in responding customer inquiries, the employees ability to provide information about company drug/product completely and accurately, courtesy of employees in providing services, as well as the comfort of lounge facilities are factors that most correspond between expected and perceived by customers of Kimia Farma No. 33 Makassar.*

Keywords: *service quality, customer satisfaction*

I. INTRODUCTION

Customer satisfaction is one indicator that is widely used in measuring service quality at a company. Customer satisfaction is determined by customer perception on performance of a product in meeting customer expectations. Customers will satisfy when their expectations are fulfilled or will be very satisfy if their expectations are exceeded. With emphasis on good services, the customers will allow the company to achieve its goal in obtaining a maximum profit through an increase in the number of customers.

Pharmacy is one of health facilities, which is a place in which the pharmaceutical works are conducted and pharmaceutical as well as other medical supplies are distributed to people. The products offered by every pharmacy is almost similar to other pharmacies, which are in the form of pharmaceutical supplies and services or pharmaceutical care, so customers can immediately compare the product and service quality of pharmacies they perceived and choose which products are best .

The pharmacy service quality will greatly affect customer satisfaction. Satisfied customers will have an impact on customer's interest to return to the same pharmacy and also as a promotional tool by word of mouth to other potential customers that can positively affect the pharmacy business. Customers are the real employers who can assist the company development. Customer dissatisfaction is something that very worrying for the company because the customer dissatisfaction can be used by competitors by improving services transparently and provide friendly alternative so that customers can move to another company.

One of the indicators used to evaluate company service quality is by measuring the customer satisfaction level. If customer satisfaction is high it means that the service quality provided already meet or exceed customer expectations. In addition to the pharmacy promotion, customer satisfaction measurement aims to evaluate pharmacy services given to customers. Customer satisfaction that has not been achieved should be an important focus for pharmacy management to make policy in order to improve service quality of pharmacy.

Apotek Kimia Farma merupakan apotek terbesar di kota Makassar. Oleh sebab itu, Apotek Kimia Farma Nomor 33 Makassar sebagai penyedia layanan kesehatan yang terintegrasi harus mampu memberikan pelayanan yang baik serta untuk memudahkan masyarakat mendapatkan layanan kesehatan berkualitas. Kimia Farma is the largest pharmacy in Makassar City. Therefore, pharmacy of Kimia Farma No. 33 Makassar as integrated health care providers must be able to provide good service and facilitate public to get qualified health care.

II. LITERATURE REVIEW

Definition of Service

Service is a benefit that can be offered by one person to another. According to Moenir (2008:27), the service is an activity conducted by a person or a group of people with a foundation of material factor through systems and procedures and with a particular method in order to attempt to satisfy the interests of others in accordance

with their rights. Kotler and Keller (2009:36) points out that "Service is any act or performance that can be offered by one party to another, which in essence is intangible and not cause any ownership. Service can be attributed to physical products, but also can not be associated with." Tjiptono (2012:28) reveals that service has four unique characteristics that distinguish them from goods and impacted on managing and marketing strategies. The four main characteristics are known as a IHIP paradigms: Intangibility, heterogeneity, Inseparability, and perishability.

Zeithaml and Bitner (in Sunyoto, 2013: 112) also proposed the definition of service "service is all economic activities Whose output is not a physical product or construction is Generally consumed at that it is produced, and Provides added value in forms, such as convenience, amusement, comfort or health. Which means that service is all economic activities which the results are not in form of a physical product or construction, which are generally produced and consumed simultaneously and provide added value, such as convenience, entertainment, pleasure, or health. "

Definition of Service Marketing

Marketing is the liaison between company and its customers. This liaison role will be successful if all the marketing efforts oriented to consumers. The involvement of all stakeholders from top management to non-managerial employees in defining and supporting the implementation of a consumer-oriented marketing concerned is not negotiable anymore. In connection to marketing aspect, in general it can be said that the more intangible as service, then the less similarity between marketing services and market in tangible goods. According Tjiptono (2009: 18), "Marketing service is that the service has a number of unique characteristics that distinguish it from good and impacted on marketing ways." Payne (in Hurriyati, 2005:42) also revealed that, "Marketing service is a process of perceiving, understanding, stimulating and satisfy market needs which is especially selected by channeling the resources of an organization to meet those needs."

Service Quality

Service quality is centered on the efforts of addressing the needs and desires of customers as well as the accuracy of its delivery to compensate customers' expectations. Customer expectations can be of three types (Rust, et.al. In Tjiptono, 2007:259). First, will expectation, namely the level of performance that is predicted or expected that customer would receive, based on all the information he knows. This type is an expectation level that is most often meant by customer, when assessing a certain service quality. Secondly, should expectation, namely the performance level is considered appropriately acceptable by consumers. Usually the demand of what it would have received much greater than what is expected to be received. Third, ideal expectation, namely the best level of optimum performance or expected to be acceptable by customer.

Goetsch & Davis (in Tjiptono, 2012:152) argued that quality can be defined as "dynamic conditions relating to products, services, human resources, processes and environments that meet or exceed expectations". Dengan kata lain, terdapat dua faktor utama yang memengaruhi kualitas jasa yakni, jasa yang diharapkan (*expected service*) dan jasa yang dipersepsikan (*perceived service*) (dalam Tjiptono, 2012). In other words, there are two main factors that affect service quality namely, expected service and perceived service (in Tjiptono, 2012).

Service Quality Dimensions

Parasuraman, Zeithaml, and Berry (in Tjiptono, 2012:201) argued that the SERVQUAL is instrument very useful in conducting marketing research. This model includes an analysis of five gaps that affect service quality, as the cause of the service delivery failure. Therefore, service is usually intangible, communication and understanding gaps between employees and customers seriously affect perceptions of service quality. Difference or gap between perceived and expected service occur because:

1. Gap between management perception and customer expectations (Knowledge Gap) The is a difference/gap between actual customer expectation and management understanding and perception in customer expectations.
2. Gap between management perception on customer expectations and service quality specifications (Standards Gap) Specification of service quality is not consistent with the perception of management's of expected quality (*Standards Gap*)
3. Gap between service quality specifications and service delivery (Delivery Gap). Quality specifications are not met by production process performance and service delivery.
4. Gap between service delivery and external communications (Communications Gap). Occurs when the promises delivered through marketing communications activities are not consistent with the services delivered to customers.

5. Gap between the perceptual and expected Service Gap) Perceptual service sincon sist t with the expected services. According Tjiptono (2008) there are five major dimensions of service quality that are arranged in order of relative importance which used as guidelines in assessing service quality, namely:
 1. Reliability, related to company's ability to provide accurate service since the first time without making any mistakes and deliver it's service in timely manner.
 2. Responsiveness, with regard to the willingness and ability of employees to assist customers and responding to their requests as well as to inform when services will be provided and then deliver the services in timely manner.
 3. Assurance, namely the employees behavior that are able to grow customer's trust to company and company can create sense of security for customer. Assurance also means that employees are always polite and master the knowledge and skills required to deal with any customers question and problems.
 4. Empathy, which means that company understands the customer's problem and act in customers interests, as well as providing personal attention to customers and have convenient operation hours.
 5. Tangibles, with regard to the appeal of physical facilities, equipment, and materials used by company, as well as employee appearance.

Customer Satisfaction

Service quality must be started from customer needs and ends with customer satisfaction and positive perceptions of service quality. A service is said to be qualified if it is able to give satisfaction to customers. Satisfaction, according to Kotler and Keller (2007: 177), is stated as "the feeling of happy or upset of someone which emerged after comparing the performance (results) which expected. If performance is below expectations, the customer is not satisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or pleased."

Engel, et al. (in Tjiptono, 2008:24) stated that "Customer satisfaction is a post-purchasing evaluation where selected alternatives at least provide the results (outcomes) equal or exceed the customer expectations. While dissatisfaction arises when the results obtained do not meet customer expectations". Basically the customer satisfaction is the result of evaluative judgments that result from the gap or gaps between the expectations of what the customer received after consuming a product. If what is received by the customer is not as expected, then the customer will be dissatisfied. If what is received by the customer is equal to what is expected, then the customer will be satisfied. And if the customer received exceeds expectations, the customer will feel very satisfied.

III. RESEARCH METHODOLOGY

Type of Research

This research is a case study regarding the quality of customer service provided by Kimia Farma Pharmacy No. 33 Makassar on customer satisfaction. The type of research is descriptive-quantitative research.

Sampling and Data Collection

Sampling technique is accidental. The data collection is done by using a questionnaire.

Analysis Method

Analysis of Customer Importance-Performance/Customer Satisfaction (*Importance Performance Analysis*)

According to Kotler (1997:95), service can be rated according to Customer Importance and Company Performance. In this study the interest is rated with a five-point scale, namely: very important for rated (5), essential (4), fairly important (3), less important (2), not important (1). The performance/customer satisfaction is also rated with a five-point scale, namely: very satisfied for rated (5), satisfied (4), fairly satisfied (3), less satisfied (2), very dissatisfied (1). Scoring for each performance/customer satisfaction and expectations/customer interests aims to simplify data processing.

In research implementation, this method will be used to analyze the service quality by descriptive, seen by the level of compatibility between expected services (customer interests) with the services perceived (the company performance/customer satisfaction). The level of conformity referred to in this study is the comparison of expected service scores (customer interests) with perceived service value (performance/customer satisfaction). The formula used for the assessment of conformity level is:

$$\frac{X_i}{Y_i} \times 100\% \quad T_{k_i} =$$

Remarks:

T_{k_i} = Conformity Level

X_i = Perceived Service Value Score

Y_i = Expected Service Value Score

For horizontal axis (X) is the score for perceived services, while vertical axis (Y) is the expected service score. The assessment scores will be simplified to get the average value of each factor. As for the simplification of each assessment factors using the following formula:

$$X = \frac{\sum X_i}{n} \quad Y = \frac{\sum Y_i}{n}$$

Remarks:

X_i = Perceived Service Value Score

Y_i = Expected Service Value Score

\bar{X} = Perceived Service Value Average Score

\bar{Y} = Expected Service Value Average Score

n = Number of Samples

Cartesian Diagram

Cartesian diagram is used to determine the level of service importance according to customers and the level of customer satisfaction on services provided by company. Cartesian diagram is a shape which divided into four parts confined by two lines that intersect at points (X, Y). Where X is the average of average service scores of company perceived service performance, and Y is the average scores of service expected services/level of the interests of all the factors that affect satisfaction. The formula is:

$$\bar{X} = \frac{\sum_{i=1}^n X}{K} \quad \bar{Y} = \frac{\sum_{i=1}^n Y}{K}$$

Remarks:

\bar{X} = Average score of perceived service evaluation

\bar{Y} = Average score of expected service evaluation

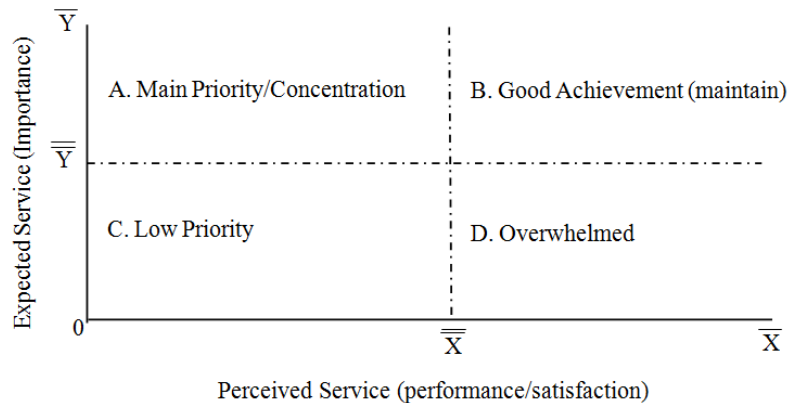
\bar{X} = Average score of average perceived service evaluation

\bar{Y} = Average score of average expected service evaluation

K = Number of factors

Each dimension both the average score of perceived service (X) and the average score of expected service evaluation (Y) is described into four parts of Cartesian diagram.

Figure 1. Cartesian Diagram of Importance-Performance/Satisfaction Analysis



Operational Definition

Customer Satisfaction

Is a condition experienced by a customer of Pharmacy of Kimia Farma 33 Makassar during and after enjoying the services; if what customers experienced exceeded the expectations it means that they are very satisfied. The measurement is based on the level of satisfaction and company performance.

No.	Service Dimensions (X)	Quality	Attributes/Factors
1.	Reliability (X1)		X1.1. Conformity between service provided with the service promised
			X1.2. Accuracy of service provided without errors
			X1.3. Delivering the same service to every customer

2.	Responsiveness (X2)	X2.1.	Employees readiness to respond customer's inquiries
		X2.2.	Employees readiness to respond customer's request immediately
		X2.3.	The fast response of employees in completing service to customers
3.	Assurance (X3)	X3.1.	Employees' ability in providing product information in complete and accurate manner to customers
		X3.2.	Safety in transaction
		X3.3.	Courtesy of employees to customers in service delivery
4.	Empathy (X4)	X4.1.	Patience of employees in serving customers
		X4.2.	To provide individual/personal concern to customers
		X4.3.	Employees' ability in understanding customers' needs
5.	Tangibles (X5)	X5.1.	Convenience of lounge facilities
		X5.2.	Neatness of employees's appearance in providing services
		X5.3.	The availability of adequate parking space
		X5.4.	Available payment facilities both cash and credit

IV. ANALYSIS AND FINDINGS

Results Analysis

Data distribution on overall items in questionnaire list and the average total value of responses can be seen in following table:

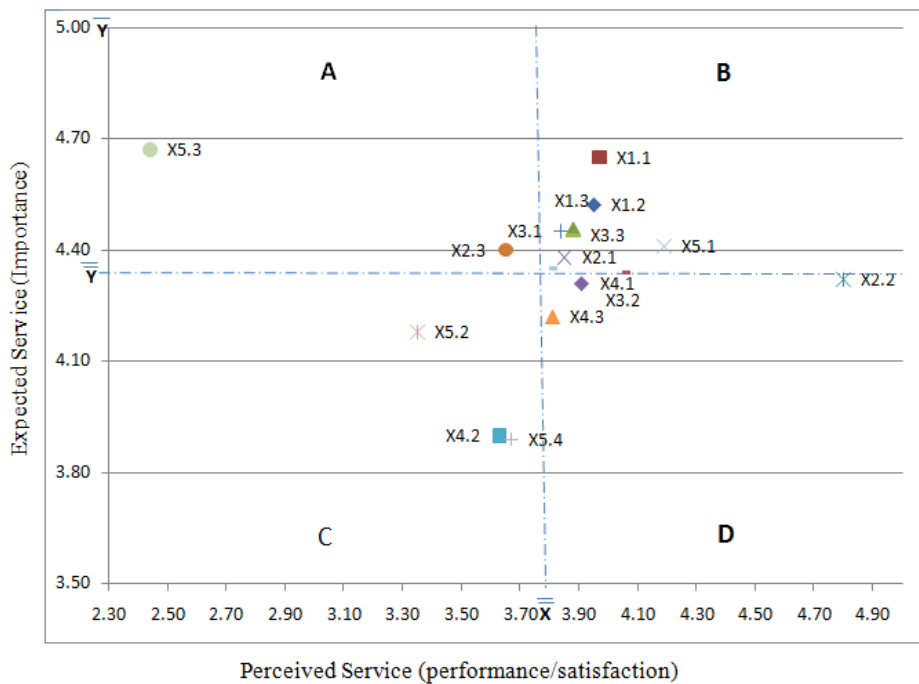
No.	Attributes	Expected Service	Perceived Service
Reliability (X1)			
X1.1.	Conformity between service delivered with service promised	438 (4.65)	374 (3.97)
X1.2.	Accuracy of service delivered	425 (4.52)	372 (3.95)
X1.3.	Provide the same service to every customer	420 (4.46)	365 (3.88)
Responsiveness (X2)			
X2.1.	Employees readiness to respond customer's inquiries	412 (4.38)	362 (3.85)
X2.2.	Employees readiness to respond customer's request immediately	407 (4.32)	452 (4.80)
X2.3.	The fast response of employees in completing service to customers	414 (4.40)	344 (3.65)
Assurance (X3)			
X3.1.	Employees' ability in providing product information in complete and accurate manner to customers	419 (4.45)	361 (3.84)
X3.2.	Safety in transaction	408 (4.34)	381 (4.05)
X3.3.	Courtesy of employees to customers in service delivery	418 (4.44)	365 (3.88)
Empathy (X4)			
X4.1.	Patience of employees in serving customers	406 (4.31)	368 (3.91)
X4.2.	To provide individual/personal concern to customers	367 (3.90)	342 (3.63)
X4.3.	Employees' ability in understanding customers' needs	397 (4.22)	358 (3.81)

Tangibles (X5)			
X5.1.	Convenience of lounge facilities	415 (4.41)	394 (4.19)
X5.2.	Neatness of employees's appearance in providing services	393 (4.18)	315 (3.35)
X5.3.	The availability of adequate parking space	439 (4.67)	230 (2.44)
X5.4.	Available payment facilities both cash and credit	366 (3.89)	345 (3.67)
Average (X and Y)		4.35	3.80

Source: Processed Data, 2015.

Based on the table above, the level of satisfaction and the level service quality importance according to customers can be displayed in a Cartesian diagram as follows:

Figure 2. Cartesian Diagram of Service Dimensions Perceived and Expected by Customers of Kimia Farma Pharmacy No. 33, Makassar



Cartesian diagram in Figure 2 shows that the layout of attributes which described the evaluation of expected service and perceived service by customers of Kimia Farma No. 33 Makassar

Remarks:

- Quadrant A**, shows the attributes that affect customer satisfaction, but the pharmacy has not been able to implement it well, including:
 - The fast response of employees in completing service to customers (X2.3.)
 - The availability of adequate parking space (X5.3.)
- Quadrant B**, shows the attributes that affect customer satisfaction, where the pharmacy has implemented according to customer expectations, including:
 - Conformity between service provided with the service promised (X1.1.)
 - Accuracy of service provided without errors (X1.2.)
 - Delivering the same service to every customer (X1.3.)
 - Employees' readiness to respond customer's inquiries (X2.1.)
 - Employees' ability in providing product information in complete and accurate manner to customers (X3.1.)
 - Courtesy of employees to customers in service delivery (X3.3.)
 - Convenience of lounge facilities (X5.1.)

3. **Quadrant C**, shows the attributes that are considered less important by customers, while the quality provided by the pharmacy classified mediocre. These attributes, covering:
 - To provide individual/personal concern to customers (X4.2.)
 - Neatness of employees' appearance in providing services (X5.2.)
 - Available payment facilities both cash and credit (X5.4.)
4. **Quadrant D**, shows the attributes which are considered less important by customers, yet the service quality provided by pharmacy of Kimia Farma is overwhelmed or exceeding, including:
 - Employees readiness to respond customer's request immediately (X2.2.)
 - Safety in transaction (X3.2.)
 - Patience of employees in serving customers (X4.1.)
 - Employees' ability in understanding customers' needs (X4.3.)

Results Discussion

Based on the study results using Cartesian diagram it can be seen that some of attributes of services have given and able to give satisfaction to customer. When related to the five dimensions, namely: reliability, responsiveness, assurance, empathy, and physical evidence, which are used to measure the gap between perceived service and expected service, then the relationship can be described as follows :

Variable of Reliability (X1) on Satisfaction (Y)

Observations based on analysis of Importance-Performance/Customer Satisfaction which can also be seen in Cartesian diagram, indicating that the service quality attributes, especially for Variable of Reliability (X1) are all located in Quadrant B. This shows that pharmacy customers who are on reliability attributes have satisfied and is considered important by customers. This means that the pharmacy should continue to maintain (X1.1.), The accuracy of these services provided (X1.2.), as well as providing the same service to every customer (X1.3.).

Variable of Assurance (X3) on Satisfaction (Y)

The research shows that the results of Importance-Performance / Customer Satisfaction Analysis which can also be seen in Cartesian diagram, indicating that the service quality attributes of Assurance Variable (X3) mostly are in Quadrant B. Attributes of employees' ability in providing medicine/product information in complete and accurate manner (X3.1.) and courtesy of employees in providing services (X3.3.) are expected to be highly considered by company. In fact, these two attributes are considered to be highly satisfactory by customers. This means that Kimia Farma Pharmacy No. 33, Makassar, had taken into account the customer safety assurance given that the information regarding the use of medicine is very important. It is also due to the pharmacy provides additional service such as counseling services to customers who want to know more about the medicines they consume.

Variable of Empathy (X4) on Satisfaction (Y)

The result shows that from Importance-Performance/Customer analysis Satisfaction which can also be seen in Cartesian diagram, indicating that the attributes of service quality for Empathy Variable (X4) are mostly located in Quadrant D. For attribute of Patience of employees in serving customers (X4.1.) and Employees' ability in understanding customers' needs (X4.3.), the pharmacy has given very good services, but considered less important by customers, so it seemed overwhelmed/excessive. This means that the pharmacy should reduce expenses associated with these attributes, and then allocate to more important attribute, but get less attention from the pharmacy.

Variable of Physical Evidence (X5) on Satisfaction (Y)

The result shows that from Importance-Performance/Customer Satisfaction Analysis which can also be seen in the Cartesian diagram, showing that the service quality attributes for Physical Evidence Variable (X5) are mostly located in Quadrant C. Attributes of Neatness of employees' appearance while providing services (X5.2.) and the availability of payment facilities both cash and credit (X5.4.) are the attributes considered less important or less expected by the customers, while the company also pays little attention to these factors. This is due to a lack of understanding of pharmacy regarding the payment system that can be offered, whereas there are various ways of payment and ease that can be offered to customers.

Variable of Responsiveness (X3) on Satisfaction (Y)

The result shows that the of Importance-Performance/Customer Satisfaction analysis which can also be seen in Cartesian diagram, showing that the service quality attributes for Variable Responsiveness (X3) are scattered in several quadrants. Attribute of the fast response of employees in completing service to customers (X2.3.) is in

quadrant A, which means that it is an important factor and expected by customers, but the company has not yet provide appropriate services that consumers want. Speed in providing services plays an important role especially in service industry. By providing fast service will reduce the length of queue which is one of the obstacles in giving satisfactory service. Therefore, it would be better for the pharmacy if this attribute is shifted towards quadrant B, so that it will satisfy the customers. The attribute of Employees readiness to respond customer's inquiries(X2.1.) is in quadrant B, which means that there has been correspondence between what is expected and what is perceived by customers to services provided by the pharmacy. It also means that the pharmacy should continue to maintain services on this attribute.

V. CONCLUSION AND RECOMMENDATION

Conclusion

1. Based on the analysis of Importance-Performance/Customer Satisfaction and Cartesian diagram, of the sixteen attributes that are reconsidered important by customers, the Pharmacy of Kimia Farma No.33, Makassar can only meet the customer's expectations for seven attributes and the remaining nine service attributes can not satisfy customer expectations, so improvements are required.
2. Most of the service quality attributes that have satisfied customers located in and Reliability Variable and Assurance Variable.

VI. RECOMMENDATION

Based on the conclusion above it can be recommended to the pharmacy, to pay more attention and prioritize improvement, especially on service quality attributes in Quadrant A, namely:

1. The fast response of employees in completing service to customers(X2.3.)
2. The availability of adequate parking space(X5.3.)

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