

Analysis of Satisfaction Level of Applicants for Clinic Operations with Servqual Method in the Department of Investment and Services Integrated One Door in Medan City

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Abstract— The satisfaction level of applicants for clinical operational licensing with the servqual method at the Medan City DPMPTSP experienced its satisfaction for the applicant. This study aims to analyze the satisfaction level of applicants for clinical operational licensing with the servqual method at DPMPTSP Medan City. This type of quantitative research uses the Service Quality (Servqual) model. The population in this study were all applicants who had taken care of licensing applications for clinical operations at the Medan City DPMPTSP and clinics in the Medan City area, amounting to 160 people and a sample of 62 people. Data collection with primary and secondary data and the data were analyzed Servqual Score (Gap) = Perception Score - Expectation Score. The results showed that the satisfaction level of applicants for clinical operational licensing with the servqual method at the Medan City One-Stop Integrated Service and Investment Service based on tangible (physical evidence), reliability (reliability), responsiveness (responsive data), assurance (assurance) and empathy (empathy).) is a fairly satisfied category, it is recommended to the Medan City DPMPTSP to maintain and try to fix the facilities or public service places to be more comfortable and improve the performance of services that are already good, namely by conducting excellent service training, especially for service providers and it is recommended that applicants should be more pay close attention to the registration procedure and be more thorough with all the requirements correctly so that there are no file returns and requests for repairs.

Keywords— Satisfaction, Licensing, Clinical Operations, Servqual Method.

I. INTRODUCTION

Quality public services are very much needed to balance the improvement of social, economic conditions and public awareness in the state. The government's job is to serve the interests and meet the needs of the people. Various desires, demands, hopes, aspirations, and aspirations of the people are accommodated and aggregated in the government process to produce various goods and services that are by the needs of the people.

The government serves its people through a series of production, distribution, marketing, service, and control activities for the people's needs, both in the field of public services and civil services. The people concerned, the government that fulfills, regulates, and protects in a relationship between promise and needs, people observe, evaluate and provide attitudes and behavior individually or in groups (Setiawan & Anan, 2016).

So far, it has been seen that the services provided to the community often lead to dissatisfaction. This can be seen from the many complaints from the public, themselves, or through the mass media addressed to the Government, such as in various types of permits issued by the One-Stop Integrated Service Investment Office.

Business licenses have a considerable influence on a business activity since a new business will be started, the stages of production, marketing, and at the stage where the business experiences an increase in its economic scale. The licensing process, especially business licensing, will directly affect the

wishes and decisions of prospective entrepreneurs and investors to invest their capital (Singh, 2018).

According to Singgih (2018), permits are used to direct or control certain activities, prevent dangers that can be caused by certain activities, protect certain objects, select people and/or certain activities. So many things are driven by licensing so that the activities to be carried out can be carried out. For example, permits in the health sector. Without permission, doctors, nurses, pharmacists, and other health workers are easy to commit malpractice. So there will be many people who will not trust doctors or other health workers to carry out the treatment. In the end, people will no longer have health insurance for treatment. Therefore, it is very important to have permission in any action or activity (Fathoni, 2018).

Many factors cause the quality of service to be still low. One of them is the organizational structure of the government is still too large. This can be seen from the length of work procedures that must be passed so that it takes too long; problems that should be easy to solve become very difficult; hierarchical paths that are too long; the span of control or control mechanism is too wide; incoming information is not responded quickly to be known and addressed; lack of coordination between units or sections; and also an unclear division of labor. In addition, the number of existing government employees or apparatus is very large but with limited capabilities, making it difficult to conduct effective coaching (Vafaei et al., 2018).

To streamline, improve, and expedite services to the community in managing licensing, the Ministry of Home Affairs has issued Permendagri No.24/2006 regarding the

establishment of a One-Stop Licensing Service Unit as one of the many supporting organizations that are part of a large government organization. the regional government, which is in charge of providing services to the community including all permits, recommendations, information issued by the local government, in one office or one agency (In & Republik, 2017).

The purpose of holding the One-Stop Licensing Service is to respond to the public's perception that so far in obtaining permits, it seems that it is complicated to go from one agency to another, complicated requirements, uncertain costs and unclear completion times so that licensing services are not effective and efficient. The purpose of its formation is to realize excellent licensing, namely increasing the efficiency and effectiveness of the performance of government officials, especially those directly involved with licensing services to the public (In & Republik, 2017).

Customer satisfaction or dissatisfaction will determine customer attention/loyalty in the future. Almost the same as in the business world, in the world of politics/government, people's satisfaction with the services provided by the government bureaucracy will have an impact on increasing support for the government. And vice versa, people's dissatisfaction with the services provided by the government bureaucracy will lead to demands/lawsuits against the government (Yanti, 2019).

Customer satisfaction can be felt after customers compare their experience in purchasing goods/services from sellers or providers of goods/services with the expectations of the buyers themselves, these expectations are formed through their first experience in buying an item/service, comments from friends, and acquaintances, and promises. and information on marketers and competitors. Customer satisfaction is an emotional response to experiences related to certain purchased products or services, retail outlets, or even behavioral patterns (such as shopping behavior and buyer behavior), as well as the market as a whole. Emotional responses are triggered by a cognitive evaluation process that compares perceptions (or beliefs about certain objects, actions, or conditions with individual values (or needs, desires, and desires) (Syahputra & Sampurno, 2019).

Customer satisfaction is one of the factors or measures of success for permit management services. The image of good service quality is not based on the point of view or perception of the service provider but based on the point of view or perception of service users. Of course, to find out a service quality, it should be measured by methods and systems that are by standard public service standards and in this discussion, it is called the servqual method (Syahputra & Sampurno, 2019).

In measuring satisfaction using the servqual method, a questionnaire is used to measure service quality. In the servqual method to determine the quality of services provided by service providers, it is assessed from the difference in service quality assessments between those perceived by customers and what they expect, this is based on the consideration that both assessments are directly related to customers.

This servqual method has been used in several studies related to measuring the level of service quality, including the application of the servqual method (Singh, 2018).

The servqual method is a method used to measure service quality from the attributes of each dimension, so that the gap value will be obtained which is the difference between consumer perceptions of services that have been received and expectations of what will be received. The servqual dimension proposed by Parasuraman in Pranata (2019) is tangible evidence which includes physical facilities, employee equipment, and communication facilities, reliability, namely the ability to provide the promised service immediately, accurately, and satisfactorily, responsiveness. namely the desire of staff and employees to help customers and provide responsive service, assurance that includes the knowledge, ability, courtesy, and trustworthy nature of the staff, free from danger, risk, or doubt. An empathy includes ease of making relationships, good communication, personal attention, and understanding the needs of customers (Singh, 2018).

According to Saka's research (2014), that the correlation value (r) is 0.956 with a contribution value (R^2) of 0.914, which means that service behavior is closely related to the level of community satisfaction. This means that the better the service behavior, the higher the level of community satisfaction. Comparison of the correlation value between the two relationships shows that service behavior has a stronger relationship than service standards (Saka et al., 2014).

Similar research with Yulianingsih (2016) that the results of research related to the quality of licensing services on community satisfaction conducted at the Bogor Regency DPMPSTP are that the quality of licensing services affects community satisfaction at the Bogor Regency DPMPSTP seen from the results of the analysis between the service quality variable and the community satisfaction variable showing that the quality service has a direct correlation with community satisfaction. The service quality variable can create a strong and significant relationship to community satisfaction.

II. LITERATURE REVIEW

2.1. Understanding Consumer Satisfaction

Consumer satisfaction is defined as a condition where consumer expectations of a product are by the reality received by consumers. If the product is far below expectations, consumers will be disappointed. Conversely, if the product meets expectations, consumers will be satisfied (Pratiwi et al., 2021).

Satisfaction is the result of a consumer's assessment that the product or service has provided a level of enjoyment where this level of fulfillment could be more or less (Yanti, 2019).

Consumer/customer satisfaction includes the difference between expectations and interests or results perceived by consumers/customers. Thus the key to the company's success is very dependent on the success of the company in satisfying the needs of its customers (Singh, 2018).

2.2. Nurse Function.

The main function of nurses is to help patients or clients in sick or healthy conditions, to improve health status through nursing services. In carrying out its role, nurses will carry out various functions, namely:

The dependent function of the nurse, the independent function of the nurse, and the independent function of the nurse.

1. Nurse's Independent Function

Independent function is an independent function and does not depend on others, where nurses in carrying out their duties are carried out independently with their own decisions in taking actions to meet basic human needs.

2. Nurse Dependent Function

A dependent function is the function of nurses in carrying out their activities on or on instructions from other nurses.

3. Nurse's Independent Function

The nurse's independent function is a function that is carried out in a team group that is interdependent with one another. (Nisya, 2018).

2.2. Consumer Satisfaction Measurement

Measurement of customer satisfaction is very important for every business because this step can provide feedback and input to develop and implement strategies to increase customer satisfaction. There are several methods that every company uses to measure and monitor the satisfaction of its customers and those of competitors. There are four methods to measure customer satisfaction, including:

2.2.1. Complaint and suggestion system

A customer-oriented company will provide extensive opportunities for its customers to submit suggestions and complaints, for example by providing suggestion boxes, comment cards, and others. Information from these customers will provide input and ideas for the company to react responsively and quickly in dealing with problems that arise. So the company will know what its customers are complaining about and fix it immediately. This method focuses on identifying problems as well as gathering suggestions from direct customers.

2.2.2. Customer satisfaction survey

Most customer satisfaction research is carried out using various methods, such as survey methods, whether surveys by post, telephone, e-mail, website, or face-to-face interviews. Through this survey, the company will get feedback and direct feedback from customers and will also give a positive impression to its customers.

2.2.3. Stealth Shopping (Ghost Shopping/Mystery Shopping)

One way to get an idea of customer satisfaction is to hire some ghost shoppers to act or pretend to be potential customers. As a potential buyer of the products offered by the company and also from competitors' products. Then they will report their findings of the strengths and weaknesses of the company's products and competitors based on their experience in purchasing these products.

In addition, ghost shoppers can also observe how to handle any existing complaints, either by the company concerned or from its competitors.

2.2.4. Analysis of lost customers (Lost Customer Analysis)

The company will contact its customers or at least find out its customers who have stopped buying products or who have changed suppliers, to understand the reasons why these customers are moving elsewhere. With the increase in the customer lost rate, where the increase in the customer lost rate indicates the company's failure to satisfy its customers (Oktaviani, 2020).

III. METHODS

The type of research used is a quantitative research using the Service Quality (Servqual) model. The Servqual model is built on the assumption that consumers compare the performance of service attributes with ideal/perfect standards for each of these attributes. This model analyzes the gap between two main variables, namely the expected service and the perceived service.

This research was conducted at the Medan City Investment and One-Stop Integrated Service Office and clinics that have taken care of licensing health workers in the Medan City area. The location of this study was chosen because it is a one-stop integrated health service center in Medan City.

A population is a certain group of individuals or components that are the focus of research. The target population is the entire set of individuals or elements that meet the sampling criteria. The population in this study is all health workers who have taken care of licensing applications for clinical operations at the Medan City Investment and One-Stop Integrated Service Office and clinics in the Medan City area, totaling 160 people.

Data collection was carried out through a list of questions to measure the satisfaction level of clinical operational licensing with the servqual method. To obtain the variable level of satisfaction with clinical operational licensing, a questionnaire or statement of 25 questions was prepared consisting of 5 questions for Tangible dimensions, 5 questions for Reliability, 5 questions for Responsiveness, 5 questions for Assurance, and 5 questions for Empathy. In each structured question using a Likert scale, the option options strongly disagree (weight 1), disagree (weight 2), disagree (weight 3), neutral option options (weight 4), options somewhat agree (weight 5), options agree (weight 6) and options strongly agree (weight 7).

Data Analysis Method

1. Expectation Score and Service Perception Score

The level of customer expectation is the customer's expectation of the service provided by the Medan City Investment and One-Stop Integrated Service Office. While service perception is the view or image of health workers who are taking care of licensing for services that have been provided by the Medan City Investment and One-Stop Integrated Service Office. In calculating the score, the input data used is the customer's assessment of the service attributes in the questionnaire. The score is obtained by calculating the average value (mean) for each attribute.

2. Calculating the Gap Nilai Value

The results of the calculation of the value of perception and expectation will be used to obtain the value of the gap. The gap value is obtained from reducing the value of perception with expectations. The calculation focuses on measuring and understanding customer service quality. In essence, the measurement of service quality is almost the same as the measurement of customer satisfaction, which is determined by the results of the perception and expectation values.

Servqual Score (Gap) = Perception Score - Expectation Score From these calculations will be able to know the gap of each attribute studied. If the gap score obtained is negative (-),

it means that the quality of licensing services at the Medan City Investment and One-Stop Integrated Service Office is not good (customers are not satisfied and do not meet customer expectations). The results of this servqual gap calculation are used to determine the level of consumer satisfaction.

IV. ANALYZE AND RESULT

4.1. General

The Medan City One-Stop Integrated Service and Investment Office were formed in February 2017 based on Government Regulation Number 18 of 2016 concerning Regional Apparatus. This agency is a merger of two agencies that have been serving since 2009, namely the Investment Board and the Integrated Licensing Service Agency. DPMPTSP Medan City is one of the organizations providing public services in Medan City in the field of investment and one-stop integrated services. DPMPTSP in carrying out services, based on Medan Mayor Regulation Number 3 of 2017 concerning the Implementation of Delegation of Part of the Mayor's Authority to Medan City DPMPTSP in the Implementation of Government Affairs (Medan City Regulation No. 3 of 2017) and Medan Mayor Regulation Number 41 of 2018 concerning Delegation of Part of Authority Licensing and Non-Licensing to the Head of the Medan City DPMPTSP (Medan City Regulation No. 41 of 2018.)

The purpose of the establishment of the Medan City Investment and One-Stop Integrated Service (DPMPTSP) is to provide excellent and one-stop licensing services. This is expected to encourage the creation of a conducive business climate for investment and investment in the context of empowering the people of Medan City's economy. The principles of excellent service are as stated in the Minister of Administrative Decree No. 81 of 1993, including simple, clean, safe, transparent, efficient, economical, fair, and timely.

4.2. Respondent Characteristics

To see the characteristics of the respondents (age and gender) can be seen in Table 1.

TABLE 1. Distribution of Respondents Characteristics in DPMPTSP Medan City

No	Characteristics	f	%
Ages (Years)			
1	< 25 Years	16	25,8
2	26-30 Years	19	30,6
3	30-35 Years	17	27,4
4	> 35 Years	10	16,2
	Total	62	100,0
Genders			
2	A man	27	43,5
3	Woman	35	56,5
	Total	62	100,0

Based on the table above, it can be seen that the age of respondents in the Medan City DPMPTSP is more with the age of 26-30 years as many as 19 people (30.6%) and fewer with the age > 35 years as many as 10 people (16.2%) with sex more many with women as many as 35 people (56.5%) and less with men as many as 27 people (43.5%).

4.3. Servqual Value Calculation

The gap value per question item is obtained based on the difference between the perceived value and the expected value. It is used to analyze the satisfaction level of applicants for clinical operational licensing with the Servqual method at DPMPTSP Medan City. To see the results of the calculation of the value of the gapper statement variable, it can be seen in the table below.

To analyze the satisfaction level of applicants for clinical operational licensing using the Servqual method at the Medan City DPMPTSP based on tangibles, it can be seen in Table 2:

TABLE 2. Servqual Value of Applicant Satisfaction Based on Physical Evidence (Tangibles) at DPMPTSP Medan City

Variables	Statement	Statement Score	Hope Score	Gap (Servqual Score)
Direct Evidence (Tangibles)	Item1	5,0	6,1	-1,1
	Item2	5,4	5,9	-0,5
	Item3	5,0	6,1	-1,1
	Item4	5,4	6,0	-0,6
	Item5	4,9	6,1	-1,2
	Rata-rata	5,14	6,04	-0,9
Gap Minimum				-1,2
Gap Maximum				-0,5

Based on the table above, it is known that the patient satisfaction of the applicant based on physical evidence (tangibles) at the Medan City DPMPTSP has a satisfaction value of 5.14 and an expected value of 6.04 so that there is still a gap of -0.09. This gap occurred due to the non-fulfillment of the expectations of the applicant for the operational license for the Medan City DPMPTSP clinic. The applicant is still quite satisfied based on the physical evidence of clinical operations at the Medan City DPMPTSP.

4.4. Satisfaction of Clinic Operational Licensing Applicants Based on Empathy (Empathy)

The results showed that the order of the largest and smallest average values of reality and expectations on the satisfaction of applicants for clinical operational licensing with the servqual method at the Medan City Investment and One-Stop Integrated Service Office was based on empathy. The biggest reality average value is the attribute of sincere officers' questions in dealing with the applicant's problems and equal treatment in getting services which are each worth 4.7 and the smallest reality average value is that the question attribute is allowed to submit a complaint which is worth 3, 9.

This shows that the applicant feels that the completion of the management of clinical operational licensing at the Medan City DPMPTSP has paid close attention to the applicant's problem and has given the same treatment to each applicant, this situation makes the applicant satisfied with the services provided by the Medan City DPMPTSP.

In the results of the study that the average value of the smallest reality is allowed to submit a complaint. Even though the average is the smallest, the officers are always willing to answer the applicant's questions or complaints. Each applicant has different goals and needs at DPMPTSP Medan City, with different educational backgrounds, types of work, gender, and different cultures. Based on the respondent's results, it is known

that the applicant feels good attention with the fast handling of permits because there is a relational relationship. Although in general, the public is satisfied with the service of the officers, the quality has not been consistently accepted by the applicant. Thus the quality of public services in the Medan City DPMPTSP is considered not optimal.

As for the average value of the greatest expectation, namely, the attribute of sincere officers' questions in dealing with the applicant's problems, the affordability of the cost of details and clarity of information along with the cost of each service is worth 6.1. And the smallest average value of expectations, namely the attribute questions allowed to submit complaints and the same treatment in getting services, each worth 6.0. This shows that the applicant wants the Medan City DPMPTSP to prioritize the applicant's satisfaction with sincere officers in handling the applicant's problems, the affordability of the cost of details, and clarity of information and service costs because these are considered very important by the applicant for clinical licensing and the efforts of the Medan City DPMPTSP.

Empathy is to give sincere attention to customers by trying to understand customer desires. This dimension can be demonstrated through a friendly, non-discriminatory attitude, and paying attention to customers as needed. Service officers must always put the interests of the community first by providing sincere service and respect for each customer. The quality of service at the Medan City DPMPTSP in terms of the empathy dimension is translated into 5 statements. Based on the research conducted, the quality of service at the Medan City DPMPTSP in terms of the empathy dimension is included in the fairly satisfied category, indicated by an average reality of 4.48.

Based on the results of the study when the applicant came to the Medan City DPMPTSP, service officers at the Medan City DPMPTSP in providing services were always friendly and did not discriminate between each community. Service officers will provide special treatment for people with special needs according to their needs. This attitude shows that service officers can respect each community and can act fairly according to the needs of the community.

Service quality is also influenced by the high and low public expectations of the services they will receive. The community will use their expectations as a standard in evaluating the success of service activities. Therefore, the high and low levels of customer expectations will determine the good and bad public perceptions of the implementation of services. If the services provided can reach or exceed people's expectations, then the image of the institution or government apparatus will get a good perception from the community.

This research is in accordance with Ashariyah's research (2017) on the analysis of service quality at the Kulon Progo Regency Integrated Investment and Licensing Agency. It was found that the service quality at the Kulon Progo Regency Integrated Licensing and Investment Agency in terms of the empathy dimension was included in the very satisfactory category, indicated by the respondents, who chose the most in the very satisfactory category by 54% or as many as 54 respondents (Ipa & Di, 2017).

Similar research that supports Rahman (2019) regarding the Quality of Service for Building Permits (IMB) at the One Stop

Service Investment Office (DPMPTSP) of Ciamis Regency, it was found that officers paid attention to the applicant to find out the true purpose of the transaction needed, then provided services. appropriate (Rahman et al., 2019).

V. CONCLUSION

The conclusions from this research are:

1. The satisfaction level of applicants for clinical operational licensing using the servqual method at the Medan City Investment and One-Stop Integrated Service Office based on tangible (physical evidence) is quite satisfactory.
2. The level of satisfaction of applicants for licensing clinical operations using the servqual method at the Medan City One-Stop Integrated Service and Investment Service based on reliability is a fairly satisfying category.
3. The satisfaction level of applicants for clinical operational licensing using the servqual method at the Medan City One-Stop Integrated Service and Investment Service based on responsiveness (responsive data) is in the quite satisfied category.
4. The level of satisfaction of applicants for licensing clinical operations using the servqual method at the Medan City One-Stop Integrated Service and Investment Service based on assurance is quite satisfied.
5. The satisfaction level of applicants for licensing clinical operations using the servqual method at the Medan City One-Stop Integrated Service and Investment Service based on empathy is in the quite satisfied category.

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