



Satisfaction As A Mediator In The Relationship Between Service Quality And Facilities To Student Loyalty

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ABSTRACT

The purpose of this study was to determine the role of satisfaction in mediating the relationship between services and facilities with student loyalty at the National University of the Republic of Indonesia. The research method uses a quantitative approach and the analysis techniques used are descriptive analysis and SEM-PLS analysis. The source of this study uses primary data. Data collection in this study used a questionnaire. The sample of this study was 100 people. Based on the results of the descriptive analysis, it can be seen that product quality, product price, consumer satisfaction and repeat purchase interest according to respondents are still in the sufficient category. Based on the test results, it shows that student satisfaction functions as a significant mediator between services and facilities and student loyalty. This means that good services and facilities will increase student satisfaction, which will ultimately strengthen their loyalty to the university.

INTRODUCTION

The increasingly rapid marketing competition requires various companies to be able to compete in the business world with the aim of achieving the planned targets so that the company looks superior compared to competing companies. Because of this, the company needs accurate business planning. So that it can focus attention on the position in the business, know which direction the company is going, how to get there and what actions need to be taken in order to maximize strengths and seize existing opportunities. Therefore, good marketing planning is an important tool for running an effective and efficient business.

Business Strategy is one of the important factors in influencing the process of progress and decline of a company. Business strategy is able to improve products in the future by paying attention to the calculation of all inputs of raw materials, energy, labor and capital used in a company to show the products produced. Labor business strategy is very important considering that labor is directly related to the production process. The company's business strategy is a very

important form of activity because it provides an effective and efficient performance picture and illustrates the company's success in running a business.

The level of success of a company in plain sight can be measured based on the profit or profit obtained in a certain period of time. However, this profit cannot be achieved without management that manages it. With the right and appropriate management system, it will encourage the growth of loyalty and obedient attitude of employees towards everything that is regulated by the company concerned, or better known as student loyalty to the university. Furthermore, this student loyalty will lead to improved performance that can increase company or university profits, which then results in an increase in the company's business strategy. The problem in this study is how the service strategy should be applied at the Nationality University of the Republic of Indonesia and how alternative strategies should be prioritized in its implementation at the company.

Based on research conducted by Jihan Qatrunnada Benklah (2022) with the research title "The Effect of Price and Place on Tourist Satisfaction with Tourist Loyalty as an Intervening Variable in Artificial Water Recreation Tourism (Waterpark) Palembang City" this research uses a quantitative approach. The research object used in this study is the object of Artificial Water Recreation Tourism (Waterpark) Palembang City. This type of research is associative research with the aim of knowing the effect of price and place on tourist satisfaction with tourist loyalty as an intervening variable in Artificial Water Recreation Tourism (Waterpark) Palembang City. The method in this study uses a quantitative method that uses a questionnaire as a research instrument with a Linkert scale of 1-5. The population in this study is infinite with a sample taken based on the provisions of 5 to 10 observations for each parameter / indicator estimated so that the number of samples in this study is the number of indicators, namely 12×10 , namely 120 respondents. The sampling technique in this study using probability sampling techniques with cluster random sampling techniques, sampling by means of clusters (Cluster Random Sampling) is to randomize the group, not the subject individually.

Research conducted by Putu Krishna Wahyuana Wedanta (2024) on "The Role of Customer Satisfaction in Mediating the effect of Experiential Marketing on Customer Loyalty studies on balipay application users in Denpasar city". The coefficient value of the experientialmarketing variable is 0.256, this shows that experientialmarketing has a positive effect on customer satisfaction. This means that if experiential marketing is higher, customer satisfaction will be higher by 0.256. Calculation of the effect of experiential marketing and customer satisfaction on customer loyalty through SPSS 25.0, the experiential marketing variable has a coefficient of 0.114, which indicates a positive influence between experiential marketing and customer loyalty

research conducted by Dedek Kurniawan Gultom (2020) "Determination of Customer Satisfaction on Customer Loyalty through Trust". The results showed that how the direct and indirect effects between variables in this study. The interpretation of these values is explained in the following sections. First. The direct effect of Customer Satisfaction (KEPS) on customer trust (KEPR) has a path coefficient value (p_1) of 0.337 positive and a probability value (sig) of 0.000 (significant). This positive value indicates that if the value of customer satisfaction increases, the value of customer trust also increases. 2. The direct effect of customer satisfaction (KEPS) on customer loyalty (LOYT) has a path coefficient value (p_2) of 0.244 (positive) and a probability value (sig) of 0.002 (significant). This positive value indicates that if the value of customer satisfaction increases, the value of customer loyalty also increases. 3. The direct effect of Customer Trust (KEPR) on customer loyalty (LOYT) has a path coefficient value (p_3) of 0.450 positive and a probability value (sig) of 0.000 (significant). This positive value indicates that if the value of customer trust increases, the value of customer loyalty will increase.

LITERATURE REVIEW

Management

Management has a very broad meaning, it can mean process, art, or science. Management is said to be a process because in management there are stages to achieve goals, which have several functions, namely planning, organizing, directing, and controlling. It is said to be an art because management is a way or tool for managers in achieving organizational goals. In a company, the proper application of management will help facilitate the realization of the company's goals, vision, and mission. Management at this time, is a science that is needed because of the increasing business competition. More clearly, here are some opinions of experts regarding management:

William J. Stanton in Wibowo and Priansa (2017: 15) says that marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that satisfy desires and services of good quality to customers.

Services

According to Sanjaya and Klemenz (2016: 104 in Afrilia, 2018). Service quality is the basis for service marketing, because the core of the product being marketed is a performance (quality), and it is performance that is purchased by customers, therefore the quality of service performance is the basis for service marketing. According to Parasuraman (2002 in Afrilia, 2018) defines service quality as the level of excellence expected and control over that level of excellence to meet customer desires. Service quality, which focuses on efforts to fulfill customer needs and desires and delivery accuracy to balance customer expectations (Tjiptono, 2008 in Resita et al, 2015).

Facilities

According to Tjiptono (2004: 19) states that facilities are physical resources that must exist before a service is offered to consumers. Facilities are something that is very important in a service business. Completeness of interior and exterior design and cleanliness of facilities must be considered, especially those that are closely related to what consumers feel directly. Facilities are a physical form or atmosphere provided by the company with the aim of providing a sense of comfort to consumers. Suryo Subroto (2010: 22) explains that facilities are anything that can facilitate and facilitate the implementation of a business in the form of objects or money. Several opinions basically have the same meaning and in essence, the facilities provided to consumers can make it easier to use the facilities and infrastructure that have been provided.

Satisfaction

Satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the product's perceived performance (or results) against their expectations (in Philip and Kevin, 2008). Customer satisfaction is the level of a person's feelings after comparing the performance (or results) he feels compared to his expectations. (in Fandy, 2000) In Purnomo's journal (2017: 758 in Afrilia, 2018) According to Nugroho (2015: 162) explains that customer satisfaction is an important element in improving marketing performance in a company. Satisfaction felt by customers can increase the buying intensity of these customers. By creating an optimal level of customer satisfaction, it encourages the creation of loyalty in the minds of satisfied customers. Satisfaction is measured by how well customer expectations are met.

Loyalty

Oliver defines loyalty as a deeply held commitment to buy or support a preferred product or service again in the future even though the influence of situations and marketing efforts has the potential to cause customers to switch.

METHODS

The object of research is a value possessed by a person, object or activity which is unique in its variation. The determination of a value is then studied more deeply by researchers to draw conclusions in order to achieve certain goals (Sugiyono, 2009, p. 38). The research object in this study is the variable internal (strengths and weaknesses) and external (opportunities and threats) factors of the company. The research subject is needed for the successful running of the research, in the research conducted by the researcher requires the employees of the Universitas Kebangsaan Republik Indonesia. Qualitative research methods have descriptive data in the form of words or oral from research subjects that can be further observed. The emphasis in qualitative research is the aspect of in-depth understanding of a problem (Siyoto & Sodik, 2015, p. 28). Quantitative research method is research that presents data in the form of numbers, starting from the collection of data in the form of numbers, interpretation of the data, and the results of the data. The results of quantitative research can be presented in the form of figures, tables, or graphs (Siyoto & Sodik, 2015, p. 17). In this study, data processing used path analysis (path analysis) with the partial square method using the PLS program. This study uses a data analysis method using Smart PLS software version 3.2.7. The PLS or Partial Least Square test is a variant-based structural equation modeling (SEM) approach. In this section, the research results obtained from distributing questionnaires to respondents as the main data source in this study will be presented. This study aims to determine the role of satisfaction in mediating the relationship between services and facilities with student loyalty at the university of the national republic of Indonesia. The sample of this research is 100 consumers at the university of the national republic of Indonesia using simple random sampling technique. The analysis method used to process data in this study is descriptive analysis and SEM-PLS.

RESULTS

Characteristics of Respondents

Based on data from 100 respondents who are students at the national university of the republic of Indonesia, the identity of respondents regarding gender and class and major is obtained. Based on data collection through questionnaires, the respondent's profile is obtained, where the frequency distribution is presented in table 1 as follows:

Tabel 1. Characteristics of Respondents Based on Gender

Category	Number	Persentase
Male	83	83%
Female	17	17%
Total	100	100%

Source: data process

Tabel 2. Characteristics of Respondents Based on Force

Category	Number	Persentase
2019	12	12%
2020	23	23%
2021	31	31%
2022	14	14%
2023	20	20%
Total	100	100%

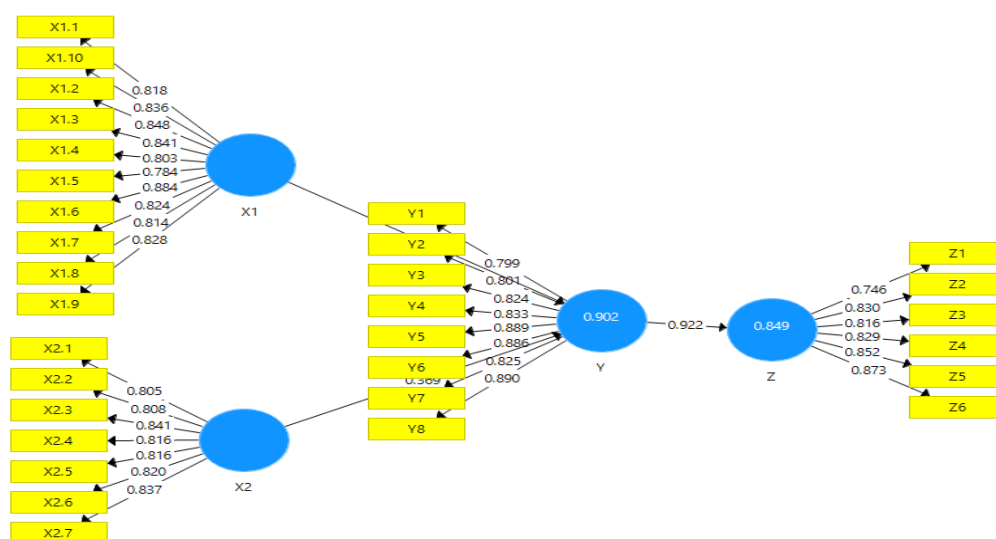
Source: data process

Tabel 3. Characteristics of Respondents Based on Major

Department	Total	Persentase
Management	22	22%
Communication Science	11	11%
Informatics Engineering	9	9%
Information Systems	8	8%
Environmental Engineering	6	6%
Industrial Engineering	14	14%
Mechanical Engineering	10	10%
English Literature	7	7%
Electrical Engineering	4	4%
Architecture	3	3%
Physics	6	6%
Total	100	100%

Source: data process

In accordance with the research objectives, namely to determine the effect of service and satisfaction on loyalty mediated by satisfaction, the authors will conduct a series of quantitative analyzes relevant to the research objectives. The data in this study were processed using Structural Equation Modeling (SEM) with partial least square (PLS) with the help of SmartPLS 3.0 software. In partial least square (PLS) there are two types of models formed, namely the measurement model and the structural model. The measurement model explains the proportion of variance of each manifest variable (statement) that can be explained in the latent variable. Through the measurement model, it will be known which statement is more dominant in forming latent variables. After the measurement model of each latent variable is described, the structural model will be described which will examine the effect of each independent latent variable (exogenous latent variable) on the dependent latent variable (endogenous latent variable). From the data obtained through questionnaires using the Partial Least Square estimation method with the PLS algorithm, a full model path diagram was obtained.

Figure 1. Path Diagram

Source: smart PLS

Assessing the Outer Model or Measurement Model

Outer model is a measurement model consisting of manifest variables and paths that connect latent variables. This section is the first stage in the Partial Least Square SEM analysis by testing the measurement model so that the results of the research data are appropriate and appropriate to use. Evaluation of the measurement model is carried out through several stages, namely looking at the results of validity and reliability. The validity test consists of convergent validity and discriminant validity. Convergent validity

Loading Factor

Testing convergent validity in SmartPLS using reflective statements as in this study, based on the loading factor of the statement used as a research instrument measured using the construct. A statement is said to be sufficient if the loading factor value is > 0.7 . The following are the results of the loading factor test using SmartPLS software:

Tabel 4. Outer Loadings (Measurement Model)

Variable X1 (Services)

Variabel Manifest	Loading Factor	Ket
X1.1	0.818	Valid
X1.2	0.848	Valid
X1.3	0.841	Valid
X1.4	0.803	Valid
X1.5	0.784	Valid
X1.6	0.884	Valid
X1.7	0.824	Valid
X1.8	0.814	Valid
X1.9	0.828	Valid
X1.10	0.836	Valid

Source: Output Smart PLS

The table above shows that there is no loading factor value below 0.70, so that all manifest variables of satisfaction in this study can be used.

Tabel 5. Variable X2 (Facility)

Variabel Manifest	Loading Factor	Ket
X2.1	0.805	Valid
X2.2	0.808	Valid
X2.3	0.841	Valid
X2.4	0.816	Valid
X2.5	0.816	Valid
X2.6	0.820	Valid
X2.7	0.837	Valid

Source : output Smart PLS

The table above shows that there is no loading factor value below 0.70, so that all manifest variable facilities in this study can be used.

Tabel 6 .Variable Y (Satisfaction)

Variabel Manifest	Loading Factor	Ket
Y1	0.799	Valid
Y2	0.801	Valid
Y3	0.824	Valid
Y4	0.833	Valid
Y5	0.889	Valid
Y6	0.886	Valid
Y7	0.825	Valid
Y8	0.890	Valid

Source : output Smart PLS

The table above shows that there is no loading factor value below 0.70, so that all Satisfaction manifest variables in this study can be used.

Tabel 7. Variable Z (Loyalty)

Variabel Manifest	Loading Factor	Ket
Z1	0.746	Valid
Z2	0.830	Valid
Z3	0.816	Valid
Z4	0.829	Valid
Z5	0.852	Valid
Z6	0.873	Valid

Source : output Smart PLS

The table above shows that there is no loading factor value below 0.70, so that all Satisfaction manifest variables in this study can be used.

Average Variance Extracted (AVE)

Apart from being seen from the factor loading value, convergent validity can also be seen from the Average Variance Extracted (AVE). In this study, the AVE value of each construct is above 0.5. Therefore there is no convergent validity problem in the tested model. The following shows the AVE value in this study:

Tabel 8. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	critical value
X1 (satisfaction)	0.686	0.5
X2 (Facility)	0.673	
Y (Satisfaction)	0.713	
Z (Loyalty)	0.681	

Source : output Smart PLS

Based on the table above, the results of convergent validity based on the average variance extracted value can be seen. These results show that all latent variables have an AVE value of more than 0.5. This indicates that the statements that make up the latent construct have good convergent validity when viewed from the average variance extracted value.

At the Discriminant Validity stage, testing must be carried out from each statement of each variable, testing is carried out by looking at the cross loading value, and it is hoped that the cross loading value is higher than the statements of other variables in the same model, the following is the form of the cross loading model in this study.

Tabel 9 .Cross Loading Model

	X1	X2	Y	Z
X1.1	0.818	0.756	0.788	0.744
X1.10	0.836	0.756	0.808	0.736
X1.2	0.848	0.783	0.772	0.776
X1.3	0.841	0.813	0.826	0.806
X1.4	0.803	0.820	0.802	0.772
X1.5	0.784	0.763	0.657	0.712
X1.6	0.884	0.734	0.784	0.758
X1.7	0.824	0.747	0.745	0.768
X1.8	0.814	0.736	0.801	0.792
X1.9	0.828	0.741	0.774	0.715
X2.1	0.765	0.805	0.653	0.724
X2.2	0.738	0.808	0.756	0.760
X2.3	0.794	0.841	0.737	0.748
X2.4	0.819	0.816	0.750	0.752
X2.5	0.746	0.816	0.790	0.799
X2.6	0.772	0.820	0.819	0.749
X2.7	0.677	0.837	0.768	0.778
Y1	0.777	0.749	0.799	0.742
Y2	0.731	0.767	0.801	0.761
Y3	0.805	0.781	0.824	0.772
Y4	0.780	0.738	0.833	0.711
Y5	0.811	0.782	0.889	0.816
Y6	0.824	0.823	0.886	0.832
Y7	0.804	0.789	0.825	0.777
Y8	0.807	0.792	0.890	0.806
Z1	0.767	0.709	0.663	0.746
Z2	0.801	0.778	0.761	0.830
Z3	0.694	0.771	0.743	0.816
Z4	0.710	0.730	0.731	0.829
Z5	0.786	0.797	0.824	0.852
Z6	0.782	0.794	0.826	0.873

Source : output Smart PLS

Fornell Larcker Criterion

	X1	X2	Y	Z
X1	0.828			
X2	0.924	0.821		
Y	0.939	0.922	0.844	
Z	0.916	0.925	0.922	0.825

Source : output Smart PLS

Based on the values in the table above, it can be concluded that all the constructs studied have good discriminant validity values because the AVE value is higher than the highest correlation value.

After testing the validity, the next is reliability testing which aims to measure internal consistency. Can use the predetermined Cronbach's alpha value which is greater than 0.7 and Composite reliability greater than 0.7.

Tabel 10. Reliability and Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability	critical value	Ket
X1	0.949	0.956	0.7	Reliabel
X2	0.919	0.935		Reliabel
Y	0.942	0.952		Reliabel
Z	0.906	0.928		Reliabel

Source : output Smart PLS

Based on the values in the table above, it can be seen that each variable has a Cronbachs Alpha and Composite Reliability value greater than 0.7, which means that the constructs and dimensions are reliable and eligible.

Goodness of Fit (R-Square)

The R-Square or R2 value for the dependent construct shows the influence/accuracy of the independent construct in influencing the dependent construct. The R2 value explains how much the exogenous variables hypothesized in the equation are able to explain the endogenous variables. The R-Square value is seen from the results in the range 0 to 1, the higher the value obtained in R-Square indicates that the greater the independent (exogenous) influence on the dependent (endogenous). The criteria for the R-Square value can be seen as follows:

- R2 value of 0.67 is categorized as substantial
- R2 value of 0.33 is categorized as moderate
- R2 value of 0.19 is categorized as weak
- R2 value of > 0.7 is categorized as strong

Tabel 11. R-Square

Endogen	R Square	Strong Relationship
Y	0.902	Strong
Z	0.849	Strong

Source : output Smart PLS

Based on the results of the analysis on the structural model evaluated using the R-Square on the dependent construct, it can be seen that: The R-Square of the Y construct is 0.902, which means it shows that the model is in strong criteria. The R-Square of the Z construct is 0.849, which means it shows that the model is in strong criteria. This shows that the resulting model value is good.

Q-Square Predictive Relevance

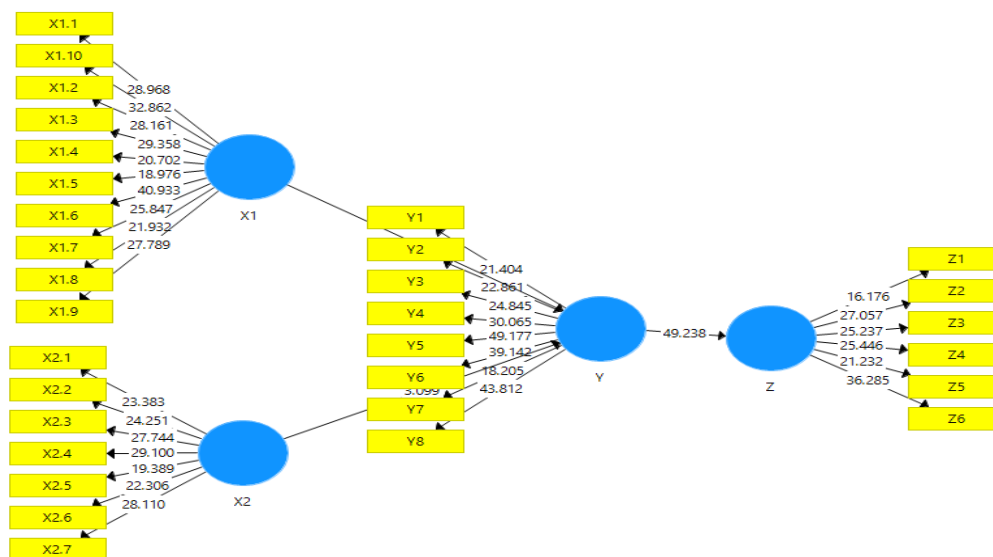
Inner model testing can also be seen from the Q2 value. The Q2 value is calculated by obtaining the two R-Square values. Q-square predictive relevance for structural models, measuring how well the observed value is produced by the model, Q-Square must be > 0 which indicates the model has good predictive relevance (Ghazali, 2014: 45). Q2 value with the following formula:

Tabel 12. Q Square Predictive Relevance

Variable	R-Square	1-R Square
Productivity (Y)	0,902	0,098
Work effectiveness (Z)	0,849	0,151
Q ² =	$Q^2 = 1 - ((1 - R_1^2) \times (1 - R_2^2))$ $Q^2 = 1 - ((1 - 0,902) \times (1 - 0,849)) = 0,985$	
Error =	=100% - 98,5% = 1,5%	

Source : output Smart PLS

Based on the results of the calculation of the Q2 value, it can be seen that Q2 is 0.985. This shows that the independent variable has a good categorized prediction level of the dependent variable. So based on the Q2 value, it is known that the research model has good predictive relevance, because Q2 is greater than zero. Based on the results of the calculation of R Square and Q2, it can be seen that the model formed is robust, so that hypothesis testing can be carried out. Hypothesis testing is a procedure that will result in a decision (accept/reject the hypothesis). Therefore, the hypothesis must be tested through statistical tests. Visually the path diagram for hypothesis testing is depicted in the following figure:

Figure 2. Path Diagram Hypotesis

Source : output Smart PLS

DISCUSSION

The results showed that the tcount value of 5.029 was greater than the t table of 1.98 and the significant value (0.000) < 0.05 so that H0 was rejected and H1 was accepted. This shows that there is a significant influence between service (X1) on loyalty (Z) through satisfaction (Y). The original sample (O) value of 0.551 indicates that the effect is positive, meaning that the better the service provided, the student satisfaction increases, which in turn has a positive impact on student loyalty. Thus, these results support the hypothesis that service quality has an important role in building loyalty through satisfaction as a mediating variable. Student satisfaction also acts as a mediator in the relationship between facilities provided by the university and student loyalty. Facilities such as comfortable classrooms, well-stocked libraries, good internet access, and other facilities and infrastructure have a major influence on students' experience on

campus. When the facilities provided are adequate and meet students' expectations, they will feel more satisfied with their academic experience and campus life. This satisfaction then encourages students to be more loyal to the university, which is reflected in the level of active participation in campus activities, plans to complete their studies at the university, and the desire to recommend the university to others. Conversely, inadequate facilities can lead to dissatisfaction which reduces students' loyalty to the institution. Therefore, good facilities are essential in creating deep satisfaction, which in turn strengthens student loyalty. The results showed that the tcount value of 2.880 was greater than the ttable of 1.98, and the significant value $(0.004) < 0.05$. Therefore, H_0 is rejected and H_1 is accepted. This shows that facilities (X2) have a significant effect on loyalty (Z) through satisfaction (Y). The original sample (O) value of 0.340 indicates that the effect is positive. This means that the better the facilities provided, the more student satisfaction increases, which in turn has a positive impact on student loyalty. This result shows that facilities have an important contribution in building student loyalty through increasing their satisfaction.

CONCLUSION

Based on the results of data analysis and discussion regarding, the following conclusions can be obtained:

1. Students' overall loyalty to Universitas Kebangsaan Republik Indonesia is in the "Fair" category. Although students show a good commitment to completing their education and not transferring to other universities, there are still aspects that need to be improved, such as students' active contribution to campus life and recommendations to others to choose this university.
2. The overall level of student satisfaction with university services is in the "Good" category. Although most services have met students' expectations, there are some aspects that need to be improved, such as the quality of public facilities and providing more appropriate solutions by employees.
3. The quality of service provided by the university falls into the "Fair" category. Although aspects of service such as employee friendliness and responsiveness are good, there are areas that need improvement, such as speed and timeliness of service and a more presentable employee appearance.
4. Facilities provided by the university are also rated in the "Fair" category. Some aspects such as the quality of copyright, alumni contributions, and university reputation received good ratings. However, some facilities that support the teaching and learning process, such as information technology and management systems, still need improvement.
5. Services provided by universities have a significant effect on student satisfaction. The better the quality of service, the higher the level of student satisfaction with the university. The facilities provided by the university also have a significant effect on student satisfaction. Better and adequate facilities will increase student comfort, which in turn increases their satisfaction.
6. Student satisfaction has a significant influence on their loyalty. Students who are satisfied with university services and facilities tend to be more loyal and committed to completing their studies and recommending the university to others.
7. Student satisfaction serves as a significant mediator between services and facilities and student loyalty. This means that good services and facilities will increase student satisfaction, which in turn will strengthen their loyalty to the university.

LIMITATION

The term limitations in this study are:

1. The research is limited to data collected within a certain period, one academic year and only includes students at the Universitas Kebangsaan Republik Indonesia.
2. Focus on Strategy, service quality and student facilities provided by the university, not including other factors such as curriculum or teaching quality.
3. Data is collected through questionnaires, interviews, or observations, excluding other methods such as case studies or secondary analysis.
4. This research will focus on the variables of service, facilities, student satisfaction, and student loyalty.

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