

QUALITY OF SERVICE, SAFETY AND TRUST IN CONSUMER SATISFACTION AT THE SAP DELIVERY SERVICE (SATRIA ANTARAN PRIMA) AMBON BRANCH

Erlinda Tehuayo¹, Victor E. Huwae², Abdul Ajis Difinubun³

^{1,2,3} Department of Management, Faculty of Economics and Business, Pattimura University

ARTICLE INFO

Keywords:
Service Quality,
Security,
Trust,
Purchasing Decisions

E-mail:
erlindateo6@gmail.com

ABSTRACT

This study aims to determine the effect of service quality, security and trust on customer satisfaction at the SAP delivery service (Satria Anteran Prima) Ambon Branch. This research is a quantitative descriptive research. The population in this study are consumers on SAP services (satria and prima) and the number of samples is 106 respondents. By using a questionnaire as a data collection tool. Sampling using non probability sampling technique with purposive sampling method. The data analysis method used is Multiple Linear Regression. Based on the results of the multiple regression test, it shows that the service quality variable has a positive and significant influence on customer satisfaction. Furthermore, the security variable has a positive and significant effect on consumer satisfaction and the trust variable has a positive and significant effect on customer satisfaction.

Copyright © 2023 Economic Journal. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

In the business world, consumers are one of the key factors in achieving success because consumers are users of a product or service offered. Therefore, producers will try to provide the best to consumers, including in terms of service. To meet consumer needs, producers are expected to know consumer expectations.

SeEvery company is required to make consumers feel satisfied by providing better offers and services, bearing in mind that companies must be able to maintain their market position amidst increasingly fierce competition. To win the competition, companies must be able to provide satisfaction to consumers. Satisfaction is the level of a person's feelings after comparing what he feels with his expectations Kotler (2007:52).

BA business like this is a service business that is based on the principle of trust so that the issue of service quality is a very determining factor in the success of the business. Service quality is the expected level of excellence and control over this level of excellence to fulfill customer desires according to Wyckoff in Tjiptono (2005:59). One of the marketing strategies carried out by delivery service business managers to influence consumers to use the services offered is to build a brand image.

PT SAP Express, which stands for Satria Antaran Prima Express, is a company operating in the field of shipping and logistics services whose head office is in Jakarta, Indonesia. This company was first established in 2014 as a public company with 3000 employees.

Since its founding on September 9 2014, SAP Express has realized the importance of technological networks in supporting business growth. When first established, SAP Express implemented an Android-based operational system in Indonesia. Big cities such as Jakarta, Bandung, and, Semarang, Yogyakarta, Solo and Makassar became the initial focus in building branch offices along with a wide network reaching remote villages in the archipelago.

In 2015 the company began serving consumers from the banking and insurance sectors, the number of branches reached 16 branches in major cities in Indonesia. Won the Franchise Startup Award 2015, won the Indonesia Inspire award and the Best Company Award 2015 and in March the number of SAP

Express branches numbered 40 branches and already has 200 outlets in Indonesia. won the business record award (ReBi) as the first courier company with an Android-based mobile system and the fastest and most office openings in 6 months.

In 2016, armed with an extensive network, the company participated in the Indonesian smart card distribution program pioneered by the government of the Republic of Indonesia. After that, the company began serving consumers from the sector with its head office in Jakarta, Indonesia. This company was first established in 2014 as a public company with 3000 employees.

In 2015 the company began serving consumers from the banking and insurance sectors, the number of branches reached 16 branches in major cities in Indonesia. Won the Franchise Startup Award 2015, won the Indonesia Inspire award and the Best Company Award 2015 and in March the number of SAP Express branches numbered 40 branches and already has 200 outlets in Indonesia. won the business record award (ReBi) as the first courier company with an Android-based mobile system and the fastest and most office openings in 6 months.

In 2016, armed with an extensive network, the company participated in the Indonesian smart card distribution program pioneered by the government of the Republic of Indonesia. After that, the company began serving consumers from the e-commerce sector both COD and non-COD, the number of branches increased by 31 branches. Until 2017 the company started serving consumers from the pharmaceutical and consumer goods sectors. The company began to gain significant benefits from COD delivery services and the number of company branches became 60 branches.

In 2018 the company began serving consumers from the heavy equipment and automotive sectors. Until December 2018, the company has reached all regions through 94 branches in all provinces in Indonesia. Received the Most Promising Brand 2018 award. The company began listing its shares on the Indonesian stock exchange.

In 2019, it expanded COD services to reach all provinces in Indonesia and added 3 sub-branches. This year SAP opened a new business line, namely the warehousing and fulfillment business to accommodate consumer needs, especially e-commerce players. SAP also utilizes large and cross-border logistics with increasing cross-border shipping needs, SAP is slowly becoming a solution for all logistics needs. Obtaining ISO 9001:2015 certification as an internationally recognized standard for best practices in quality management.

PT Satria Antaran Prima Express Ambon was founded in 2017 and is currently located at Batu Merah Jln. Sudirman No 01. And started operating in 2018 PT SAP Express (Satria Antaran Prima Express) Ambon branch which is led by Raden Nugroho Yudho and has a total number of employees of 15 people and consists of 9 staff consisting of 1 Branch Head, 2 SPVs, 1 Finance, 1 COD, 1 CS, 2 OPS and 1 Driver accompanied by 6 couriers.

Service quality is a form of consumer assessment between the level of service received and what is expected Kotler & Keller, (2016). Tobagus research (2018) has proven that there is a positive and significant influence of service quality on consumer satisfaction. However, Barusman (2019) stated that service quality has no effect on consumer satisfaction on online shopping sites. The results of Paulo, Oliveira and Farisa's (2019) analysis show that three dimensions of service quality, namely website design, security/privacy and compliance, influence overall service quality. Service quality is statistically significantly related to consumer behavior, including consumer attitudes. Next, it is necessary to review the influence of service quality or through consumer attitudes on consumer satisfaction.

Security is a very important factor to increase consumer confidence in online transaction intentions and purchasing decisions. The availability of good security will attract consumer attention, this will increase a company's reputation. Security is expected to reduce the perception of risk.

The quality of service at the Ambon branch of the SAP (Satria Delivery Prima) delivery service company is experiencing a decline, this is due to the inadequate service provided by the Ambon branch of PT Satria Antaran Prima Express. If the number of deliveries of goods that consumers entrust to the company is due to increased security of goods by the company, it will increase trust in consumers. Companies are required to continue to improve service quality so that consumers feel satisfied by providing better offers and services, bearing in mind that companies must be able to maintain their market position amidst increasingly fierce competition.

The shipping security factor in the SAP transaction process is a big consideration for every consumer. A phenomenon that often occurs in the delivery process is security in protecting a product in

the delivery process, namely in terms of product packaging in the transaction itself, because consumers cannot return goods that do not match the goods sent. Security is something that is absolutely essential for business people to provide, whether for products, services or both. This delivery security aims to create a safe and comfortable transaction process for consumers who receive it, thereby benefiting the company and the recipient/consumer. If every company is considered safe in every delivery transaction, then every consumer will no longer hesitate to use SAP services.

Trust is one party's belief in the reliability, durability and integrity of the other party in the relationship and the belief that his or her actions are in the best interests and will produce positive results for the trusted party. Consumer trust in using services at Satria Delivery Prima is based on the quality of service and delivery security. If during a delivery process the quality of service is considered poor and security is not guaranteed in a transaction process, consumers will not want to use SAP services. A trust between the company and consumers who carry out delivery transactions is very important for consumer satisfaction.

If PT Satria Antaran Prima Ambon Branch is able to provide convenience and comfort in accordance with consumer expectations, then the company will also get good reviews in the eyes of consumers and interest in services will also arise from consumers which will ultimately affect the stability of the company. In providing appropriate and appropriate services, companies are required to understand consumer expectations and provide satisfactory service.

2. METHOD

The type of research used in this research is quantitative descriptive research. According to Sugiyono (2010) "descriptive analysis is a case study that collects, processes and interprets data obtained over a certain period of time". "Population is an area consisting of subjects and objects that have certain qualities and characteristics and are determined by researchers so that they can be studied and draw results and make conclusions" Sugiyono (2014). The population in this research is consumers who have used Satria Antaran Prima services in the city of Ambon. According to Sugiyono (2017). "The sample is a part of the number and characteristics of the population. The population in this study is not yet known, so the researcher must determine the number of samples to be studied, namely 106 respondents.

Identification of Research Variables

"Research variables are a characteristic or assessment of people, objects or activities that have certain variations which are applied by researchers to then study and draw conclusions" Sugiyono (2017). In this study the researcher has determined two variables, namely the independent variable (free variable) and the dependent variable (dependent variable). Independent variables (independent variables) Independent variables or what are often called stimulus, predictor and antecedent variables. In Indonesian it is more often called an independent variable. Independent variables (independent variables) in this research are Service Quality (X1), Security (X2) and Trust (X3). Dependent variable (dependent variable) Dependent variable or what is more often called stimulus, criterion, consequent variable. In Indonesian it is often called dependent variable The dependent variable in this research is Consumer Satisfaction (Y).

Data source

The data source used to support this research is primary data. Primary data is a source of research data obtained directly from respondents without any intermediaries. This data collection was carried out on certain people who were expected to be representative by conducting a survey using a questionnaire.

Data analysis method

The data analysis method used in this research is quantitative analysis. This data analysis uses statistical methods. The SPSS.22 program (statistical package for the social sciences) is an analytical tool used to test predetermined hypotheses regarding service quality on consumer satisfaction. This method is carried out after obtaining data from the results of the questionnaire.

Analysis Tools

In this research which uses quantitative data, data analysis is an activity after all respondents and other data sources have been collected. Activities in data analysis are grouping data based on variables and types of respondents, compiling data based on variables from all respondents, presenting data from each variable studied, carrying out calculations to answer the problem formulation, and carrying out calculations to test the hypotheses that have been proposed. In this research, there are three types of analysis used by the author, namely instrument testing, prerequisite testing, and hypothesis testing. In this research, in order for the test instrument to meet its accuracy and correctness, it must meet two requirements, namely validity and reliability.

Validity test

Validity test is a test carried out to see whether the contents of the instruments used in research have high or low validity. To test whether the item is suitable for use or not is to carry out a correlation coefficient significance test at a significance level of $\alpha=5\%$, where an item can be considered valid if it correlates significantly with the total item score.

Reliability Test

Apart from requiring valid data, the data in a study must also be reliable. An instrument is considered reliable if the results of the instrument's measurements are the same if the measurements were carried out on the same person but at different times. A reliable instrument is an instrument that produces consistent measurements. The reliability test in this research used the Cronbach's Alpha formula. An instrument is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time. In this research, the Cronbach Alpha statistical test was used. Decision making using reliability testing can be categorized as having a Cronbach's Alpha value $> 0.6 =$ reliable.

Normality test

The normality test is a test of the normality of the dependent variable and independent variables in the regression model. A good regression model must have a normal data distribution or distribution of statistical data on the diagonal axis of the normal distribution graph. To test whether the data that has been collected is normally distributed or not, you can use the normality test technique using Kolmogorov Smirnov. The method for testing whether the data distribution is normal or not is carried out by looking at the significance value of the variable. If the significance is greater than alpha 5%, then it indicates a normal data distribution.

Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. If no correlation is found between the independent variables then this regression model is good, but if this occurs then the regression model is not proportional, that is, the correlation value is not equal to zero between the independent variables. Whether there are symptoms of multicollinearity is done by paying attention to the correlation matrix value produced during flat processing as well as the VIF (Variance Inflation Factor) value and its tolerance. "If the correlation matrix value is not greater than 0.1 then the data can be analyzed regardless of symptoms of multicollinearity. "Then if the VIF value is below 10 and the tolerance value is close to 1, then it can be concluded that the regression model does not have a multicollinearity problem," Ghozali (2011).

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. If the variable from the residual of one observation to another is constant, it is called homoscedasticity, if it is different it is called heteroscedasticity. Good heteroscedasticity is when homoscedasticity occurs. The way to detect the presence or absence of heteroscedasticity is to look at the graph plot between the dependent variable predictions (ZPRED) and the residuals (SRESID). Detection of the presence or absence of heteroscedasticity can be done by looking at whether there is a certain pattern in the scatter plot graph between SRESID and

ZPRED, where the Y axis is predicted and the X axis is the residual (predicted Y – actual Y) which has been standardized.

Partial Test (t Test)

The partial test (t test) is used to test the significance of the constant of each independent variable which will influence the dependent variable. "The t statistical test is intended to test whether a hypothesis is accepted or rejected. The data processing application is used to form a correlation significance test by comparing the tcount output results with the table. "If t-count > t-table then variable X partially or individually has a significant effect on variable Y, conversely if t-count < t-table then variable Dr. Sugiyono (2017)

Stimulant Test (F Test)

The F test is used to test whether the independent variables jointly influence the dependent variable. This research uses the F test based on significance values. Decision making in the F test is based on significant values. If the F count is > and the significance is < 0.05 then the independent variable simultaneously has a significant influence on the dependent variable and vice versa if the F count is < and the significance is > 0.05 then the independent variable simultaneously does not have a significant influence on the dependent variable.

Coefficient of Determination (R2).

The coefficient of determination (R2) is used to determine how far the independent variable can explain the dependent variable. The coefficient of determination value is between 0 and 1. If (R2) obtained from the calculation results is close to 1, then it can be concluded that the contribution of the independent variable to the dependent variable is greater because it can explain the variations that occur in the dependent variable. On the other hand, if (R2) is getting smaller or approaching 0 (zero), it can be concluded that the contribution of the independent variable used is getting weaker in explaining the dependent variable.

3. RESULTS AND DISCUSSION

Descriptive Research Variables

This research variable description aims to interpret the frequency distribution of respondents' answers from the data that has been collected. In this research, respondents' answers were categorized into five categories using a Likert scale. In providing meaning to empirically assess variables, this research adopts the principle of weighting proposed by (Sugiyono 2010).

Reliability Test

Reliability testing is a tool used to measure the consistency of a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time (Ghozali, 2006). As for decision making for reliability testing, a construct or variable is said to be reliable if it provides a Cronbach's Alpha value >0.06 (Nunnally, 2011).

Based on test results using SPSS. Reliability test results were obtained for the variables of service quality, security, trust and consumer satisfaction with SAP (Satria Antaran Prima) delivery services.

Table 1. Reliability test results

Variable	Cronbach Alpha	Alpha Value	Information
Service quality	0.528	>0.06	Reliable
Security	0.629	>0.06	Reliable
Trust	0.466	>0.06	Reliable
Consumer Satisfaction	0.613	>0.06	Reliable

Source: processed data, 2023

From the table above, it can be seen that the variables Service Quality, Security, Trust and Consumer Satisfaction have an Alpha value > 0.06. Thus, it can be concluded that the questionnaire data used in this research is reliable or acceptable.

Classic assumption test

The classical assumption tests in this research are the normality test, multicollinearity test and heteroscedasticity test. In detail it will be explained as follows:

Data Normality Test

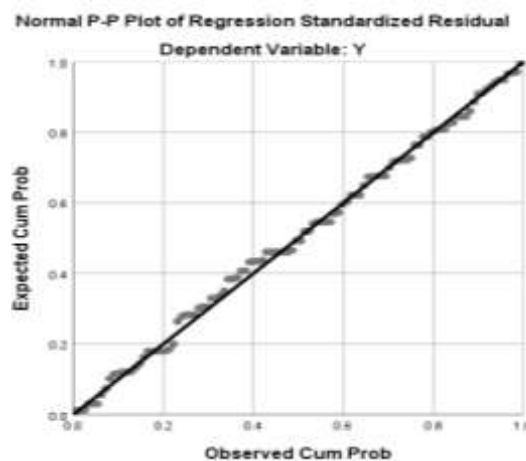
The normality test aims to test whether in the regression model, the independent variables and dependent variables are normally distributed. The normality test in this study used the one sample-Kolmogorov Smirnov method, with an indicator of asymp value. Sig. (2-tailed) is more than 0.05, it can be said that the data is normally distributed.

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		106
Normal Parameters, b	Mean	.0000000
	Std. Deviation	.42235452
Most Extreme Differences	Absolute	.045
	Positive	.036
	Negative	-.045
Statistical Tests		.045
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: processed data, 2023

The test results in the table show that the significant value in this study is 0.200. So it can be concluded that this research data is normally distributed because the results of the significant value are greater than 0.05, which means that the distribution of this research data is normally distributed.



Source: In Sports, 2023

The image shows that the data spreads around the diagonal line and follows the direction of the diagonal line on the histogram graph, this shows that the pattern is a normal distribution. So, it can be concluded that the PP Plot graph, regression model meets the normality assumption.

Test Multicollinearity

This test aims to see whether there is a strong correlation between the dependent variable and the independent variable. Good research does not occur multicollinearity. Look at the multicollinearity value of the tolerance value, or VIF value. Research is considered to not have multicollinearity if the VIF value is less than 10

Table 3. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	SERVICE QUALITY	,310	3,227
	SECURITY	,917	1,091
	TRUST	,325	3,073

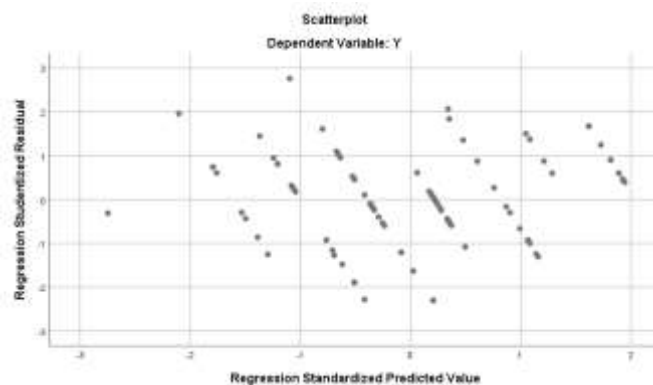
- a. Dependent Variable: Consumer Satisfaction
 Source: Processed data, 2023

The results of the multicollinearity test show that the tolerance value for the Service Quality variable (X1) is 0.310, the Security variable (X2) is 0.917 and Trust (X3) is 0.325. The tolerance value for these three variables is more than 0.10. Apart from that, the VIF value of the Service Quality variable (X1) is 3.227, the Security variable (X2) is 1.091 and the Trust variable (X3) is 3.073. The values for these three variables are less than 10. So it can be concluded that there are no symptoms of multicollinearity.

Heteroscedasticity Test

The Heteroscedasticity Test aims to test the inequality of variables. To detect whether there is heteroscedasticity in a model, you can use Scatterplot.

Heteroscedasticity Testing



Source: processing results, 2023

Heteroscedasticity test results show that there is no clear pattern from these points. This shows that the regression model does not have any symptoms of heteroscedasticity, which means that there is no disturbance in this regression model.

Multiple Regression Analysis

This analysis is used to determine the influence of the dependent variable using 1 (one) equation. The results of the equation are described as follows:

Table 4. Coefficientsa Multiple Regression Test^a

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	,611	,599		1,019	,311
Service quality	,239	,037	,284	6,417	,000
Security	,029	,026	,029	1,126	,003
Trust	,937	,056	,728	16,842	,000

- a. Dependent Variable: Consumer Satisfaction
 source: Data processed, 2023

The regression equation model can be obtained by looking at the unstandardized coefficient

Independent variables (service quality, security and trust) have a positive effect on consumer satisfaction. Based on the equation, it can be seen that the independent variable with the most influence is the trust variable with a coefficient value of 0.937, followed by the service quality variable with a coefficient value of 0.239 and the variable with the lowest influence is the security variable with a coefficient value of 0.029.

Partial Test (T)

The t statistical test shows how far one independent variable is partially able to explain the dependent variable. An independent variable is said to have a positive effect if t count > t table and the significance value is smaller than α (0.05). (Mahfudz and Jaya Sakti 2018).

Table 5. Hypothesis Test Results (T)

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1(Constant)	,611	,599		1,019	,311
Service quality	,239	,037	,284	6,417	,000
Security	,029	,026	,029	1,126	,003
Trust	,937	,056	,728	16,842	,000

a. Dependent Variable: Consumer Satisfaction

source: Data processed, 2023

The calculation analysis of the T test is:

The service quality variable has a t value > t table, where the t value is equal to 6,417 > t table of 1.983 with a significance level of 0.000. Because the significance value is 0.000 < 0.05, it can be stated that the service quality variable has a significant effect on consumer satisfaction. Thus, the first hypothesis proposed in this research can be accepted. The security variable has a t value < t table where the t value is 1.126 < 1.983 t table value, with a significance level of 0.003. Because the significance value is 0.003 < 0.05, it can be stated that the security variable has a significant effect on consumer satisfaction. Thus, the second hypothesis proposed in this research can be accepted. The trust variable has a calculated t value > table t value where the calculated t value is equal to 16,842 > 1.983 t table value, with a significance level of 0.000. Because the significance value is 0.000 < 0.05, it can be stated that the trust variable has a significant effect on consumer satisfaction. Thus, the third hypothesis proposed in this research cannot be accepted

4. CONCLUSION

Service quality has a significant influence on customer satisfaction at the SAP Ambon branch delivery service. This means that service quality greatly influences consumer satisfaction with delivery services. Security has a significant effect on consumer satisfaction with delivery services. This is because a good level of delivery security can increase consumer satisfaction. Trust has a significant effect on consumer satisfaction with delivery services. This is because the company is able to increase consumer satisfaction with delivery services.

REFERENCES

- [1] Arianto, N. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Pengunjung Dalam Menggunakan Jasa Hotel Rizen Kedaton Bogor. *Jurnal pemasaran kompetitif*, 1(2).
- [2] Andreani, F. (2007). Experiential marketing (sebuah pendekatan pemasaran). *Jurnal Manajemen Pemasaran*, 2(1).
- [3] Barnes, J. G. (2003). Rahasia manajemen hubungan pelanggan. *Terjemahan Andreas Winardi. Yogyakarta: Andi*, 137-195.
- [4] Belanger, France et al. 2002. Trustworthiness in Electronic Commerce: The Role of Privacy, Security, and Site Attributes. *Journal of Strategic Information Systems* 11. (Online), USA.
- [5] C. Laudon, Kenneth & P. Laudon, Jane. 2005. Sistem Informasi Manajemen Mengelola Perusahaan Digital. Edisi 8. Andi Offset. Yogyakarta.
- [6] Kotler, P., & Keller, K. L. (2007). Manajemen Pemasaran. Edisi Kedua Belas. *Jakarta: indeks*.

- [7] Kotler, P., & Keller, K. L. (2016). *A framework for marketing management* (p. 352). Boston, MA: Pearson.
- [8] Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran*.
- [9] Kotler, P. Keller, 2012, *Manajemen Pemasaran Jilid I Edisi ke 12. Jakarta: Erlangga*.
- [10] Mowen dan Minor, 2011, *Perilaku Konsumen Jilid 1, Edisi Kelima (terjemahan), Erlangga, Jakarta*.
- [11] Priyambodo, L., Tjiptono, F. S., & Suyoto, M. (2012). M-Commerce in Indonesia: Problems and Prospects. *International Journal of Computer Applications & Information Technology*, 1(2), 71-76.
- [12] Sakti, Brillyan Jaya And Mahfudz, Mahfudz,(2018), *Analisis Pengaruh Kualitas Layanan, Ketepatan Waktu Pengiriman Dan Fasilitas Terhadap Kepuasan Pelanggan (Studi Pada Pelanggan J&T Express Kota Semarang)*. , Unspecified, Unspecified
- [13] Suryani, S., & Koranti, K. (2022). *Kualitas Pelayanan,Kepercayaan Dan Keamanan Serta Pengaruhnya Terhadap Kepuasan Pelanggan Melalui Sikap Pengguna E- Commerce*.
- [14] Sumarwan, U., Puspitawati, H., Hariadi, A., Mukti Ali, M., Gazali, M., Hartono, S., & Farina, T. (2011). *Riset pemasaran dan konsumen*.
- [15] Sugiyono, D. (2010). *Memahami penelitian kualitatif*.
- [16] Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- [17] Sugiyono. (2017). *Metode Penelitian Bisnis*. alfabeta.
- [18] Kasmir. 2017. *Customer Service Excellent: Teori dan Praktik*. PT Raja Grafindo Persada: Jakarta.
- [19] Ghozali, Imam. (2011). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 19*. Edisi Kelima. Semarang: Universitas Diponegoro.
- [20] Tobagus, A. (2018). Pengaruh E-service quality terhadap E-satisfaction Pada Pengguna di Situs Tokopedia. *Agora*, 6(1).
- [21] Tjiptono, Fandy, (2005). *Pemasaran Jasa, indikator kepuasan pelanggan*. Malang: Bayumedia Publishing.
- [22] Tjiptono, F. (2007). *Service, quality satisfaction*.
- [23] Umar, H. (2002). *Evaluasi kinerja perusahaan*. Gramedia Pustaka Utama.
- [24] Voronkova, O., Hordei, O., Barusman, A. R. P., & Ghani, E. K. (2019). Social integration as a direction for humanization of economic relations and improvement of social welfare.
- [25] Zeithaml, Valarie A., Mary Jo Bitner dan Dwayned D. Gremler. (2008). *Services Marketing. Integrating Customer Focus Across the Firm*. 4th edition. International Edition. Singapore: McGrawHill