Digital Innovation: International Journal of Management
Volume.2, Nomor.1 Tahun 2025
e-ISSN: 3047-9053; p-ISSN: 3047-9681, Page 186-200
DOI: https://doi.org/10.61132/digitalinnovation.v2i1.184
Available online at: https://international.arimbi.or.id/index.php/DigitalInnovation

Analysis of Service Quality on Satisfaction Customers at the Salatiga City Type A Boarding Terminal

Dava Ananda [1*], Sulistyowati [2], Andar Sri Sumantri [3]
[1,2,3] Faculty of Business Economics, Universitas Maritim AMNI Semarang, Indonesia

Address: Jl. Soekarno Hatta No.180, Palebon, Pedurungan District, Semarang City, Central Java 50246
Email correspondence: davaananda721@gmail.com

ABSTRACT. *This research aims to determine the analysis of service quality on customer satisfaction at the Tingkir Type A Terminal, Salatiga City. In this research, the objects taken were service users at the Tingkir Terminal. Data sources include primary and secondary data. The sample in this study was 100 service user respondents at Tingkir Terminal. Data collection was carried out using observation methods, literature studies, interviews, documentation and questionnaires. The data analysis technique is a multiple linear regression technique which is first tested through a questionnaire test (validity and reliability) and classical assumption tests (autocorrelation, heteroscedasticity, multicollinearity, normality). The results of the analysis using the statistical tools of the SPSS V.26 program obtained a multiple linear regression equation:* **Y = 2,637 + 0,170.X1 + 0,203.X2 + 0,180.X3 + 0,179.X4 + 0,171.X5 + µ.** *The results of the multiple linear regression equation show that the Tangible Variable (X1) has a tcount of 0.170 and a ttable of 1.66105, so H0 is rejected and Ha is accepted. The Reability variable (X2) has a tcount of 0.203 and a ttable of 1.66105, so H0 is rejected and Ha is accepted. The Responsive Variable (X3) has a tcount of 0.180 and a ttable of 1.66105, so H0 is rejected and Ha is accepted. The variable Emphaty (X4) has a tcount of 0.179 and a ttable of 1.66105, so H0 is rejected and Ha is accepted. The Assurance variable (X5) has a tcount of 0.171 and a ttable of 1.66105, so H0 is rejected and Ha is accepted. Based on the results of the study, conclusions can be drawn from multiple linear regression analysis and the distribution of respondents' answers regarding independent variables (Tangible, Reability, Responsive, Emphaty, Assurance) has an influence on the dependent variable (Customer Satisfaction).*

Keywords: *Service, Satisfaction, Regression, Questionnaire*

1. INTRODUCTION

In the current era of globalization, the number of people in Indonesia is increasing day by day, people need services to meet various kinds of daily needs that cannot be met alone and it can be said that services cannot be separated from life. Public services or abbreviated as public services are often needed in the form of public goods and public services. Examples of services in the form of public goods include highway facilities, clean water, electricity and so on, while examples of services in the form of public services include infrastructure or processes of administrative services, health, education and transportation implementation.

Public services are provided to the community by the government, the government has an important role to provide public services as stipulated in Law Number 25 of 2009 concerning public services stating that "Public services are activities or a series of activities in order to meet the needs of services in accordance with laws and regulations for every citizen and resident of goods, services and/or administrative services provided by public service providers". Service quality is the level of good and bad conditions of the dishes provided by the service provider in order to satisfy consumers. Defining the quality of

Received: Desember 06, 2024; Revised: Desember 21, 2024; Accepted: Januari 07, 2025;
Published: Januari 08, 2025;

service of an agency is easy, because it is closely related to the views of consumers who use the service.

Customer satisfaction can be used by all companies, including companies that provide transportation products. Based on the decree of the Minister of Transportation Number 31 of 1995 concerning the definition of terminals, they are divided into two, namely freight terminals and passenger terminals. Passenger public transportation terminals are public transportation mode service providers whose function is to provide services easily, and its users feel comfort and a sense of security in traveling.

Judging from the function in its service, the passenger terminal with type A aims to operate a mode of public transportation that transports passengers in rural, urban, inter-city within the province and inter-city between provinces and/or across national borders. Provided that the location of the terminal is on the intercity and interprovincial routes, the terminal is also on class III A arterial roads, for Java Island the distance between the two passenger terminal locations with type A is in the range of 20 km, Sumatra Island is at 30 km and for other islands around 50km, the land area available for the terminal is at least 5 hectares for those on the islands of Java and Sumatra, and for other islands around 3 hectares.

Salatiga City currently has one main terminal and two sub-terminals, where one of the main terminals is the Salatiga Tingkir Terminal, which is a terminal with type A. Salatiga Tingkir Terminal provides a scale of public transportation services such as angkot (City Transportation), AKDP (Intercity in Province and also AKAP (Intercity Inter-Provincial Bus). From the observations that have been made, the Salatiga Tingkir Terminal is a type A terminal, a terminal that has an area of 5,245 m2 with a current building area of 1,700 m2. For the production data of bus transport vehicles entering the Tingkir Terminal, from the provisional data obtained, every day from January to February 2024, the Tingkir Terminal has an average of 205 bus arrivals every day, with AKDP Buses and AKAP Buses. As for passengers who enter the Tingkir Terminal by AKDP Bus or AKAP Bus, from January to February 2024, every day the arrival of passengers is 217,911 passengers. Meanwhile, the average number of passengers departing through the Tingkir Terminal from January to February 2024 is 3,860 passengers every day.

Table 1. Data on the Number of Passengers at the Type A Terminal in Salatiga City for January-February 2024

It	Time	Number of Passengers	It	Time	Number of Passengers
January 2024			**February 2024**		
1	Week-1	38.104	**1**	Week-1	12.665
2	Week-2	24.634	**2**	Week-2	26.417
It	**Time**	**Number of Passengers**	**It**	**Time**	**Number of Passengers**
3	Week-3	20.963	**3**	Week-3	36.074
4	Week-4	23.227	**4**	Week-4	24.281
5	Week-5	11.159	**5**	Week-5	14.111
Total		**118.087**	**Total**		**113.548**

Source : Salatiga City Tingkir Terminal Transportation Agency, Year 2024

Tingkir Terminal is classified as a newly renovated terminal but has many shortcomings. Based on the quotations and initial observations of researchers at the Salatiga Tingkir Terminal, they felt *that tangible* (physical evidence) such as the state of the facilities and the neatness of employees were still not optimal, the lack of signs or directional signs that made this terminal a track to avoid traffic lights, and the office environment still had a lot of garbage scattered and wasted out of place. *The reliability* of employees in serving is still unsatisfactory, many employees are still confused to overcome problems that occur during the service process, service times are not in accordance with the work operational hours that have been set. Employees are still not satisfactory, employees are still not fast in providing services, complaints felt by customers have not been able to be responded to properly, and it seems that they do not care about not wanting to provide the latest information related to Service. *The responsiveness* of employees is also still unsatisfactory, employees in serving are still not friendly, if anyone wants to do service, employees are willing to postpone for their personal interests. *Empathy* (care) of employees in drifting is still lacking, such as lack of concern for the elderly who get on/off the vehicle. *Employee Assurance* in providing services is still lacking to bring order to the terminal area, such as there are still many buskers entering the bus and terminal areas so that they interfere with passenger safety. Based on the conditions that have been described above, the author is interested in discussing the problem of service quality on customer satisfaction, so for that the thesis title chosen by the author is: "**Analysis of the Influence of Service Quality on Customer Satisfaction at the Type A Tingkir Terminal of Salatiga City**".

2. PROBLEM RUMJUSAN

Starting from the background that I have described above, I formulate my research problems as follows:

a. Does *Tangible* (Physical Proof) of Tingkir Terminal affect customer satisfaction?
b. Does the *reliability* of Terminal Tingkir employees affect customer satisfaction?
c. Whether *Responsiveness* (Response) of employees Terminal Tingkir affect customer satisfaction?
d. Does the *Empathy* (Care) of Terminal Tingkir employees affect customer satisfaction?
e. Does the *Assurance* of Terminal Tingkir employees affect customer satisfaction?

3. LITERATURE REVIEW

Service can be interpreted as an effort to be able to serve others, while serving is helping to prepare (take care of) what someone needs. Service is very closely related to the community so that service is better known as public service according to poltak sinambela (2011:5). In general, service in the community is also known as service, in English *service* has various definitions. The concept of *service* refers to three scopes, namely, *industry*, output or supply, and process. Furthermore, according to Gronroos (2015), service is a process that consists of a series of *ingtangible activities* that usually occur in the interaction between customers and service employees and or physical resources or goods or service provider systems, which are provided as solutions to customer problems.

Meanwhile, Lovelock, Patterson and Walker (2016) proposed the definition of *service* as a system that is visible or known to the customer (*front office* or *front stage*), while others are not visible or unknown to the customer (*back office* or *back stage).* The definition of *service* is further clarified by Kotler and Keller (2015), which define service as any action or act that can be offered by a party to another party that is basically visible or tangible and also does not result in ownership of something. However, service products can be related to physical products or not.

Service is essentially the provision of excellent service to the community which is a manifestation of the obligations of state apparatus as public servants. According to KEPMENPAN 63 (2003), public service is all service activities carried out by public service providers as an effort to meet the needs of service recipients and the implementation of the provisions of laws and regulations. According to Moenir (2015:3) stated that public service is an activity carried out by a person or a group of people based on material factors through the system. KEPMENPAN 63 (2003),

To find out the quality of services in an agency, or government Through a series of studies on various types of service industries, Pasuraman, et al, in the book Tjiptono (2016:136) succeeded in identifying five main dimensions of service quality:

a. Physical evidence *(Tangibles)*, with regard to the attractiveness of the physical facilities, equipment, and materials used by the company, as well as the appearance of employees.
b. Reliability, related to the company's ability to provide accurate services from the first time without making any mistakes and deliver its services according to the agreed time.
c. Responsiveness, related to the willingness and ability of employees to assist customers in responding to their requests, informing when services will be provided and then providing services quickly.
d. Empathy , related to sincere and individual attention to customers and efforts to understand customer needs.
e. Assurance, related to security and trust to increase customer trust.

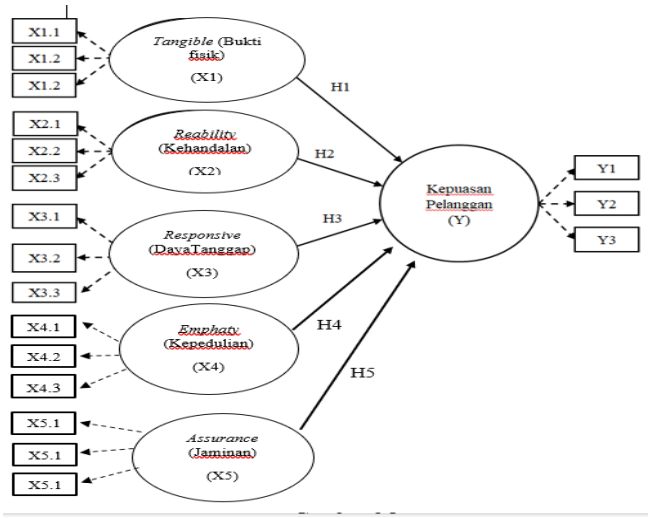

Figure 1. Research review

From the explanation above, this research model can be seen in the following figure:

With the hypothesis:

H1 Suspected variable *Tangible* influential positive and significant influence on customer satisfaction at Tingkir Salatiga Terminal.

H2 Suspected variable *Reliability* have a positive and significant effect on customer satisfaction at the Salatiga Tingkir Terminal.

H3 Suspected variable *Responsiveness* have a positive and significant effect on customer satisfaction at the Salatiga Tingkir Terminal.

H4 Suspected variable *Emphaty* each otherPositive and significant influence on

customer satisfaction at the Salatiga Tingkir Terminal.

H5 Suspected variable *Assurance* each otherpositive and significant influence on customer satisfaction at Tingkir Salatiga Terminal.

4. RESEARCH METHODS

The research conducted in 2024 is quantitative, with a survey approach. The data used is primary data obtained using a questionnaire filled out by 100 respondents as a research sample. The sampling technique is by using the incidental sampling technique, which is a sampling technique based on chance, that is, anyone who happens to meet the researcher at the station can be used as a sample.

Each indicator is then described in a question with alternative answers using the Likert scale, from 1 (strongly disagree) to 5 (strongly agree).

To determine the number of samples taken are service users at the Tingkir Terminal with an error rate of 10% so that the sample has been determined. The criteria for respondents or samples to be selected are service users at the Tingkir Terminal. To determine the size and sample of a population, the Slovin approach is used as follows:

$$N = \frac{N}{1 + Ne2}$$

Where:

n = Number of samples

N = Number of population

e = Error tolerance limit used (10%)

With the following formula:

$$n = \frac{3.860}{1+ 3.860\ (0.1)^2}$$

$$n = \frac{3.860}{39,6}$$

n = 97.4747 rounded to 100

5. RESULTS AND DISCUSSION

a. Number of Respondents by Gender

Respondents' identities based on gender in this study

Table 2. Calamine type data

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MAN	57	57.0	57.0	57.0
	WOMAN	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

Source : Primary Data Processed : 2024 (out put SPSS v26)

Based on the table above, it shows that the respondents who are service users are male as many as 57 respondents (57%), and female gender as many as 43 respondents (43%).

b. Number of Respondents by Age

The identity of the respondents based on the age of the respondents in this study

Table 3. Age data

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-22	13	13.0	13.0	13.0
	23-27	10	10.0	10.0	10.0
	28-32	22	22.0	22.0	22.0
	33-55	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

Source : Primary Data Processed : 2024 (out put SPSS v26)

Based on the table above, it shows that 13 respondents (13%) aged 17-22 years, 10 respondents (10%) aged 23-27 years, 22 respondents (22%) aged 28-32 years, and 55 people aged 33-55 years (55%) out of a total of 100 respondents.

c. Number of Respondents by Education

The identity of the respondents based on the education of the respondents in this study

Tabel 4. Education

EDUCATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	20	20.0	20.0	20.0
	SMK	20	20.0	20.0	40.0
	DIPLOMA	15	15.0	15.0	55.0
		Frequency	Percent	Valid Percent	Cumulative Percent
	BACHELOR	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

source : Primary Data Processed : 2024 (out put SPSS v26)

Based on table 4.3. above, it can be seen that most of the respondents whose last level of education is high school 20 people (20%), respondents whose last level of education is vocational school 20 people (20%), diploma as many as 15 people (15%), and bachelor as many as 45 respondents (45%), out of a total of 100 respondents.

Validity Test

Validity Test Based on the results of research conducted on 100 respondents with a significant level of 5%, the results of the validity test of indicators from all independent variables and bound variables showed validity, because of the value of sig. less than 0.05 so it is stated that all the variables of the study have been valid.

Table 5. Variable data

No	Variabel	CronbachAlpha	StandardReliabel	Kesimpulan
1	*Tangible* (X1)	0,765	0,7	Reliabel
2	*Reliability* (X2)	0,720	0,7	Reliabel
3	*Responsivess* (X3)	0,717	0,7	Reliabel
4	*Emphaty* (X4)	0,718	0,7	Reliabel
5	*Assurance* (X5)	0,833	0,7	Reliabel
6	Kepuasan Pelanggan (Y)	0,847	0,7	Reliabel

Reliability Test

Through the reliability test that has been carried out on the 100 questionnaires above, it can be seen that the research measuring tool in the form of this questionnaire is reliable because the value is greater than 0.7

Classical Assumption Test

a. Test the Graph

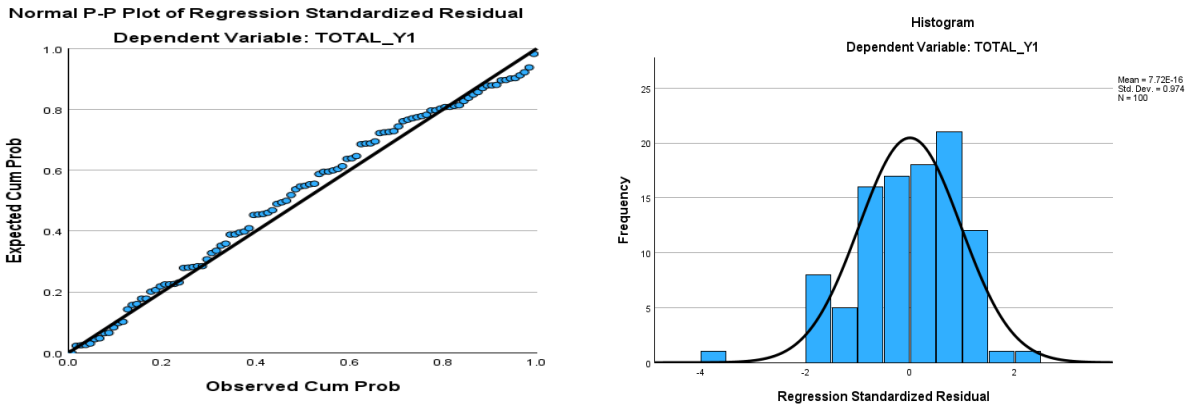

Figure 2. Test the Graph

b. Kolmogrov-Smirnov Statistical Test

Unstandardized Residual	
Asymp. Sig. (2-tailed) 0.370	.200d

Based on the table above, the data in this study is distributed normally because it has a significance value greater than 0.05.

Autocorrelation Test

Table 6. Autocorrelation test

Model Summary[b]					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.784a	.615	.595	.572	1.976
a. Predictors: (Constant), *Assurance, Tangible, Emphaty, Responsive, Reability*					
b. Dependent Variable: customer satisfaction					

From the results of the calculation of the table above, the Durbin-Watson value is obtained as follows: So the value of DW = 1.976 is between dl 1.5710 and du 1.7804 and 4 – (dl=1.5710) = 2.429 and 4 – (du=1.7804) = 2.2196, so it can be concluded that there are no symptoms of positive and negative autocorrelation tendency in the regression equation.

Heterokedasticity Test

a. Test the Graph

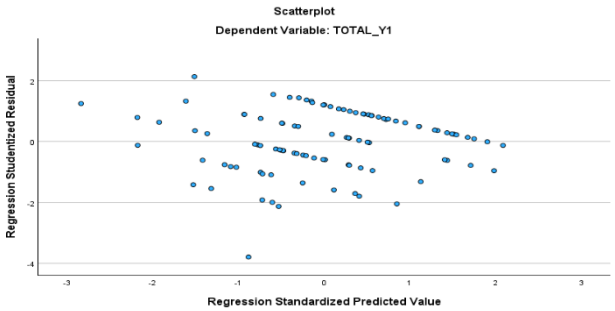

Figure 3. Scatterplot

In this image, it is explained that *the scatterplot* has random points and is not wavy or shaped in a certain shape. Based on figure 4.5, it is explained that the regression model is free from the symptoms of heterokedasticity.

b. Spearman's Rho *Stats Test*

The *Spearman's Rho test* can be found to have a correlation of *Tangible* variables with significant values of 0.825 variables, *Realiblity* 0.929 variables, *Responsivess* variables 0.766 variables, *Emphaty* variables 0.838, *Assurance* variables 0.713. Because the significance of each variable is more than 0.05, it can be concluded that in the regression model there is no heteroscedasticity problem.

Multicollinearity Test

Table 7. Multicollinearity Test Results

Variable	*Tolerance*	*VIF*
Tangible	.947	1.056
Reability	.915	1.093
Responsive	.917	1.091
Emphaty	.965	1.036
Assurance	.943	1.060

Based on the table above, it can be seen that the magnitude of the *Tolerance Variance Influence Factor (VIF)* value in all independent variables used as a research model From the *tolerance values* of all independent variables, the magnitude of *the tolerance value* is greater than 0.1 and at the VIF value is less than 10, this means that there is no multicollinearity in the regression model.

Multiple Linear Analysis

The results of the analysis showed that there was a positive relationship between variables and customer satisfaction

Table 8. Results of the analysis

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error
1	(Constant)	2.637	.917
	Tangible	.170	.065
	Reability	.203	.038
	Responsive	.180	.038
	Emphaty	.179	.040
	Assurance	.171	.034

a. Dependent Variable: kepuasan pelanggan

$$Y = 2{,}637 + 0{,}170.X1 + 0{,}203.X_2 + 0{,}180.X3 + 0{,}179.X_4 + 0{,}171.X5 + \mu$$

Hypothesis Testing

Table 9. Hypothesis testing

Variable	t-count	t-table	Conclusion
Tangible	2.875	1,66105	t-count > t-table
Reability	4.506	1,66105	t-count > t-table
Responsive	5.370	1,66105	t-count > t-table
Emphaty	4.724	1,66105	t-count > t-table
Assurance	4.447	1,66105	t-count > t-table

The results of the t-test calculation showed that H0 was rejected and H1,H2,H3,H4,H5 was accepted, so it can be concluded that the independent variables *Tangibel, Reability, Responsives, Emphaty, Assurance* have a significant influence on customer satisfaction partially.

Table 10. Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784[a]	.615	.595	.572

Coefficient of Determination (R^2)

The results of the regression test above, it can be seen that the result of the coefficient (Adjusted R Square) is 0.595. This means that the independent variables, namely *Tangible, Reliability, Responsivess, Emphaty, Assurance,* have a role/contribution of 59.5% together which can explain / explain the dependent variable, namely Customer Satisfaction (Y). While the rest (100% - 59.5% = 40.5%), is the influence of other variables.

6. CONCLUSION

Based on the analysis of multiple linear regression and the distribution of respondents' answers regarding the Independent Variables (*Tangible, Realibility, Responsivess, Emphaty* and *Assurance*) that affect the Dependent Variable (Customer Satisfaction), the results of the equation are obtained, namely:

$$\mathbf{Y = 2{,}637 + 0{,}170.X1 + 0{,}203.X2 + 0{,}180.X3 + 0{,}179.X_4 + 0{,}171.X5 + \mu}$$

It can be concluded from this study as follows:

a. Based on statistical testing with the equation of multiple linear regression results, it was obtained that *the Tangible* variable (X1) had a value of 0.170, meaning that if the other independent variable had a fixed value and *Tangible* was increased by 1 unit, then the Customer Satisfaction variable had an increase of 0.170. Partially, the *Tangible*

Variable (X1) has a positive and significant effect on Customer Satisfaction. The calculated t-number was obtained as 4.506 > t $_{table}$ 1.66105 with a significant value of 0.027. So *that Tangible* produces positive and significant value to Customer Satisfaction

b. Based on statistical testing with the equation of multiple linear regression results, it was obtained that *the Reliability* variable (X2) had a value of 0.203, meaning that if the other independent variable had a fixed value and *Responsivess* was increased by 1 unit, then the Customer Satisfaction variable had an increase of 0.203. Partially, *the Reliability* Variable (X2) has a positive and significant effect on Customer Satisfaction. The t-number $_{was}$ obtained as 5.370 > t $_{table}$ 1.66105 with a significant value of 0.009. So that *Reliability* produces a positive and significant value for Customer Satisfaction.
c. Based on statistical testing with the equation of multiple linear regression results, it was obtained that *the Responseivess* variable (X3) had a value of 0.180, meaning that if the other independent variables had a fixed value and *the Ressponsivess* variable was increased by 1 unit, then the Customer Satisfaction variable increased by 0.180. Partially, the *Responseivess* Variable (X3) has a positive and significant effect on Customer Satisfaction. The t-number $_{was}$ obtained as 4.724 > t $_{table}$ 1.66105 with a significant value of 0.020. So that *Reliability* produces a positive and significant value for Customer Satisfaction.
d. Based on statistical testing with the equation of multiple linear regression results, it was obtained that *the Emphatys* variable (X4) had a value of 0.179, meaning that if the other independent variables had a fixed value and *the Emphaty* variable was increased by 1 unit, then the Customer Satisfaction variable increased by 0.179. Partially, the *Emphaty* Variable (X4) has a positive and significant effect on Customer Satisfaction. The calculated t-number was obtained at 4.447 > t $_{table}$ 1.66105 with a significant value of 0.029. So *that Emphaty* produces positive and significant value for Customer Satisfaction.
e. Based on statistical testing with the equation of multiple linear regression results, it was obtained that *the* Assurance variable (X5) had a value of 0.171, meaning that if the other independent variables had a fixed value and *the Assurance* variable was increased by 1 unit, then the Customer Satisfaction variable increased by 0.171. Partially, the *Assurance* Variable (X5) has a positive and significant effect on Customer Satisfaction. The calculated t-number was obtained > $_{table}$ 1.66105 with a significant

value of 0.020. So *that Assurance* produces positive and significant value to Customer Satisfaction.

f. From the results of the determination coefficient test, a coefficient (*Adjusted R Square*) of 59.5% was produced, which means that the variables *Tangible* (X1), *Realibility* (X2), *Responsivess* (X3), *Emphaty* (X4), *Assurance* (X5) have a role or contribution of 59.5% together to the variable Customer Satisfaction Level. This means that the remainder of 100% - 59.5% = 40.5% is the influence of other variables that are not included in the Tangible, *Reliablity*, *Responsivess*, *Emphaty*, *Assurance* variables in this study.

Suggestion

Based on the conclusions that have been made, the suggestions that can be given in this study are:

a. Suggestions related to *Tangible* are expected to further improve hygiene, especially in toilets. The addition of passenger facilities that are one of them can be prioritized to be provided at the Tingki terminal. This can also be part of responding to the increase in passenger satisfaction.

b. *Reliability* is a factor that plays an important role in the level of customer satisfaction. Therefore, it is necessary to improve the expertise of employees, the friendliness of the officers and the accuracy of service.

c. *Responsivess* is one of the factors that plays an important role in customer satisfaction. Therefore, to meet the wishes of passengers, the company must always improve the quality of its service by providing good service. So that the company can meet the needs of passengers and in accordance with passenger expectations.

d. *Emphaty* is a factor that plays a role in customer satisfaction levels. Therefore, it is necessary to improve the attitude of emphatic, the friendliness of the officers, the responsiveness of the officers and the attitude of politeness.

e. *Assurance* is one of the factors that plays an important role in customer satisfaction. So the company must better guarantee the safety of the passengers.

f. The next suggestion from the author. The intercity connecting terminal follows the development of the Tingkir Terminal so that the criminal impression of the terminal becomes better, as well as increasing the mode of transportation so that customers at the Tingkir Terminal who want to continue their journey can be easily integrated to the desired area.

g. In this study, the author realizes that there are still many limitations and shortcomings. This study only takes 5 independent variables, namely *Tangible*, *Reliability*,

Responsivess, Emphaty, Assurance with one dependent variable, namely customer satisfaction. Thus, this study focuses on these six variables, and it is hoped that the next relevant research can examine other variables that are not studied in this study which have a greater influence than this study on the level of passenger satisfaction.

BIBLIOGRAPHY

Goetsch, D., & Davis, S. (2013). *Quality management* (4th ed.). Cram101 Incorporated.

Gronroos, C. (2015). *Service management and marketing: A customer relationship management approach*. Chichester: John Wiley and Sons, Ltd.

Hanis, M., & Gilang, T. (2018). The effect of service quality on customer satisfaction at Lion airline. *Journal of Business Administration, 5*(3).

Isra, J. M., & Trenggana, A. F. M. (2017). The Effect of Service Quality on Uber Car Consumer Satisfaction (Study on Uber Car Consumers in the City of Bandung). *e-Proceeding of Management, 4*(3), 2922–2929.

Decree of the Minister of Transportation. (1995). Decree of the Minister of Transportation No. 31 of 1995 concerning Road Transportation Terminals. Jakarta: Department of Transportation.

Kotler, P., & Keller, K. L. (2015). *Marketing management* (Volume 1, Edition 13). Jakarta: Erlangga.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (12th Edition, Volumes 1 & 2). Jakarta: PT Indeks.

Lovelock, C., Patterson, P., & Walker, R. (2004). *Service marketing: An Asia-Pacific and Australian perspective*. NSW: Pearson Education Australia.

Lupiyoadi, R., & Hamdani, A. (2006). *Service marketing management* (Second Edition). Jakarta: Salemba Four.

Moenir, H. A. S. (2015). *Public service management in Indonesia*. Jakarta: PT Bumi Aksara.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (2017). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing, 64*(1), 12–40.

Puspita, R. M., & Santoso, S. (2018). The effect of service quality and supporting facilities on customer satisfaction of Lempuyangan Station Yogyakarta. *Exist: Journal of Economic and Business Research, 13*(1), 69–80.

Rangkuti, F. (2002). *Measuring customer satisfaction*. Jakarta: Gramedia Pustaka Utama.

Republic of Indonesia. (2004). Decree of the Minister of State Apparatus Empowerment Number 63/2003 concerning Guidelines for Service Implementation.

Republic of Indonesia. (2009). Law No. 25 of 2009 concerning Public Services.

Sinambela, L. P., et al. (2011). *Public service reform*. Jakarta: Bumi Aksara.

Sugiyono. (2011). *Educational research methods*. Bandung: Alfabeta.

Sugiyono. (2016). *Quantitative, qualitative, and R&D research methods*. Bandung: PT Alphabet.

Sugiyono. (2019). *Quantitative, qualitative, and R&D research methods*. Bandung: Alfabeta.

Tjiptono, F., & Chandra, G. (2016). *Service, quality & satisfaction*. Yogyakarta: Andi.

Wardani, T. U. (2017). The Effect of Service Quality on Consumer Satisfaction in Gojek's Transportation Service Business (Case Study of FEBI UIN North Sumatra Students) (Doctoral dissertation, State Islamic University of North Sumatra).

Widjaja, E. L., & Harianto, A. (2017). Analysis of the effect of service quality on passenger satisfaction of Batik Air airlines. *Journal of Hospitality and Service Management, 5*(2).

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2015). *Services marketing: Integrating customer focus across the firm* (6th ed.).