

THE EFFECT OF RESPONSIVENESS AND RELIABILITY ON CUSTOMER SATISFACTION AT WARUNG RAWIT TAMAN PALEM

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Abstract

The significant increase from year to year makes that culinary today is not only to meet food needs but also has become a lifestyle among the community. This will increase the intensity of competition in the culinary business itself starting from the products offered to services to customers such as responsiveness and reliability. This study aims to examine the relationship between responsiveness and reliability to customer satisfaction at Warung Rawit Taman Palem. This study used quantitative type research methods with an associative approach using questionnaires to 100 respondents. This study uses a test method consisting of validity test, reliability test, classical assumption test, multiple linear regression analysis, partial T test, simultaneous F test and coefficient of determination. The results of this study explain that Responsiveness and Reliability have a simultaneous and partial effect on Customer Satisfaction at Warung Rawit Taman Palem.

Keywords: Responsiveness, Reliability, Customer Satisfaction

1. Introduction

The food and beverage industry are an industry that is certainly in demand by many people. This is evidenced by the increasing culinary industry in Indonesia today. The increase is not only because food and beverages are food needs, but culinary has become a lifestyle in the community. Of course, this will cause positive things, namely economic growth in Indonesia. However, there is fierce competition in these businesses, making business people compete to "show the best for their business. The assessment of customers is not only from taste, service to customers is also one of the assessments for them.

According to Kotler in (Anzany, 2022), service quality has five dimensions consisting of Tangible in the form of the appearance of physical facilities, Empathy in the form of personal employee concern for customers, Responsiveness in the form of the ability of employees to help and provide services quickly and be able to hear and resolve consumer complaints, Reliability in the form of the ability to provide services as promised and trusted as well as accurate and consistent and Assurance in the form of the ability of employees to provide trust and confidence to consumers. According to Kotler in (Anggrawan, 2020), consumer satisfaction is a feeling of pleasure or disappointment from someone who becomes a consumer after comparing the performance or results of the product that has been imagined against the results expected by consumers. The existence of customer satisfaction can be a matter of pride for service providers.

Warung Rawit Restaurant is a restaurant that sells West Kalimantan specialties, precisely in Singkawang. There are reviews found on the Google Maps application and it is known that some of the buyers who gave reviews felt that the service from Warung Rawit Restaurant, Taman Palem had a poor performance that made visitors feel disappointed with the service ranging from slow service to impolite service for visitors

Therefore, the author is interested in examining more deeply about the two dimensions that exist in service quality, namely responsiveness and reliability to customer satisfaction

2. Theoretical Background

2.1 Restaurant

According to (Fathur Bahri et al., 2022), a restaurant is a place of commercial business where the scope of activity is to provide dishes and drinks to the public by providing food and beverages. According to (Yusri, 2020), restaurants are food and beverage facilities that are charged a fee, which includes restaurants, cafeterias, canteens, stalls, bars, and the like including housekeeping/catering. While according to (Pratama & Hantono, 2021), the restaurant is a place to enjoy a variety of food and beverage dishes that prioritize cleanliness and comfort.

2.2 Quality of Service

According to Kotler in (Anzany, 2022), service quality has five dimensions consisting of Tangible in the form of the appearance of physical facilities, Empathy in the form of personal employee care for customers, Responsiveness in the form of the ability of employees to help and provide services quickly and be able to hear and resolve consumer complaints, Reliability in the form of the ability to provide services as promised and trusted as well as accurate and consistent and Assurance in the form of the ability of employees to provide trust and confidence to consumers.

2.3 Responsiveness

Responsiveness is a swift response from the employees in helping consumers to provide fast and responsive service, for example being able to answer customer questions quickly, handle complaints quickly, and provide complete information about the food menu (Wulandari, 2020). According to (Anzany, 2022), responsiveness With regard to the ability of employees to provide fast and responsive service when needed by customers. This responsiveness can provide a positive perception of the quality of services provided. This dimension emphasizes the attention and speed of the employees involved. Meanwhile, according to Lupiyoadi in (Natassia & Utami, 2020), responsiveness is the performance of an organization when it provides fast service and provides clear information.

2.4 Reliability

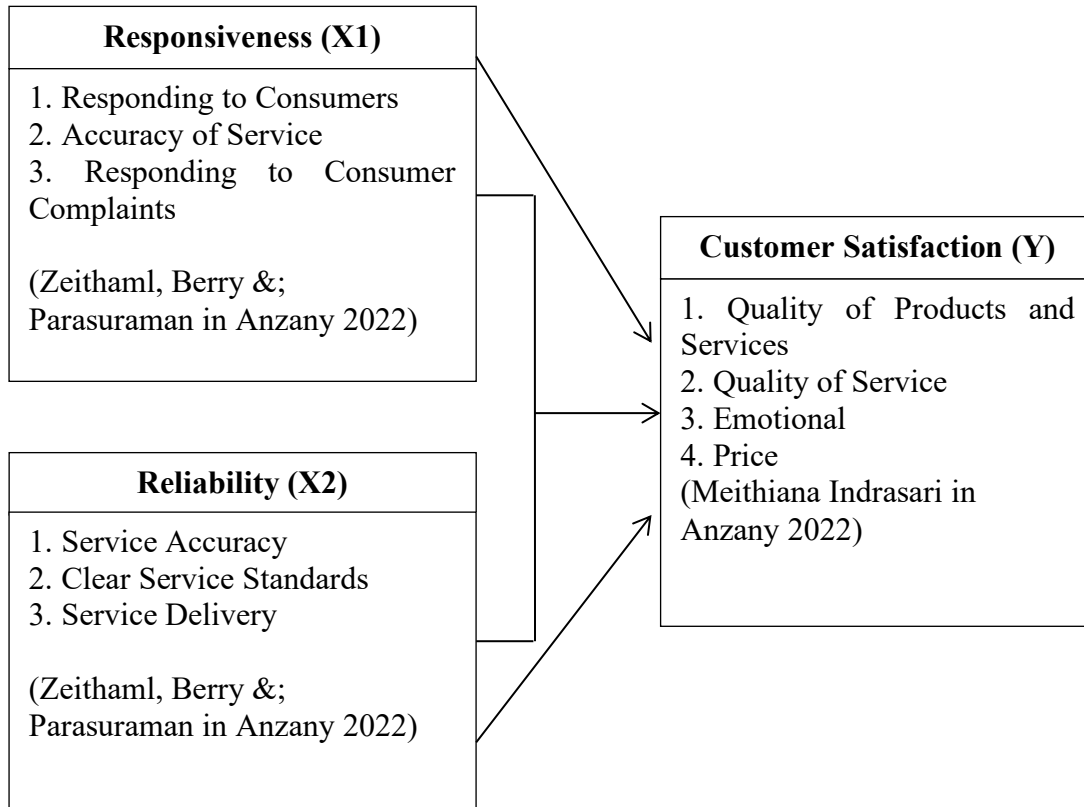
Reliability Regarding the ability of a restaurant to provide accurate service from the beginning and provide services in accordance with the agreed time. Employee performance must certainly be in accordance with customer expectations which means it must be on time, the same service for all customers without making mistakes, a sympathetic attitude and accuracy (Anzany, 2022). According to Barata in (Subaida et al., 2020), reliability is an ability that exists in a person related to insight, knowledge and skills.

2.5 Customer Satisfaction

According to Kotler in (Anzany, 2022), satisfaction can be interpreted as a person's feeling of pleasure or disappointment resulting from comparing the results or performance of a service or product perceived by expectations Customer. Basically, the purpose of a company is to create a sense of satisfaction in customers, because the higher

the level of customer satisfaction, the greater profits will come where customers will make repeat purchases of products. However, if the level of satisfaction felt by the customer is small, then there is a possibility that the customer will move to a competitor's product. (Samsir, 2020).

2.6 Mindset



3. Methods

This type of research uses quantitative research with an associative approach which aims to know the influence responsiveness and Reliability towards customer satisfaction in Waarung Rawit, Taman Palem. According to Sugiyono in (Anggasta & Dewantara, 2022), quantitative research is a data in the form of numbers and can be analyzed with statistical techniques that are usually obtained using data collection tools whose answers are in the form of scores or weights. The location of this study is in Jalan Taman Palem Lestari No.19C, RT.4/RW.13, West Cengkareng, West Jakarta. Data collection techniques in this study used interviews and questionnaires. The population in this study is consumers who have consumed and visited the Warung Rawit Taman Palem restaurant. The sample in this study amounted to 100 people. The scale used in researchers is to use the Likert scale.

In this study, the sampling techniques used are: non-probability sampling with purposive sampling approach. Non-probability sampling is a sampling technique where each respondent does not have the same opportunity or opportunity to be selected as a sample (Siregar, 2017). By using non-probability Sampling, then researchers can choose samples based on several considerations that are in accordance with the purpose of the study. According to (Sugiyono, 2022), purposive sampling is a technique of determining

samples with certain considerations. The criteria that have been considered by researchers are as follows:

1. Respondents are at least 18 years old.
2. Respondents have consumed and visited Warung Rawit restaurant, Taman Palem

4. Results and Discussion

4.1 Validity Test

This validity test is carried out to measure the validity or absence of statements that will be used by researchers as sources of research. The condition of a statement will be considered valid if the correlation value ($R_{\text{calculated}}$) \geq the correlation value of the table (R_{table}) or vice versa with a significance level of 5% or 0.05 so that it can be known that the value of R_{table} is 0.197. The results of the validity test of each component of the statement in this study are described as follows:

Table 1. Responsiveness Variable Validity Test Results (X1)

Indicators	Items	Calculate	Rtabel	Result
Accuracy Service	X1.1	0,591	0,197	Valid
	X1.2	0,664	0,197	Valid
Respond User	X1.3	0,657	0,197	Valid
	X1.4	0,699	0,197	Valid
Responding to Consumer Complaints	X1.5	0,730	0,197	Valid
	X1.6	0,761	0,197	Valid

Source: Data processed by researchers, 2024

Table 2. Variable Reliability Validity Test Results (X2)

Indicators	Items	Calculate	Rtabel	Result
Accuracy Service	X2.1	0,739	0,197	Valid
	X2.2	0,707	0,197	Valid
Clear Service Standards	X2.3	0,659	0,197	Valid
	X2.4	0,620	0,197	Valid
Service Delivery	X2.5	0,442	0,197	Valid
	X2.6	0,585	0,197	Valid

Source: Data processed by researchers, 2024

Table 3. Customer Satisfaction Variable Validity Test Results (Y)

Indicators	Items	Calculate	Rtabel	Result
Product Quality and Services	Y1.1	0,482	0,197	Valid
	Y1.2	0,697	0,197	Valid
Quality Service	Y1.3	0,483	0,197	Valid
	Y1.4	0,581	0,197	Valid
Emotional	Y1.5	0,686	0,197	Valid
	Y1.6	0,690	0,197	Valid
Price	Y1.7	0,679	0,197	Valid
	Y1.8	0,718	0,197	Valid

Source: Data processed by researchers, 2024

Based on the table above, it shows that all statements contained in the independent variables (responsiveness and reliability) and dependent variables (customer satisfaction) are declared valid and can be seen through the test criteria $R_{\text{count}} > R_{\text{table}}$, where all

statement items above > 0.197 , so that all items in this study are declared valid and can be used in data collection.

4.2 Reliability Test

According to Ghozali in (Yasisca, 2021), reliability test is a test used as a measure of the level of confidence in the questionnaire which is an indicator of variables This is done to measure whether or not the variable will be used as a source of research, where the level of reliability is declared reliable if the value Cronbach's Alpha (α) > 0.60 and vice versa according to Umar in (Kumrotin & Susanti, 2021). The results of reliability tests in each variable in this study are described as follows:

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Referral Value	Result
Responsiveness	0,771	0,60	Reliable
Reliability	0,695	0,60	Reliable
Customer Satisfaction	0,783	0,60	Reliable

Source: Data processed by researchers, 2024

Based on the results of reliability test calculations conducted on 100 respondents, it can be seen that variables X1, X2 and Y have Cronbach's Alpha > 0.60 . Thus, it can be concluded that each statement item on the variables Responsiveness (X1), Reliability (X2) and Customer Satisfaction (Y) is declared reliable.

4.3 Classical Assumption Test

This classical assumption test is carried out as one of the conditions in the use of multiple linear regression analysis. Some tests that include classical assumption tests are normality tests, multicollinearity tests and heteroscedasticity tests.4

4.3.1 Normality Test

The normality test is carried out with the aim of testing whether or not the distribution of variables in a regression model where a regression model can be said to be good if it is normally distributed, according to Ghozali in (Yasisca, 2021). The normality test in this study was carried out through the Kolmogorov-Smirnov test. With significant value ($\alpha = 5\%$) then the decision-making criterion in determining whether the data has a normal distribution or not is that the data is said to be normally distributed, if the significance value > 0.05 and vice versa. The normality test results can be seen as follows:

Table 5. Kolmogorov-Smirnov Test One-Sample Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.90872377
Most Extreme Differences	Absolute	.062
	Positive	.048
	Negative	-.062
Test Statistics		.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Output SPSS 25

The normality test results in the table above show values on Asymp posability . Sig. (2-tailed) of $0.200 > 0.05$, so it can be stated that this study meets the requirements of normality and residual data are normally distributed.

4.3.2 Multicollinearity Test

The multicollinearity test is carried out with the aim of testing the degree of correlation between independent variables in a regression model, according to Ghozali in (Yasisca, 2021). Multicollinearity testing is performed by looking at the values tolerance or with Variance Inflation Factor (VIF), where it can be said that there is no multicollinearity, if the tolerance value > 0.10 or $VIF < 10$. The results of the multicollinearity test can be seen as follows:

Table 6. Multicollinearity Test Results

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Type		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.692	2.351		2.421	.017		
	Responsiveness	.669	.096	.549	7.002	.000	.793	1.262
	Reliability	.403	.111	.286	3.641	.000	.793	1.262

a. Dependent Variable: Customer Satisfaction

Source: Output SPSS 25

Based on the table above, it can be seen that the VIF value is below 10 (< 10), and the tolerance value is above 0.10 (> 0.10). Thus, it can be said that all the independent variables above do not occur correlation or multicollinearity so that the regression model is free from multicollinearity.

4.3.3 Heteroscedasticity Test

The multicollinearity test is carried out with the aim of testing the degree of correlation between independent variables in a regression model, according to Ghozali in (Yasisca, 2021). A heteroscedasticity test is performed to test variable data responsiveness and Reliability towards customer satisfaction which aims to find out if there are deviations when conducting linear regression tests. If the observation has different variants, it is called heteroscedasticity, but if the value of the variant is fixed it is called homoscedasticity. Where in a regression model it can be said to be good if there are no symptoms of heteroscedasticity and homoscedasticity occurs.

In this test, researchers use the Glejser test to find out whether a regression model occurs heteroscedasticity or not. The decision taken based on the heteroskedasticity test, that is, it can be said that there is no heteroscedasticity problem, if it has a significance value (Sig.) > 0.05 . Conversely, it can be said that heteroscedasticity problems occur, if it has a significance value (Sig.) < 0.05 . The results of the heteroscedasticity test can be seen as follows:

Table 7. Heteroscedasticity Test Results

		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients			
Type		B	Std. Error	Beta	t	Sig.	
1	(Constant)	4.128	1.350		3.057	.003	
	TOTAL_X1	-.082	.055	-.166	-1.489	.140	
	TOTAL_X2	-.039	.063	-.068	-.609	.544	

a. Dependent Variable: ABS_RES

Source: Output SPSS 25

Based on the results of the heteroscedasticity test using the Glejser test, it can be seen that the value of the significance independent variable has a Sig. value greater than 0.05 (> 0.05) so that it can be stated that the regression model does not occur heteroskedasticity. Thus, it can be concluded that the regression model has fulfilled the assumption of heteroskedasticity and is feasible to be used in research.

4.4 Regression Test

4.4.1 Multiple Regression Analysis

According to (Sugiarto et al., 2015), Multiple Regression Analysis is a regression analysis that aims to analyze the form of the relationship between a dependent variable and several independent variables. In this study, it was used to find out how much influence two independent variables consist of variables responsiveness and Reliability against one dependent variable, namely the variable customer satisfaction. Then multiple regression has the following equation:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + e$$

Information:

Y = Customer Satisfaction

X1 = Responsiveness

X2 = Reliability

β_0 = Constant

β_1 = Regression coefficient of responsiveness

β_2 = Reliability regression coefficient

e = Error

Table 8. Multiple Linear Regression Analysis Test Results
Coefficients^a

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5.692	2.351		2.421	.017
	Responsiveness	.669	.096	.549	7.002	.000
	Reliability	.403	.111	.286	3.641	.000

a. Dependent Variable: Customer Satisfaction

Source: Output SPSS 25

Based on these results, a multiple linear regression equation can be formulated, namely:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + e$$

$$Y = 5.692 + 0.669 X_1 + 0.403 X_2 + e$$

Based on the equation above, it can be seen that the independent variable has a positive and significant effect. Based on the multiple linear regression equation, it shows that the constant result is 5.692, meaning that if the independent variable is assumed to be in a constant state, then the dependent variable, Customer Satisfaction, is 5.692. In addition, if there is an increase in Responsiveness (X1) by 1, then Customer Satisfaction will increase by +0.669, while if there is an increase in the Reliability variable (X2) by 1, then Customer Satisfaction increases by +0.403. This shows that the Responsiveness variable has a positive influence on Customer Satisfaction and the Reliability variable has a positive influence on Customer Satisfaction.

4.5 Test the hypothesis

4.5.1 T Test (Partial Test)

The T test is used to test whether a variable is independent responsiveness (X1) and Reliability (X2) affects the dependent variable customer satisfaction (Y), according to Priyanto in (Anzany, 2022). Where the independent variable can be said to have a partial effect on the dependent variable if the value of Sig. $T < 0.05$ or $T_{count} > T_{table}$ and vice versa, when the value of $T_{count} < T_{table}$ then the independent variable individually does not affect the dependent variable. In this study, researchers used 100 respondents with a significance value of 5% or Sig. T ($\alpha = 0.05$), so that it can be known that the value of T_{table} is to use the formula Degree of Freedom with the following formula:

$$d(f) = n - k \text{ with alpha } 5\%.$$

Information:

Df = Degree of Freedom or free degrees

n = number of samples

k = number of independent variables

$$Df = n + k$$

$$Df = 100 - 2$$

$$Df = 98$$

It is known that Df = 98 has a table T value of 1.984. So that the T test can be expressed H_0 (rejected) and H_a (accepted) if $T_{counts} > 1.984$ and has a significance of < 0.05 .

Table 9. Test T Results (Partial Test)

		Coefficients ^a				
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.692	2.351		2.421	.017
	Responsiveness	.669	.096	.549	7.002	.000
	Reliability	.403	.111	.286	3.641	.000

a. Dependent Variable: Customer Satisfaction

Source: Output SPSS 25

Based on the table above, it can be seen that the variables Responsiveness (X1) has a value of T_{count} greater than T_{table} i.e., $7.002 > 1.984$ (T_{table}) and has a Sig. value of 0.000 less than 0.05 ($0.000 < 0.05$). While variables Reliability (X2) has a value of T_{count} greater than T_{table} i.e., $3.641 > 1.984$ (T_{table}) and has a Sig. value of 0.000 less than 0.05 ($0.000 < 0.05$). Thus, partially this hypothesis has a significant and positive influence so that the hypothesis is stated to be accepted, namely the variable Responsiveness (X1) and Reliability (X2) partially have an influence on Customer Satisfaction (Y)

4.5.2 F Test (Simultaneous Test)

According to Ghozali in (Anzany, 2022), the F test is used to show whether all the independent variables included in the study model have an influence simultaneously or together on the dependent variable. The independent variable can be said to have a simultaneous effect on the dependent variable if the value of Sig. < 0.05 and $F_{count} > F_{table}$ and vice versa. In this study, researchers used 100 respondents, so it can be known that how to calculate the F value of the table is as follows:

$$F_{table} = (k ; n-k)$$

$$= (2 ; 100-2)$$

$$= 3.09$$

Based on the calculation result Ftable above, it can be seen that Ftable The study used was 3.09. The test results of F are as follows:

Table 10. Test Results F (Simultaneous Test)

ANOVA ^a						
	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	401.031	2	200.515	53.926	.000b
	Residuals	360.679	97	3.718		
	Total	761.710	99			

a. Dependent Variable: Customer Satisfaction
 b. Predictors: (Constant), Reliability, Responsiveness
 Source: Output SPSS 25

Based on table 4.10, the F test results show that the Sig. value is $0.000 < 0.05$ and has Fcount 53,926 greater than Ftable i.e., 3.09 ($53.926 > 3.09$), then H_0 is rejected and H_1 is accepted. Through these results, it can be concluded that the variables of Responsiveness and Reliability simultaneously affect Customer Satisfaction at Warung Rawit, Taman Palembang.

4.5.3 Test Coefficient of Determination (R²)

According to Ghazali in (Yasisca, 2021), states that the coefficient of determination (R²) can be used as a measuring tool to see the ability of regression models in a study to explain dependent variables. . The value of the coefficient of determination is always positive between 0 and 1. Getting closer to one means the independent variable can provide almost all the information to predict and has the ability to explain the independent variable. The following are the results of the coefficient of determination test with SPSS 25.

Table 11. Test Results of Coefficient of Determination (R²)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726a	.526	.517	1.92830

a. Predictors: (Constant), Reliability, Responsiveness
 Source: Output SPSS 25

Based on the table above, it can be seen that the value of R Square is 0.526. Where, as much as 52.6% of variable X (Responsiveness and Reliability) is influenced by variable Y (Customer Satisfaction). While the remaining 47.4% ($100\% - 52.6\%$) is influenced by other factors outside the X variable

5. Conclusion

Based on the results of research that discusses the effect of responsiveness and reliability on customer satisfaction by collecting data through the distribution of questionnaires to 100 respondents who have consumed and visited Warung Rawit restaurant, Taman Palembang. Then conclusions can be drawn as follows:

- 1) From the results of the T test conducted on the responsiveness variable, it is known that the responsiveness variable has a calculated T value of 7.002 with a value of Sig.0.000. This shows the value of Tcount = $7.002 > Ttable = 1.984$ and the value of Sig. $0.000 < 0.05$. So, from this value, it shows that the responsiveness variable has a partial effect on customer satisfaction at Warung Rawit Taman Palembang.

- 2) From the results of the T test conducted on the reliability variable, it is known that the reliability variable has a calculated T value of 3.641 with a value of Sig.0.000. This shows the value of $T_{count} = 3.641 > T_{table} = 1.984$ and the value of $Sig. 0.000 < 0.05$. So, from this value, it shows that the reliability variable has a partial effect on customer satisfaction at Warung Rawit Taman Palembang.
- 3) From the results of the F test conducted on the variables responsiveness and reliability, it is known that $Sig. is 0.000 < 0.05$ and has $F_{count} = 53.926 > F_{table} = 3.09$. So, from this value, it shows that the variables responsiveness and reliability simultaneously affect customer satisfaction at Warung Rawit Taman Palembang.
- 4) From the results of the Coefficient of Determination test (R^2), as much as 52.6% of variable X (responsiveness and reliability) is influenced by variable Y (customer satisfaction). While the remaining 47.4% is influenced by other factors outside variable X. This shows that responsiveness and reliability have a considerable contribution to customer satisfaction at Warung Rawit Taman Palembang.

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