

## Analysis of Service Quality on Customer Satisfaction and Switching Intention

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### Abstract

Boarding houses are small and medium service businesses that provide room rentals, which are an attractive choice for entrepreneurs because they are considered a simple and promising investment if managed well. The demand for temporary housing continues to increase, especially for those who migrate or have routines far from where they live. This research aims to evaluate the influence of variables such as responsiveness, competence, communication, credibility, security, understanding, and tangibles on customer satisfaction in boarding houses in Rungkut District, Surabaya City. The research subjects were boarding house resident in the area, with samples taken using a purposive sampling method for time and cost efficiency. Data was collected through a questionnaire using the Partial Least Square Structural Equation Model (PLS-SEM) method. The research results show that a number of variables such as responsiveness, competence, communication, credibility, security, understanding, and tangibles have a significant positive effect on customer satisfaction, both for men, women and all respondents. On the other hand, reliability, access, and courtesy do not significantly influence customer satisfaction. Apart from that, the level of customer satisfaction has also been proven to have a significant negative impact on switching intention.

## Introduction

Boarding houses are a room rental business that is in demand in the small and medium service sector. This investment is considered simple and promising if managed well (Wibowo, 2022). The need for temporary housing is increasing, especially for those who have migrated or have routines far from where they live. Coosinh a boarding house according to your wishes is often difficult, because of the many choices available on search engines. Important factors in choosing include monthly or annual rental price, nearby public facilities, location, security, and cleanliness (Sari, 2019).

To retain customers, boarding house owners need marketing strategies and improve service quality to create resident satisfaction and loyalty. Losing residents not only means losing income from existing transactions, but also threatens future boarding room sales. After getting customers, it is important for boarding house owners to retain them by meeting their needs and interest on a ongoing basis (Wibowo, 2022).

The development of UPNVJT and several other campuses in Rungkut has encouraged entrepreneurs to build boarding houses in the vicinity, attracting migrant and local students who want to live near the campus. This phenomenon has led to an increase in the supply of boarding rooms and intense competition in Rungkut, with a variety of facilities offered to attract customers. This competition encourages boarding house managers to impellent strategies to retain customers.

Various direct comment from consumers can influence customer satisfaction and switching intention. Customer satisfaction is an evaluation of someone's feelings towards a product after comparing it with their expectations. Customer satisfaction is relative and varies between individuals, depending on their expectations of the product and perceptions of fairness in transactions (Gultom, 2020). Switching intention is a consumer's desire to switch from a previously used product to another product, which can be reduced if the benefits of switching are not commensurate with the effort, time and costs incurred in switching. This research involved a pre-survey of 20 respondents who had rented boarding rooms in Rungkut, Surabaya, with the aim of evaluating customer satisfaction and switching intention. This study uses ten service characteristics identified by Berry and Parasuraman, namely reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding, and tangibles.

Based on the pre-survey results, it was found that regarding reliability, 45% of respondents complained about lack of punctuality and lack of friendliness at check-in. In responsiveness, 60% of respondents felt that reports of hygiene problems were not followed up quickly. Regarding competence, 65% of respondents felt that owners and employees did not have adequate skills. Regarding access, 70% of respondents considered communication channels with boarding houses to be less easy to contact. Regarding courtesy, 65% of respondents felt that the staff was not polite and friendly. In communication, 40% of respondents complained about the difficulty of understanding the information conveyed by owners and employees. Regarding credibility 50% of respondents felt less confident about the honesty and trustworthiness of owners and employees. Regarding security, 55% of respondents felt that the security system in boarding houses was not good. In understanding, 55% of respondents felt that gas cylinders and Acs in public kitchens were not routinely maintained. In tangibles, 70% of respondents felt that the furniture offered did not match expectations and price.

Based on these findings, researchers are interested in investigating the influence of service quality on customer satisfaction and switching intention in boarding houses in Rungkut District, Surabaya City using the PLS-SEM method. PLS-SEM is an analysis technique that allows testing the relationship between independent and dependent variables simultaneously, which can help management to improve service quality and optimize sales.

### **Service Quality**

Service quality is an ideal standard that must be maintained to meet consumer needs. The main factors that influence service quality are consumer's expectations of the desired services and their perceptions of organizational performance. Poor service quality occurs when there is no match between what consumers expect and what is provided by the service provider or organization. In Total Quality Management (TQM), quality is evaluated comprehensively, including aspects of results, processes, people and the environment. According to Farhat & Marnas (2022) quality is a dynamic condition in which a product or service meets or even exceeds consumer expectations.

The division or classification of services, known as service attributes or service dimensions, is often understood in terms of processes. Service process quality consists of ten main attributes proposed by Zeithaml et al. (1996). These attributes include various aspects that determine service quality. First, Tangible, includes the existence of physical facilities such as employee appearance, office layout, and brochure presentation. Reliability refers to the ability to provide services as promised. Responsiveness involves speed and enthusiasm in providing services. Competence shows the level of expertise and professionalism in service. Courtesy includes politeness, friendliness, and attention to customers. Credibility focuses on honesty and

reliability in interactions with customers. Security creates a feeling of security and avoids uncertainty for customers. Access highlights the ease of communicating with companies. Communication involves the ability to provide information needed by customers. Finally, Understanding the customer emphasizes the importance of knowing and meeting customer needs consistently (Putra et al., 2023).

Consumers measure the overall service quality of a product based on two main dimensions. The first dimension, known as technical quality (results dimension), includes the quality of service results received by consumers. This dimension is divided into three types: first, search quality which can be evaluated before purchase, such as price; second, experience quality, where consumers evaluate after using the product, including quality of goods, competitive prices, and timeliness and speed of service; and third, credibility quality, where consumers find it difficult to judge even though they have used the service, such as the quality of heart surgery. Meanwhile, the second dimension, functional quality (process-related dimension), relates to the way service providers deliver services, the transfer process, technical quality, and the final results of the service received by consumers (Idrus & MM, 2021).

### **Customer Satisfaction**

Customer satisfaction is the result of their experience in using a product or service. This satisfaction can vary from one experience to the next. Customer satisfaction is considered a very important factor in business development because satisfied customers tend to return to buy or recommend to others. Some business people may feel confused about how to increase customer satisfaction. Therefore, as a businessman, it is important to have a curious spirit, social skills to develop creativity, and accept suggestions and criticism from business colleagues and colleagues. Apart from that, continuing to innovate is also the key to increasing customer satisfaction (Rachmat et al., 2023).

To achieve customer satisfaction, service providers must meet customer needs, desires and expectations. There are three levels of customer expectations related to service quality. The first level is must haves or things that customers definitely want. The second level, customer satisfaction is achieved when the desired requirements of specifications have been met. The third level, customers expect delight from superior products or services, which are able to attract and maintain their interest.

Customer satisfaction depends largely on their perceptions and expectations. Therefore, as a product or service provider, it is important to understand the factors that influence customer satisfaction. Identified five main factors that can influence customer satisfaction. First product quality is a significant factor. Evaluations that indicate high quality products tend to increase customer satisfaction. Furthermore, the price factor also plays an important role; customers tend to give high ratings if products or services are offered at affordable prices without reducing quality. Service quality is an equally important factor. Providing good service to customers can be significant in creating satisfaction. Furthermore, emotional factors also have an influence; Expressions of admiration from other people for certain products or services can make customers feel happy and confident. Finally, ease of finding products or services and affordable costs also influence customer satisfaction. When customers can obtain products or services at a reasonable cost and with ease, this can increase their overall satisfaction level.

### **Switching Intention**

Bansal, et Al. explains switching intention as the level of possibility or certainty that a customer will switch from a current service provider to a new service provider. Many customer switching studies reveal that the determinants of switching, such as quality, satisfaction, switching costs, and attractiveness of alternatives, have been modelled in terms of switching intentions. Several

factors that influence customer movement are grouped into three categories, namely push effects, pull effects and mooring effects.

Researchers divide customer migration into two, namely internal and external migration. Where internal migration is customer migration that occurs but is still within the scope of the same company. In general, this type of migration still benefits the company because it is still within the same company event though it is in a different unit. Meanwhile, external migration is the migration of customers to alternative service providers outside the company.

Switching intention in the context of service industries such as boarding services can be influenced by various factors, including variations in product offerings from other service providers or problems that arise with products that have been purchased. Switching intention itself is defined as the freedom to choose what one prefers regarding a particular service or product. Research in the service industry shows that consumer ignorance of prices is one of many factors that can encourage consumers to intend to switch to other service providers, as is the case with boarding house providers.

A boarding house is a residence that is rented to pupils, students, private employees and civil servants. Some boarding houses have unit rooms attached to the owner's room, which allows the owner to live with the boarding house's children and provide additional rooms for monthly rental. Boarding house owners can offer room rental facilities only or rental packages plus meals. The ideal location to build a boarding house is around schools, universities, government offices, state companies, private companies, or shopping centers. For example, boarding houses located around universities can attract students as potential residents. To attract private employees, it is recommended to build boarding houses near business centers, factories or large companies. Meanwhile, to target civil servants, it is best to choose a location close to government offices.

## Methods

### Place and Time of Research

This research was carried out by distributing questionnaires to male and female boarding house residents in Rungkut District, Surabaya City offline by filling in a questionnaire form as a place for data collection. This research will begin on 12 December 2023 until 12 January 2024

### Research Variable

Table 1. Variable and Indicator

Items	Variable	Indicator	References
X	Independent Variable		
X1	Reliability	Service time 24 hours	Teja (2023)
		Ease of payment	
		Ease of booking cost houses	
X2	Responsiveness	Concern for boarding house residents	
		Boarding house owners and employees respond to complaints	
		Speed in resolving problems	
X3	Competence	Boarding house owners and employees have good skills	
		Boarding house owners and employees have good product knowledge	

		Capabilities of boarding house owners and employees in research	
X4	Access	Transportation facilities entering the kos house area	
		Boarding house is easily accessible in terms of location	
		The main gate of the boarding house to the rooms is not far away	
X5	Courtesy	Personal friendliness towards residents	
		Boarding house owners and employees have polite and neat clothing	
		Boarding house owners and employees prioritize politeness	
X6	Communication	Boarding house communication channels are easy to find	
		The boarding house owner and employees can communicate well	
		Speed in replying to messages on applications and personal	
X7	Credibility	Boarding house owners and employees convey information honestly	
		Boarding house owners and employees can be trusted	
		The facilities and shape of the boarding house are in accordance with the advertisement	
X8	Security	The boarding house has CCTV in vital room corners	
		Personal data security is guaranteed	
		Boarding house employees are on guard 24 hours	
X9	Understanding	Routine maintenance of public facilities	
		Replacement of gas cylinders for cooking is carried out periodically	
		Air conditioner washing is carried out periodically	
X10	Tangibles	Strategic location close to public facilities	
		Nice and attractive building and interior	
		Cleanliness and comfort of the boarding house	
Y	Dependent Variable		
Y1	Customer Satisfaction	The boarding house meets expectations	Effendi et al. (2022)
		Boarding house according to wishes	
		Boarding house according to needs	
Y2	Switching intention	Have a strong hope to move to another cost house	Nelloh (2011)
		Want to move to another cost house	
		Have a mature plan to move to another boarding house	

## Method of Collecting Data

In data collection, there are two main types of data needed: primary data and secondary data. Primary data was obtained directly from the field through direct data collection, such as through questionnaires distributed to students living in Rungkut District, Surabaya City. Meanwhile, secondary data is information that has previously existed and was collected deliberately by researchers to complete research data needs, such as boarding house prices, complete facilities, and other relevant information about the boarding house.

This research focused on boarding house renters using non-probability sampling, specifically purposive sampling, chosen because the researcher had a specific aim in selecting the sample non-randomly. In purposive sampling, there are two types, namely based on consideration and based on quota. Sample selection based on considerations is carried out by considering certain factors, while based on quotas the aim is to increase the representativeness of the sample for the information studied. This sampling method was chosen based on considerations of time, cost and energy, with the main focus remaining on the research objectives or problems (Fauzy, 2019). This research also uses a Likert scale to explain latent variables as analyzed in Confirmatory Factor Analysis (CFA) and structural equation Modelling (SEM), as well as a scale that is summed to produce an assessment index. Thus, this study selected samples based on certain criteria to ensure the accuracy of the information, especially for students who often change boarding houses at least once a year.

## Results and Discussion

### Descriptive Analysis

Statements or indicators use a Likert scale with the following answer options: SD= Strongly Disagree (1), D= Disagree (2), = QA= Quite Agree (3), A= Agree (4), and SA= Strongly Agree (5).

Table 2. Descriptive Analysis of Reliability Variable Answers

Item	Question	SD	D	QA	A	SA
X1.1	Service time 24 hours	36	24	4	16	20
	<b>Percentage</b>	<b>36%</b>	<b>24%</b>	<b>4%</b>	<b>16%</b>	<b>20%</b>
X1.2	Ease of payment methods	14	12	38	32	4
	<b>Percentage</b>	<b>14%</b>	<b>12%</b>	<b>38%</b>	<b>32%</b>	<b>4%</b>
X1.3	Ease of booking boarding rooms	14	12	40	28	6
	<b>Percentage</b>	<b>14%</b>	<b>12%</b>	<b>40%</b>	<b>28%</b>	<b>6%</b>
	<b>Total Frequency</b>	<b>64</b>	<b>48</b>	<b>82</b>	<b>76</b>	<b>30</b>
	<b>Total Percentage</b>	<b>21%</b>	<b>16%</b>	<b>27%</b>	<b>25%</b>	<b>10%</b>

Based on the table above, descriptive analysis of respondent's answers to the Reliability variable shows that the "quite Agree" (QA) option is the most frequently chosen option, with a total frequency of 82 or 27% in contrast, the "strongly Agree" (SA) option has the lowest frequency, namely 30 or 10%. Based on the results of descriptive data analysis, it can be concluded that respondents tend to give positive responses to the Reliability Variable.

Table 3. Descriptive Analysis of Responsiveness Variable Answers

Item	Question	SD	D	QA	A	SA
X2.1	Concern for boarding house residents	0	16	28	40	16

	<b>Percentage</b>	<b>0%</b>	<b>16%</b>	<b>28%</b>	<b>40%</b>	<b>16%</b>
X2.2	Boarding house owners and employees respond to complaints	0	10	34	48	8
	<b>Percentage</b>	<b>0%</b>	<b>10%</b>	<b>34%</b>	<b>48%</b>	<b>8%</b>
X2.3	Speed in resolving problems	0	34	32	18	16
	<b>Percentage</b>	<b>0%</b>	<b>34%</b>	<b>32%</b>	<b>18%</b>	<b>16%</b>
	<b>Total Frequency</b>	<b>0</b>	<b>60</b>	<b>94</b>	<b>106</b>	<b>40</b>
	<b>Total Percentage</b>	<b>0%</b>	<b>20%</b>	<b>31%</b>	<b>35%</b>	<b>13%</b>

Based on the table above, descriptive analysis of respondents answers to the Responsiveness variable shows that the “Agree” (A) option is the most frequently chosen option, with a total frequency of 106 or 35%. In contrast, the “Strongly Disagree” (SD) option has the lowest frequency, namely 0 or 0%. Based on the results of descriptive data analysis, it can be concluded that respondents tend to give positive responses to the Responsiveness variable.

Table 4. Descriptive Analysis of Competence Variable Answers

<b>Item</b>	<b>Question</b>	<b>SD</b>	<b>D</b>	<b>QA</b>	<b>A</b>	<b>SA</b>
X3.1	Boarding house owners and employees have good skills	0	32	28	34	6
	<b>Percentage</b>	<b>0%</b>	<b>32%</b>	<b>28%</b>	<b>34%</b>	<b>6%</b>
X3.2	Boarding house owners and employees have good product knowledge	0	36	20	36	8
	<b>Percentage</b>	<b>0%</b>	<b>36%</b>	<b>20%</b>	<b>36%</b>	<b>8%</b>
X3.3	Kapabilitas pemilik rumah kos dan karyawan dalam riset	0	44	40	8	8
	<b>Percentage</b>	<b>0%</b>	<b>44%</b>	<b>40%</b>	<b>8%</b>	<b>8%</b>
	<b>Total Frequency</b>	<b>0</b>	<b>112</b>	<b>88</b>	<b>78</b>	<b>22</b>
	<b>Total Percentage</b>	<b>0%</b>	<b>37%</b>	<b>29%</b>	<b>26%</b>	<b>7%</b>

Based on the table above, descriptive analysis of respondents answers to the Competence variable shows that the “Disagree” (D) option is the most frequently chosen option, with a total frequency of 112 or 37%. In contrast, the “Strongly Disagree” (SD) option has the lowest frequency, namely 0 or 0%. Based on the results of descriptive data analysis, it can be concluded that respondents tend to give negative responses to the Competence variable.

Table 5. Descriptive Analysis of Access Variable Answers

<b>Item</b>	<b>Question</b>	<b>SD</b>	<b>D</b>	<b>QA</b>	<b>A</b>	<b>SA</b>
X4.1	Ease of transportation to enter the boarding house area	0	36	12	30	22
	<b>Percentage</b>	<b>0%</b>	<b>36%</b>	<b>12%</b>	<b>30%</b>	<b>22%</b>
X4.2	The boarding house is easily accessible in terms of location	0	40	16	16	28
	<b>Percentage</b>	<b>0%</b>	<b>40%</b>	<b>16%</b>	<b>16%</b>	<b>28%</b>
X4.3	The main gate of the boarding house to the rooms is not far away	0	32	40	8	20
	<b>Percentage</b>	<b>0%</b>	<b>32%</b>	<b>40%</b>	<b>8%</b>	<b>20%</b>

	<b>Total Frequency</b>	<b>0</b>	<b>108</b>	<b>68</b>	<b>54</b>	<b>70</b>
	<b>Total Percentage</b>	<b>0%</b>	<b>36%</b>	<b>23%</b>	<b>18%</b>	<b>23%</b>

Based on the table above, descriptive analysis of respondents answers to the Access variable shows that the “Disagree” (D) option is the most frequently chosen option, with a total frequency of 108 or 36%. In contrast, the “Strongly Disagree” (SD) option has the lowest frequency, namely 0 or 0%. Based on the results of descriptive data analysis, it can be concluded that respondents tend to give negative responses to the Access variable

Table 6. Descriptive Analysis of Courtesy Variable Answers

Item	Question	SD	D	QA	A	SA
X5.1	Personal friendliness towards residents	0	20	28	40	12
	<b>Percentage</b>	<b>0%</b>	<b>20%</b>	<b>28%</b>	<b>40%</b>	<b>12%</b>
X5.2	Boarding house owners and employees have polite and neat clothing	0	28	48	16	8
	<b>Percentage</b>	<b>0%</b>	<b>28%</b>	<b>48%</b>	<b>16%</b>	<b>8%</b>
X5.3	Boarding house owners and employees prioritize politeness	0	20	32	32	16
	<b>Percentage</b>	<b>0%</b>	<b>20%</b>	<b>32%</b>	<b>32%</b>	<b>16%</b>
	<b>Total Frequency</b>	<b>0</b>	<b>68</b>	<b>108</b>	<b>88</b>	<b>36</b>
	<b>Total Percentage</b>	<b>0%</b>	<b>23%</b>	<b>36%</b>	<b>29%</b>	<b>12%</b>

Based on the table above, descriptive analysis of respondents answers to the Courtesy variable shows that the “Quite Agree” (QA) option is the most frequently chosen option, with a total frequency of 108 or 36%. In contrast, the “Strongly Disagree” (SD) option has the lowest frequency, namely 0 or 0%. Based on the results of descriptive data analysis, it can be concluded that respondents tend to give positive responses to the Courtesy variable.

Table 7. Descriptive Analysis of Communication Variable Answers

Item	Question	SD	D	QA	A	SA
X6.1	Boarding house communication channels are easy to find	0	20	32	32	16
	<b>Percentage</b>	<b>0%</b>	<b>20%</b>	<b>32%</b>	<b>32%</b>	<b>16%</b>
X6.2	The boarding house owner and employees can communicate well	0	28	28	32	12
	<b>Percentage</b>	<b>0%</b>	<b>28%</b>	<b>28%</b>	<b>32%</b>	<b>12%</b>
X6.3	Speed in responding to messages on applications and personal	8	48	20	16	8
	<b>Percentage</b>	<b>8%</b>	<b>48%</b>	<b>20%</b>	<b>16%</b>	<b>8%</b>
	<b>Total Frequency</b>	<b>8</b>	<b>96</b>	<b>80</b>	<b>80</b>	<b>36</b>
	<b>Total Percentage</b>	<b>3%</b>	<b>32%</b>	<b>27%</b>	<b>27%</b>	<b>12%</b>

Based on the table above, descriptive analysis of respondents answers to the Communication variable shows that the “Disagree” (D) option is the most frequently chosen option, with a total

frequency of 96 or 32%. In contrast, the “Strongly Disagree” (SD) option has the lowest frequency, namely 8 or 3%. Based on the results of descriptive data analysis, it can be concluded that respondents tend to give negative responses to the Communication variable.

Table 8. Descriptive Analysis of Credibility Variable Answers

Item	Question	SD	D	QA	A	SA
X7.1	Boarding house owners and employees convey information honestly	0	12	36	44	8
	<b>Percentage</b>	<b>0%</b>	<b>12%</b>	<b>36%</b>	<b>44%</b>	<b>8%</b>
X7.2	Boarding house owners and employees convey information honestly	0	12	36	44	8
	<b>Percentage</b>	<b>0%</b>	<b>12%</b>	<b>36%</b>	<b>44%</b>	<b>8%</b>
X7.3	The facilities and shape of the boarding house are in accordance with the advertisement	0	32	20	32	16
	<b>Percentage</b>	<b>0%</b>	<b>32%</b>	<b>20%</b>	<b>32%</b>	<b>16%</b>
<b>Total Frequency</b>		<b>0</b>	<b>56</b>	<b>92</b>	<b>120</b>	<b>32</b>
<b>Total Percentage</b>		<b>0%</b>	<b>19%</b>	<b>31%</b>	<b>40%</b>	<b>10%</b>

Based on the table above, descriptive analysis of respondents answers to the Credibility variable shows that the “Agree” (A) option is the most frequently chosen option, with a total frequency of 120 or 40%. In contrast, the “Strongly Disagree” (SD) option has the lowest frequency, namely 0 or 0%. Based on the results of descriptive data analysis, it can be concluded that respondents tend to give positive responses to the Credibility variable.

Table 9. Descriptive Analysis of Security Variable Answers

Item	Question	SD	D	QA	A	SA
X8.1	The boarding house has CCTV in vital room corners	40	8	12	12	28
	<b>Percentage</b>	<b>40%</b>	<b>8%</b>	<b>12%</b>	<b>12%</b>	<b>28%</b>
X8.2	Personal data security is guaranteed	0	12	48	24	16
	<b>Percentage</b>	<b>0%</b>	<b>12%</b>	<b>48%</b>	<b>24%</b>	<b>16%</b>
X8.3	Boarding house employees are on guard 24 hours	14	30	20	20	16
	<b>Percentage</b>	<b>14%</b>	<b>30%</b>	<b>20%</b>	<b>20%</b>	<b>16%</b>
<b>Total Frequency</b>		<b>54</b>	<b>50</b>	<b>80</b>	<b>56</b>	<b>60</b>
<b>Total Percentage</b>		<b>18%</b>	<b>17%</b>	<b>27%</b>	<b>19%</b>	<b>20%</b>

Based on the table above, descriptive analysis of respondents answers to the Security variable shows that the “Quite Agree” (QA) option is the most frequently chosen option, with a total frequency of 80 or 27%. In contrast, the “Disagree” (D) option has the lowest frequency, namely 50 or 17%. Based on the results of descriptive data analysis, it can be concluded that respondents tend to give positive responses to the Security variable.

Table 10. Descriptive Analysis of Understanding Variable Answers

Item	Question	SD	D	QA	A	SA
X9.1	Routine public facility maintenance	16	12	12	36	24
	<b>Percentage</b>	<b>16%</b>	<b>12%</b>	<b>12%</b>	<b>36%</b>	<b>24%</b>
X9.2	Replacement of gas cylinders for cooking is carried out periodically	20	8	16	32	24
	<b>Percentage</b>	<b>20%</b>	<b>8%</b>	<b>16%</b>	<b>32%</b>	<b>24%</b>
X9.3	Washing the air conditioner is carried out periodically	56	4	4	16	20
	<b>Percentage</b>	<b>56%</b>	<b>4%</b>	<b>4%</b>	<b>16%</b>	<b>20%</b>
	<b>Total Frequency</b>	<b>92</b>	<b>24</b>	<b>32</b>	<b>84</b>	<b>68</b>
	<b>Total Percentage</b>	<b>31%</b>	<b>8%</b>	<b>11%</b>	<b>28%</b>	<b>23%</b>

Based on the table above, descriptive analysis of respondents answers to the Understanding variable shows that the “Strongly Disagree” (SD) option is the most frequently chosen option, with a total frequency of 92 or 31%. In contrast, the “Disagree” (D) option has the lowest frequency, namely 24 or 8%. Based on the results of descriptive data analysis, it can be concluded that respondents tend to give negative responses to the Understanding variable.

Table 11. Descriptive Analysis of Tangible Variable Answers

Item	Question	SD	D	QA	A	SA
X10.1	Strategic location close to public facilities	0	12	28	44	16
	<b>Percentage</b>	<b>0%</b>	<b>12%</b>	<b>28%</b>	<b>44%</b>	<b>16%</b>
X10.2	Nice and attractive building and interior	4	28	36	8	24
	<b>Percentage</b>	<b>4%</b>	<b>28%</b>	<b>36%</b>	<b>8%</b>	<b>24%</b>
X10.3	Cleanliness and comfort of the boarding house	8	4	40	32	16
	<b>Percentage</b>	<b>8%</b>	<b>4%</b>	<b>40%</b>	<b>32%</b>	<b>16%</b>
	<b>Total Frequency</b>	<b>12</b>	<b>44</b>	<b>104</b>	<b>84</b>	<b>56</b>
	<b>Total Percentage</b>	<b>4%</b>	<b>15%</b>	<b>35%</b>	<b>28%</b>	<b>19%</b>

Based on the table above, descriptive analysis of respondents answers to the Tangibles variable shows that the “Quite Agree” (QA) option is the most frequently chosen option, with a total frequency of 104 or 35%. In contrast, the “Strongly Disagree” (SD) option has the lowest frequency, namely 12 or 4%. Based on the results of descriptive data analysis, it can be concluded that respondents tend to give positive responses to the Tangibles variable.

Table 12. Descriptive Analysis of Customer Satisfaction Variable Answers

Item	Question	SD	D	QA	A	SA
Y1.1	The boarding house meets expectations	8	40	12	28	12
	<b>Percentage</b>	<b>8%</b>	<b>40%</b>	<b>12%</b>	<b>28%</b>	<b>12%</b>
Y1.2	Boarding house according to wishes	24	20	24	16	16
	<b>Percentage</b>	<b>24%</b>	<b>20%</b>	<b>24%</b>	<b>16%</b>	<b>16%</b>

Y1.3	Boarding house according to needs	0	4	20	28	48
	<b>Percentage</b>	<b>0%</b>	<b>4%</b>	<b>20%</b>	<b>28%</b>	<b>48%</b>
	<b>Total Frequency</b>	<b>32</b>	<b>64</b>	<b>56</b>	<b>72</b>	<b>76</b>
	<b>Total Percentage</b>	<b>11%</b>	<b>21%</b>	<b>19%</b>	<b>24%</b>	<b>25%</b>

Based on the table above, descriptive analysis of respondents answers to the Customer Satisfaction variable shows that the “Strongly Agree” (SA) option is the most frequently chosen option, with a total frequency of 76 or 75%. In contrast, the “Strongly Disagree” (SD) option had the lowest frequency, namely 32 or 11%. Based on the results of descriptive data analysis, it can be concluded that respondents tend to give positive responses to the Customer Satisfaction Variable.

Table 13. Descriptive Analysis of Switching Intention Variable Answers

Item	Question	SD	D	QA	A	SA
Y2.1	Have a strong hope of moving to another boarding house	32	16	8	32	12
	<b>Percentage</b>	<b>32%</b>	<b>16%</b>	<b>8%</b>	<b>32%</b>	<b>12%</b>
Y2.2	Want to move to another boarding house	40	16	20	12	12
	<b>Percentage</b>	<b>40%</b>	<b>16%</b>	<b>20%</b>	<b>12%</b>	<b>12%</b>
Y2.3	Have a mature plan to move to another boarding house	56	16	8	4	16
	<b>Percentage</b>	<b>56%</b>	<b>16%</b>	<b>8%</b>	<b>4%</b>	<b>16%</b>
	<b>Total Frequency</b>	<b>128</b>	<b>48</b>	<b>36</b>	<b>48</b>	<b>40</b>
	<b>Total Percentage</b>	<b>43%</b>	<b>16%</b>	<b>12%</b>	<b>16%</b>	<b>13%</b>

Based on the table above, descriptive analysis of respondents answers to the Switching Intention variable shows that the “Strongly Disagree” (SD) option is the most frequently chosen option, with a total frequency of 128 or 43%. In contrast, the “Quite Agree” (QA) option had the lowest frequency, namely 48 or 12%. Based on the results of descriptive data analysis, it can be concluded that respondents tend to give negative responses to the Switching Intention Variable.

### Measurement Evaluation (Outer Model)

#### *Convergent Validity*

Convergent validity loading factor (LF) value. Loading factor is a number that reflects the correlation between the score of a question item and the total score of the indicators that measure the construct. The LF value is considered valid if  $LF \geq 0,70$  (Yamin, 2023).

The results of data processing show that all indicators for each variable in the overall data in this study have a loading factor value greater than 0.70 so that both data can be said to be valid.

#### *Discriminant Validity*

Discriminant validity is assessed by examining the cross-loading values of the construct measurements. These values indicate the correlation between each construct and its own indicators, as well as with indicators from other constructs. A measurement model is considered to have strong discriminant validity if the correlation between the construct and its own indicators is higher than the correlation with indicators from other constructs. The cross-loading

results demonstrate that all constructs or latent variables exhibit good discriminant validity within the data group, as the indicators within each construct's block show stronger correlations compared to indicators from other construct blocks.

### Composite Reliability

Apart from being measured by assessing convergent validity and discriminant validity, the outer model can also be done by looking at the reliability of the construct or latent variable which is measured by the composite reliability value. A construct is declared reliable if the composite reliability has a value  $> 0.7$ , then the construct is declared reliable. Meanwhile, Average Variance Extracted (AVE) is used to measure the average variance of measurement items. The AVE value is declared acceptable if the AVE value is  $\geq 0.50$  (Yamin, 2023).

Table 14. Composite Reliability and Average Variance Extracted Results

Variable	Composite Reliability	AVE
	Overall	Overall
Reliability	0,914	0,780
Responsiveness	0,866	0,683
Competence	0,911	0,773
Access	0,892	0,735
Courtesy	0,890	0,732
Communication	0,894	0,738
Credibility	0,874	0,698
Security	0,884	0,719
Understanding	0,867	0,685
Tangibles	0,860	0,672
Customer satisfaction	0,878	0,706
Switching Intention	0,945	0,852

The research results show that the CR and AVE values for each variable in the overall data have values greater than 0.70 and 0.50. This means that the measurement indicator items used in both data are consistent or reliable in measuring variables.

### Structural Model Evaluation (Inner Model)

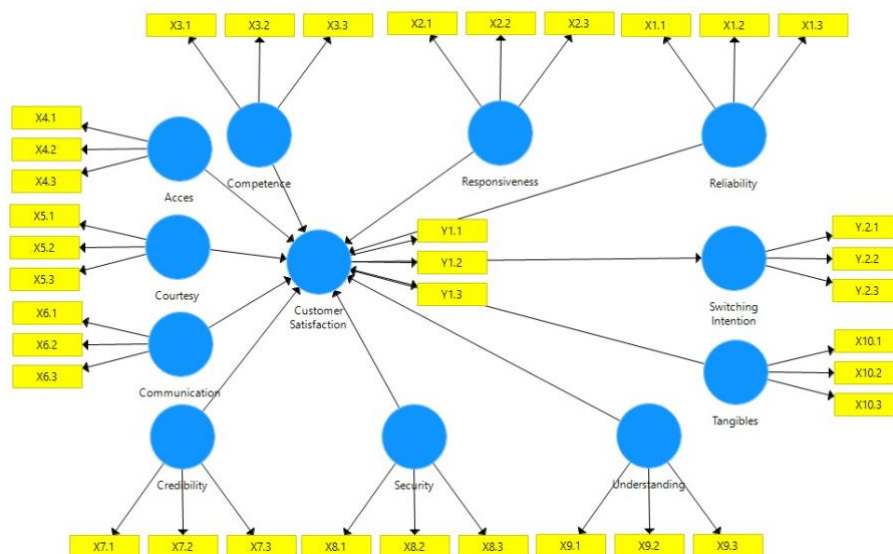


Figure 1. Inner Partial Least Square Model Overall Data

## R Square

This analysis aims to determine how much variability in the endogenous construct can be explained by the exogenous construct. In Addition, this analysis was also used to assess the fit of the structural equation model.

Table 15. R Square Results

Variable	R Square Overall
Customer Satisfaction	0,929
Switching Intention	0,690

The results of the overall data on the customers satisfaction and switching intention variables has an R-square value of 0.929 and 0.690. This means that the variance ability that can be explained by the variables reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding and tangibles is 91.9% so it is catogrizd as strong. Meanwhile, for the switching intention variable, the variance ability that can be explained by customer satisfaction is 69.0% so it is categorized as strong.

## Q Square

Q Square is used to assess how well exogenous variables can predict endogenous variables in a model. If the Q square value is more than 0, then the exogenous variable has predictive relevance or is able to predict the endogenous variable. Conversely, if the Q square value is less than 0, then the exogenous variable has less predictive relevance to the endogenous variable.

Table 16. Q Square Results

Variable	Q Square Overall
Customer Satisfaction	0,634
Switching Intention	0,584

Overall results, the Q square value in the overall data for the customer satisfaction variable is 0.634, which shows that the variables reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding, and tangibles are able to predict customer satisfaction. Meanwhile, for the switching intention variable, the Q square value is 0.584, indicating that customer satisfaction is also able to predict switching intention.

## Structural Equation Model

$$Y = 0,060 * X1 + 0,174 * X2 + 0,152 * X3 + 0,052 * X4 + 0,006 * X5 + -0,212 * X6 + -0,183 * X7 + 0,153 * X8 + 0,414 * X9 + 0,544 * X10$$

Y : Customer Satisfaction

X1 : Reliability

X2 : Responsiveness

X3 : Competence

X4 : Access

X5 : Courtesy

X6 : Communication

X7 : Credibility

X8 : Security

X9 : Understanding

X10 : Tangibles

From the results of the equation above, it can be said that if X1 increases by one unit, Y will increase by 0.060. If X2 increases by one unit, Y will increase by 0.174. If X3 increases by one unit, y will increase by 0.152. If X4 increases by one unit, Y will increase by 0.052. If X5 increases by one unit, y will increase by 0.006. If X6 increases by one unit, Y will decrease by 0.212. If X7 increases by one unit, y will decrease by 0.183. If X8 increases by one unit, Y will increase by 0.153. If X9 increases by one unit, y will increase by 0.414. If X10 increases by one unit, Y will increase by 0.544.

### Hypothesis Testing

In hypothesis testing using the t significance value at the  $\alpha$  level of 5%, if the t significance value is less than 0.05, then the hypothesis is tested which indicates that the independent variable has a significant influence on the dependent variable. In addition, analysis can be carried out by comparing T statistics with the T critical value from the T distribution table. For example, in research with a sample size of  $n = 50$  and a significance level of 0.05, the T critical value from the T table is 1.675. Therefore, if the T statistics value is greater than the T table (1.675), then the hypothesis is tested which shows that the independent variable has a significant effect on the dependent variable.

Table 17. Hypothesis testng

Hypothesis	Overall			Description
	Original Sample (O)	T Statistics ( O/STDEV )	P Values	
Reliability -> Cust. Satisfaction	0,060	1,233	0,221	Reliability <b>does not have</b> significant on Customer Satisfaction
Responsiveness -> Cust. Satisfaction	0,174	3,931	0,000	Responsiveness <b>has</b> a significant effect on Customer Satisfaction
Competence -> Cust. Satisfaction	0,152	3,905	0,000	Competence <b>has</b> a significant effect on Customer Satisfaction
Access -> Customer Satisfaction	0,057	1,055	0,294	Access <b>does not have</b> significant on Customer Satisfaction
Courtesy -> Customer Satisfaction	0,006	0,096	0,924	Courtesy <b>does not have</b> significant on Customer Satisfaction
Communication -> Cust. Satisfaction	-0,212	3,098	0,003	Communication <b>has</b> a significant effect on Customer Satisfaction
Credibility -> Customer Satisfaction	-0,183	2,242	0,027	Credibility <b>has</b> a significant effect on Customer Satisfaction
Security -> Customer Satisfaction	0,153	2,666	0,009	Security <b>has</b> a significant effect on Customer Satisfaction
Understanding -> Cust. Satisfaction	0,414	9,406	0,000	Understanding <b>has</b> a significant effect on Customer Satisfaction
Tangibles -> Customer Satisfaction	0,544	10,293	0,000	Tangibles <b>has</b> a significant effect on Customer Satisfaction
Cust. Satisfaction -> Switch. Intention	-0,833	29,844	0,000	Customer Satisfaction <b>has</b> a significant effect on Switching Intention

### **The Effect of Reliability on Customer Satisfaction**

Based on the overall first hypothesis testing result of 0.221, all of these values are greater than 0.05. This shows that there is no significant influence of the reliability variable on consumer satisfaction, so H<sub>0</sub> is accepted and H<sub>1</sub> is rejected. The results of this research are consistent with research conducted by Angka (2021) and Austin (2021) which also proves that reliability has no effect on customer satisfaction. Angka (2021) explain that the reason the reliability variable has no effect on customer satisfaction is because increasing reliability needs to be carried out by service providers. This can be seen in the speed of service, the ability of employees, and their reliability in serving customers, all of which will have an impact on customer satisfaction.

### **The Effect of Responsiveness on Customer Satisfaction**

Based on the overall results of testing the second hypothesis, it is 0.000. All of these values are smaller than 0.05, indicating that there is a significant influence of the responsiveness variable on customer satisfaction. This H<sub>0</sub> is rejected and H<sub>2</sub> is accepted. The results of this research are consistent with research conducted by Yudiantma & Triasity (2015) and Kurniasari & Sugiyanto (2020). In Kurniasari & Sugiyanto (2020) it has been explained that increasing responsiveness can be seen from the aspects of alertness in serving customers, speed in serving customers and handling customer complaints. This is because the better responsiveness, the more customer satisfaction will increase. Good responsiveness also helps create stronger relationships between boarding house owners and residents, increasing the trust and loyalty of boarding house residents.

### **The Influence of Competence on Customer Satisfaction**

Based on the overall results of testing the third hypothesis of 0.000, all of these values are smaller than 0.05. This shows that competence has significant positive influence on customer satisfaction, so that H<sub>0</sub> is rejected and H<sub>3</sub> is accepted. The results of this research are consistent with research conducted by Lastu (2023), Anggraeni (2021) and Apriyanto (2018) which also proves that competence influences customer satisfaction. Apriyanto (2018) explains that employee readiness to provide information efficiently and responsively in handling various problems plays an important role in creating customer satisfaction. A competent boarding house owner is able to provide adequate facilities, maintain the cleanliness and safety of the boarding house environment, and respond quickly to problems that arise. Competent boarding house owners are also able to communicate well with boarding house residents, understand their needs, and provide appropriate solutions if there are problems.

### **The Effect of Access on Customer Satisfaction**

Based on the overall results of testing the fourth hypothesis, it is 0.294. All of these values are greater than 0.05, indicating that there is no significant influence of the access variable on customer satisfaction. This H<sub>0</sub> is accepted and H<sub>4</sub> is rejected. The results of this research are consistent with research conducted by Wijaya et al. (2017) which also prove that access has no effect on customer satisfaction. This result is probably caused by students who are looking for a boarding house tend not to pay much attention to the ease of contacting the boarding house, because students usually look for boarding houses that are close by so that on average they have easy access.

### **The Effect of Courtesy on Customer Satisfaction**

Based on the results of testing the fifth hypothesis, the significance value of the courtesy variable on overall customer satisfaction is 0.924. All of these values are greater than 0.05, indicating that there is no significant influence of the politeness variable on customer

satisfaction. This H0 is accepted and H5 is rejected. The results of this research are consistent with research conducted by Yudiantma & Triasity (2015) and Fanny & Liaran (2019) which also prove that courtesy has no effect was because some research respondents felt that employees gave special attention to customers regardless of social status, but others felt they were not being served well.

### **The Influence of Communication on Customer Satisfaction**

Based on the results of the testing the sixth hypothesis, the significance value of the communication variable on overall customer satisfaction has a significance value of 0.003, which is smaller than 0.005. This shows that there is a significant influence of communication variables on customer satisfaction, so that H0 is rejected and H6 is accepted. The results of this research are consistent with research conducted by Lastu (2023) and Jannah (2020) which also proves that communication has an effect on customer satisfaction. According to Jannah (2020), if communication is slow in a service company, customers will tend to continue to reduce customer satisfaction. In addition, a lack of responsive communication or being slow in responding to customer questions, complaints or problems can also reduce customer satisfaction levels. Therefore, poor communication can hinder positive interactions between the company and customers, thereby potentially reducing customer satisfaction.

### **The Effect of Credibility on Customer Satisfaction**

Based on the results of testing the seventh hypothesis, the significance value of the credibility variable on overall customer satisfaction has a significance value of 0.027, which is smaller than 0.05. This shows that there is a significant influence of the credibility variable on customer satisfaction, so the H0 is rejected and H7 is accepted. The results of this research are consistent with research conducted by Sunanto & Minarsih (2015) which also proves that credibility influences customer satisfaction. Sunanto & Minarsih (2015) explained that credibility is able to provide guarantee for the stability, smoothness and efficiency of operations. This creates a sense of trust and security for residents, as well as building positive relationships between boarding house owners and residents.

### **The Effect of Security on Customer Satisfaction**

Based on the results of testing the eighth hypothesis, the significance value of the security variable on overall customer satisfaction has a significance value of 0.009, which is smaller than 0.05. This shows that there is a significant positive influence of security variables on customer satisfaction, so that H0 is rejected and H8 is accepted. The results of this research are consistent with research conducted by Salsabillah (2022) and Safitri (2017) which also proves that security has an effect on customer satisfaction. According to Safitri (2017), if the security received by consumers is as expected, then the security is considered good and satisfactory. When boarding house residents feel that their living environment is safe and protected, they will feel more comfortable and at ease. So, good security will increase the satisfaction of boarding house residents.

### **The Effect of Understanding on Customer Satisfaction**

Based on the results of testing the ninth hypothesis, the significance value of the understanding variable on overall customer satisfaction has a significance value of 0.000, which is smaller than 0.05. This shows that there is a significant positive influence of the understanding variable on customer satisfaction, so that H0 is rejected and H9 is accepted. The results of this research are consistent with research by Hadi & Tarwan (2018) and Baetie (2018) which proves that understanding has a positive effect on customer satisfaction. Hadi & Tarwan (2018) explained that an empathetic attitude creates feelings of safety and comfort for anyone who receives

services. Through special attention and communication, an attitude of appreciation can increase satisfaction levels.

### **The Influence of Tangibles on Customer Satisfaction**

Based on the results of testing the tenth hypothesis, the significance value of the physical evidence variable on overall customer satisfaction has a significance value of 0.000, which is smaller than 0.05. This shows that there is a significant positive influence of the physical evidence variable on customer satisfaction, so that H<sub>0</sub> is rejected and H<sub>10</sub> is accepted. The results of this research are consistent with the research of Fanny & Liaran (2019) and Hadi & Tarwan (2018) which prove that understanding has a positive effect on customer satisfaction. Hadi & Tarwan (2018), explained that the tangible level which includes the completeness of service tools and their appropriateness, room layout, waiting tables, toilets, environmental cleanliness, parking facilities, security, and other tangible forms can foster a sense of comfort for users, thereby increasing customer satisfaction.

### **The Influence of Customer Satisfaction on Switching Intention**

Based on the results of testing eleven hypothesis, the overall significance value of the customer satisfaction variable on switching intentions is also 0.000, which is smaller than 0.05, This shows that there is a significant influence of the customer satisfaction variable on switching intentions, so that H<sub>0</sub> is rejected and H<sub>11</sub> is accepted. The results of this research are consistent with research conducted by Hartono & Wahyono (2018) and Rusdiana & Suparto (2022) which also proves that customer satisfaction variables affect switching intention. Rusdiana & Suparto (2022) explain that satisfaction will motivate customers to continue using the service. On the other hand, Hartono & Wahyono (2018) stated that when consumer satisfaction with a service increases, satisfaction with other parties serve will decrease.

### **Conclusion**

Based on the results of the research that has been carried out, it can be concluded that there are three predictor variables that do not have a significant influence on the response variable. Reliability has no effect on customer satisfaction. Responsiveness has a significant effect on customer satisfaction. Competence has a significant effect on customer satisfaction. Access has no effect on customer satisfaction. Courtesy has no effect on customer satisfaction. Communication has a significant effect on customer satisfaction. Credibility has a significant effect on customer satisfaction. Security has a significant effect on customer satisfaction. Understanding has a significant positive effect on customer satisfaction. Tangibles have a significant positive influence on customer satisfaction. And the level of satisfaction has a significant negative influence on turnover intention. Researchers suggest that boarding house owners treat all residents equally regardless of gender. The main factors that influence customer satisfaction include responsiveness, competence, communication, credibility, security, understanding, and tangibles, which should be considered to increase satisfaction and reduce turnover intention. However, because the research sample is still limited, these results cannot be generalized to all boarding house businesses.

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