

## The Influence Of Service Quality And Physical Evidence On Student Satisfaction Potensi Utama University

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**Abstract :** *Currently, society's need for education continues to increase from time to time. The increasingly advanced level of life in society causes competition for human resources to become increasingly fierce. The increasing need of society for the importance of knowledge, encourages them to take educational levels from the lowest level to the highest level. To find out whether Service Quality has a positive and significant effect on student satisfaction at Potensi Utama University. To determine the effect of Physical Evidence on student satisfaction at Potensi Utama University. To find out how Service Quality and Physical Evidence simultaneously influence student satisfaction at Potensi Utama University. The method used in this research uses a method, namely the type of research used in this research is a quantitative research method. The population in this study was all students at Stambuk Potensi Utama University in 2023 totaling 1253 students. The sampling technique uses the Slovin formula, namely 92 rounded up to 100 people. The results of this research are (1) Service Quality partially has a positive and significant effect on Student Satisfaction, (2) Physical Evidence partially has a positive and significant effect on Student Satisfaction (3) Service Quality, and physical evidence together or simultaneously have a positive effect and significant to the satisfaction of Potensi Utama University Students.*

**Keywords:** *Service Quality, Physical Evidence, Student Satisfaction*

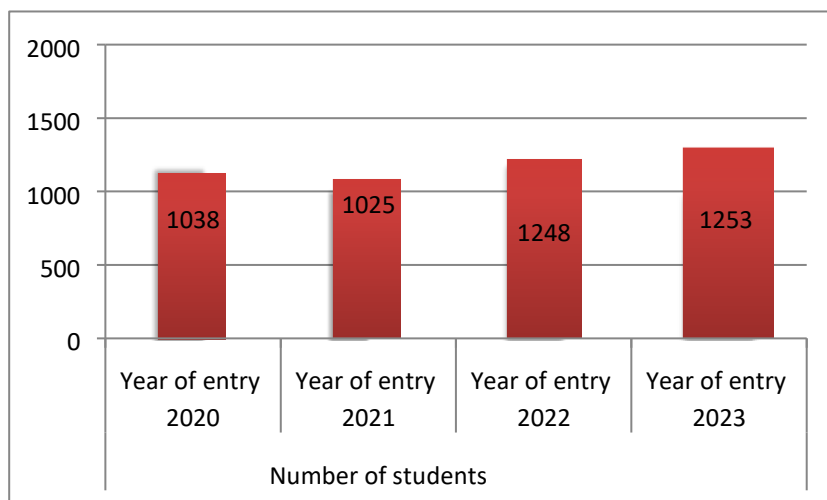
### 1. INTRODUCTION

Higher education is one of the educational institutions that is expected to be able to answer future challenges, given the increasingly fierce competition in the world of work. Therefore, graduates must have high knowledge and competence. Universities that are able to win the competition are universities that are not only responsible for graduating a conducive environment, good facilities, and good relations with the outside world (agencies or other universities). With quality education, especially for this nation, Indonesia will be more secure in the transition process, and only with quality education can Indonesia build a competitive advantage in the intense global competition. Students can be said to be a group of young people who are studying or studying at universities, with certain majors or programs. Student activity is learning. Learning science, learning organization, learning society and learning to be a leader.

Universities in Medan City are experiencing tremendous growth, one of the universities in Medan City is Universitas Potensi Utama, which comes with a wide selection of undergraduate and postgraduate study programs that are ready to take you to a bright future. We are committed to providing high quality education with guaranteed accreditation, so that you can earn a degree that is recognized and valued in the world of work Universitas Potensi Utama offers 17 undergraduate study programs and 1 postgraduate study program. Universitas Potensi Utama currently has more than 1253 students who are actively studying in various study programs. This number shows that Universitas Potensi Utama is trusted by many people

as a place to gain knowledge and achieve a brighter future.

**Table 1. Graph of Number of Students at Universitas Potensi Utama**



Source: Potensi Utama University (2024)

Based on the graph table above, it can be concluded that the number of students in 2020 amounted to 1,038 students, the number of student registrants in 2021 decreased by 1025 with a percentage difference of 2.05%, the number of student registrants in 2022 increased by 1248 and a percentage difference of 10%, and finally the number of new student registrants in 2023 increased by 1253 people and with a percentage difference of 5%. The total percent increase from 2020 to 2023 is 11.03% From this, researchers can conclude that the increase in the number of new student registrants occurred in 2023. This clearly shows the impact felt by students in the field of education, especially at the Potensi Utama University. Student satisfaction is the level of conformity between expectations and the reality that students feel about the services and programs provided by universities. Student satisfaction is an important indicator in assessing the quality of education and college performance.

Based on the results of the pre-survey, it can be explained that the university in this case can be concluded that as a place to gain knowledge and share positive information to the level of dissatisfaction of the students of the University of Potensi Utama has not been satisfied with good service and prioritizes its students. This student dissatisfaction can lead to a decrease in student sympathy for this university, which students should be able to recommend the campus to relatives and the wider community. And from decreasing student satisfaction to a negative impact on the university's reputation. decreased by the number of percentages who agreed as many as 35% of people who agreed, meaning that out of 20 student respondents at the University of Potensi Utama agreed on the dissatisfaction with the presentation of complete facilities that can increase student satisfaction.

Service quality is an important factor that determines business success. It is essentially a company's ability to meet or even exceed customer expectations. Service Quality is not just about getting tasks done, but also encompasses the entire customer experience. It includes things like staff friendliness, speed of service, and ease of doing business with the company. By providing good Service Quality, companies can build customer loyalty and a positive reputation. The phenomenon of problems that often occur with service quality is that students experience disappointment with the services at the University of Potensi Utama because the services provided at the University of Potensi Utama have not been categorized as what students expect. Starting from the responsiveness of students, less satisfied when administering and how to maintain service behavior in a crowd of students and others. This is a problem that must be fixed by the University of Potensi Utama so that students feel satisfied and happy with lectures. The problem found at the University of Main Potential in students is that the services provided are considered less capable of serving student complaints and satisfaction. With inadequate facilities and real services provided, the campus has not been able to provide its performance properly. The availability of time in serving students has also not succeeded in satisfying students so that it can be concluded that the service at the University of Main Potential is not yet perfect.

Physical Evidence includes all physical evidence that can help consumers understand the products or services offered by the company which includes physical facilities, brands, packaging design, and others. Physical Evidence is a real thing that influences consumer decisions to buy and use the products or services offered. The physical environment provides a special opportunity for companies to send strong and consistent messages regarding what the company wants to achieve, given by the company to the target market segment, as well as messages regarding the characteristics of its services (Lupiyoadi, 2018). The phenomenon of problems arising from the Physical Evidence is the absence of renovation of the Potensi Utama University Building and the lack of air conditioning (AC) in several classes. Therefore, students are less active in participating in class learning and students are less free to move around the Potensi Utama University campus.

## **2. LITERATURE REVIEW**

### **Student Satisfaction (Y)**

According to Kotler and Keller (2018), satisfaction is a feeling of pleasure or disappointment that arises from comparing the product's perceived performance (or results) against their expectations. If the performance fails to meet expectations, the customer will be

dissatisfied, if the performance matches expectations, the customer will be satisfied. In addition, if performance exceeds expectations, customers will be very satisfied or happy. According to Indrasari (2019), customer satisfaction is satisfying consumer needs is the desire of every company. Apart from being an important factor for the survival of the company, satisfying consumer needs can increase the advantage in competition. According to Srinadi (2018), says that student satisfaction is a state of fulfillment of students' wants, expectations, and needs. Student satisfaction is a positive attitude of students towards the services of higher education institutions because there is a match between the expectations of the service compared to the reality they receive (Sopiatin, 2017).

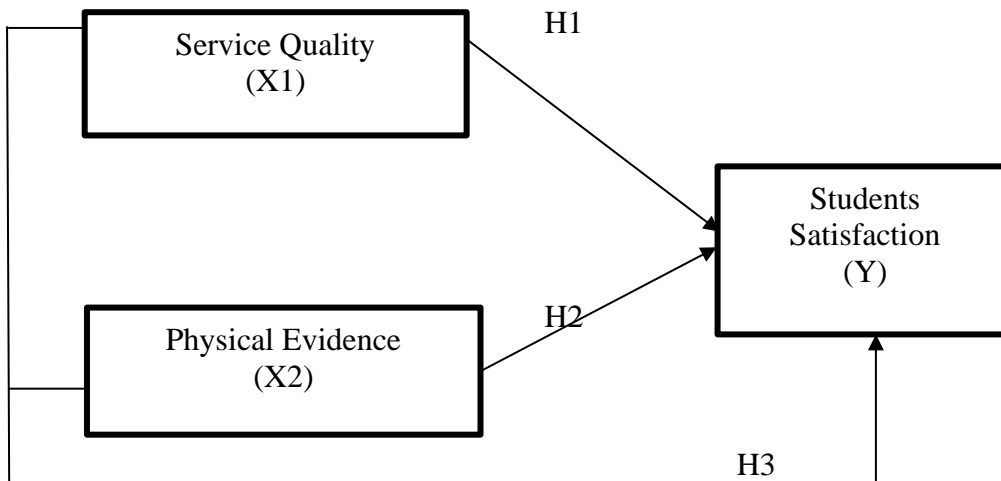
### **Service Quality (X<sub>1</sub>)**

Service quality is a must for the company to survive and gain the trust of customers. According to Tjiptono (2018) states that service quality is the level of excellence expected to fulfill customer desires. Kotler and Keller (2019) state that service quality must start from customer needs and end in customer perceptions, where customer perceptions of service quality are a comprehensive assessment of the excellence of a service. According to Aria and Atik (2018) the quality of Service Quality is an important component that must be considered in providing excellent Service Quality. According to Arianto (2018) Service Quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service Quality applies to all types of services provided by the company when the client is in the company.

### **Physical Evidence (X<sub>2</sub>)**

Physical evidence is a real thing that influences consumer decisions to buy and use the products or services offered. The physical environment provides a special opportunity for companies to send strong and consistent messages regarding what the company wants to achieve, given by the company to the target market segment, as well as messages regarding the characteristics of its services (Lupiyoadi, 2018). The physical environment is one of the factors that influence consumer motivation in shopping. Good physical environment support will provide stimuli for consumers to be willing to buy products or services at a particular business. According to Kotler (2018), physical evidence is evidence owned by service providers aimed at consumers as a proposal for added consumer value.

### Conceptual Framework



Source: Researcher (2024)

**Figure 1. Conceptual Framework**

## 3. RESEARCH METHOD

### Type of research

The type of research used in this study is quantitative. Quantitative research is a method used to test certain theories by examining each relationship between variables. In this study, it is quantitative, namely data consisting of numbers of respondents' answers or data that can be calculated and will be included in calculations or used in quantitative analysis such as variables that will be studied for their influence on customer satisfaction. (Sugiyono, 2017).

### Data source

This research uses primary and secondary data sources, as follows:

- a. According to Sugiyono, (2017), primary data is data that directly provides data to data collectors. Primary data sources are obtained through an interview activity with the research subject and by observation or observation in the field. The primary data used by the authors in the study was a questionnaire.
- b. According to Sugiyono, (2017), secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. Secondary data sources are complementary data sources that function to complement the data needed by primary data. Secondary data referred to in this study is a source of research data obtained through intermediary media or indirectly published or unpublished in general.

## Research Population and Sample

According to Sugiyono, (2017) population is the whole of the object under study. Population is a generalization area consisting of objects / subjects to study and then draw conclusions. The population in this study were all students of Universitas Potensi Utama stambuk 2023 totaling 1253 students. The sampling method in this study used accidental sampling techniques. According to Sugiyono (2017) the accidental sampling method is a technique using a sampling strategy by chance, anyone who happens to meet the researcher can be used as a sample if deemed suitable as a data source. By using the slovin formula, as for the final sample size used to determine student satisfaction at the University of Potensi Utama 92 people, the researchers rounded up to 100 people.

## 4. RESULTS AND DISCUSSION

### Respondent Characteristics

**Table 1. Characteristics of Respondents Based on Gender**

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	57	57.0	57.0	57.0
	Female	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

Source: Processed by researchers (2024)

**Table 2. Characteristics of Respondents Based on Age**

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 year	51	51,0	51,0	51,0
	20-23 year	25	25,0	25,0	76,0
	23-25 year	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

Source: Processed by researchers (2024)

**Table 3. Characteristics of Respondents Based on Study Program**

Study Program					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Informatics	18	15,7	18,0	18,0
	Information system	14	12,2	14,0	32,0
	Industrial engineering	18	15,7	18,0	50,0
	Psychology	11	9,6	11,0	61,0

	Management	12	10,4	12,0	73,0
	International relations	6	5,2	6,0	79,0
	Accountancy	7	6,1	7,0	86,0
	Sharia economy	5	4,3	5,0	91,0
	Visual communication design	1	,9	1,0	92,0
	Film and television	1	,9	1,0	93,0
	Islamic banking	2	1,7	2,0	95,0
	Software engineering	1	,9	1,0	96,0
	Law	2	1,7	2,0	98,0
	English education	1	,9	1,0	99,0
	Interior Design	1	,9	1,0	100,0
	Total	100	87,0	100,0	
Missing	System	15	13,0		
Total		115	100,0		

Source: Processed by researchers (2024)

**Table 4. Characteristics of Respondents Based on Jobs**

		Jobs			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	46	46,0	46,0	46,0
	Self-employed	40	40,0	40,0	86,0
	Entrepreneurs	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

Source: Processed by researchers (2024)

## Validity and Reliability Test Results

**Table 5. Validity Test Results**

Item Statement	Corrected Item Total Correlation	Information
X1.1	0,415	Valid
X1.2	0,467	Valid
X1.3	0,551	Valid
X1.4	0,433	Valid
X1.5	0,596	Valid
X1.6	0,619	Valid
X1.7	0,662	Valid
X1.8	0,672	Valid
X1.9	0,526	Valid
X1.10	0,630	Valid
X2.1	0,471	Valid

X2.2	0,517	Valid
X2.3	0,514	Valid
X2.4	0,587	Valid
X2.5	0,577	Valid
X2.6	0,700	Valid
X2.7	0,669	Valid
X2.8	0,592	Valid
X2.9	0,500	Valid
X2.10	0,633	Valid
Y.1	0,395	Valid
Y.2	0,391	Valid
Y.3	0,476	Valid
Y.4	0,551	Valid
Y.5	0,564	Valid
Y.6	0,600	Valid
Y.7	0,526	Valid
Y.8	0,612	Valid
Y.9	0,487	Valid
Y.10	0,604	Valid

Source: Processed by researchers (2024)

Based on the statistical test results above, it is known that the corrected item correlation value  $> 0.361$ , so the data is declared valid.

**Table 6. Reliability Test Results**

No	Variable	Cronbach Alpha	Results
1	Service Quality (X1)	0,731	Reliable
2	Physical Evidence (X2)	0,755	
3	Students Satisfaction (Y)	0,743	

Source: Processed by researchers (2024)

Based on the table above, it is known that the Cronbach's alpha value for all research variables service quality, physical evidence and student satisfaction  $> 0.60$ , it can be said that the overall reliability test results are reliable (reliable)..

### Normality Test Results

**Table 7. Kolmogorove-Smirnov Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.09258565
Most Extreme Differences	Absolute	.060
	Positive	.040
	Negative	-.060



Test Statistic	.060
<b>Asymp. Sig. (2-tailed)</b>	<b>.200<sup>c,d</sup></b>
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
d. This is a lower bound of the true significance.	

Source: Processed by researchers (2024)

Based on the data in the table above, it can be seen that the asymp. sig (2-tailed) value is  $0.200 > 0.05$  so it can be concluded that this study is normally distributed and has met the requirements of the normality test.

### Multicollinearity Test Results

**Table 8. Multicollinearity Test Results**

<b>Coefficients<sup>a</sup></b>			
Model		Collinearity Statistics	
		<b>Tolerance</b>	<b>VIF</b>
1	Service Quality	<b>.602</b>	<b>1.662</b>
	Physical Evidence	<b>.602</b>	<b>1.662</b>

a. Dependent Variable: Kepuasan Mahasiswa

Source: Processed by researchers (2024)

Based on the table of multicollinearity test results, it is known that the two VIF values for each variable are  $< 10$ , and the Tolerance value for each variable is  $> 0.10$ , so it can be concluded that there is no multicollinearity.

### Heteroscedasticity Test Results

**Table 9. Glejser Heteroscedasticity Test Results**

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	,188	1,893		<b>,099</b>	<b>,921</b>
	Service quality	,059	,057	,133	<b>1,028</b>	<b>,307</b>
	Physical evidence	,017	,053	,042	<b>,327</b>	<b>,745</b>

a. Dependent Variable: ABS\_RES

Source: Processed by researchers (2024)

Based on the Glejser test table above, the significance value of the three independent variables is  $>$  from 0.05, it can be concluded that there is no heteroscedasticity.

## Multiple Linear Regression Test Results

**Tabel 10. Multiple Linear Regression Test Results**

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	<b>8.871</b>	3.093
	Service Quality (X1)	<b>.353</b>	.094
	Physical Evidence (X2)	<b>.404</b>	.086

Source: Processed by researchers (2024)

Based on the table above, the regression equation is obtained as follows:

$$Y = 8,871 + 0,353 X_1 + 0,404 X_2 + \epsilon$$

This can be seen in the following information:

- The constant value of 8,871 means that if all independent variables are considered constant or equal to zero the dependent variable is 8,871.
- The regression coefficient value of the Service Quality variable (X1) is + 0.353, which means that if there is an increase in Physical Evidence by 1, then Student satisfaction (Y) will increase by + 0.353
- The regression coefficient value of the Physical Evidence variable (X2) is + 0.404, which means that if there is an increase in Physical Evidence by 1, then student satisfaction will increase by + 0.404.

## T-test Results (Partial Test)

**Table 11. T-test Results (Partial Test)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,871	3,093		<b>2,868</b>	<b>,005</b>
	Service quality	,353	,094	,348	<b>3,765</b>	<b>,000</b>
	Physical evidence	,404	,086	,435	<b>4,704</b>	<b>,000</b>

a. Dependent Variable: Students Satisfaction

Source: Processed by researchers (2024)

Based on the t test results above, the t table value = at n-k (100-3) is 97 at a significant level of 5% (0.05) is 1.985. Thus, to find out partially, the following explanation can be described:

1. The Effect of Service Quality on Student Satisfaction

The t-count value of Service Quality is  $3.765 > t\text{-table } 1.66$  ( $n-k = 100-3 = 97$  at  $0.05 / 5\%$ ) and a significance of  $0.000 < 0.05$ , so  $H_a$  is accepted and  $H_o$  is rejected, then Service Quality partially has a positive and significant effect on Student Satisfaction.

2. The effect of Physical Evidence on Student Satisfaction

Physical Evidence t-count value of  $4.704 > t\text{-table } 1.66$  ( $n-k = 100-3 = 97$  at  $0.05 / 5\%$ ) and significance  $0.000 < 0.05$ , so  $H_a$  is accepted and  $H_o$  is rejected, then Physical Evidence partially has a positive and significant effect on Student Satisfaction.

### F-Test Results (Simultaneous Test)

**Table 12. F-Test Results (Simultaneous Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1666,384	2	833,192	<b>48,740</b>	<b>,000<sup>b</sup></b>
	Residual	1658,176	97	17,095		
	Total	3324,560	99			
a. Dependent Variable: Students Satisfaction						
b. Predictors: (Constant), Physical evidence, service quality						

Source: Processed by researchers (2024)

Based on the table above, It is known that the F-test results in an F-count of  $48.740 > F\text{-table } 3.09$  ( $n-k-1$  at  $k = 100-3-1 = 96$ ) so that  $H_a$  is accepted and  $H_o$  is rejected, meaning that Service Quality, and Physical Evidence simultaneously have a significant effect on Student Satisfaction.

### Determination Test Results

**Table 13. Determination Test Results**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,708 <sup>a</sup>	,501	<b>,491</b>	4,135
a. Predictors: (Constant), physical evidence, service quality				
b. Dependent Variable: Students Satisfaction				

Source: Processed by researchers (2024)

From the table above, it can be seen that the coefficient of determination (Adjusted R Square) is 0.491 or equal to 49.1%. This figure means that the independent variables consisting of physical evidence, service quality affect students satisfaction variable while the remaining 50.9% of the employee performance variable is influenced by other variables not examined in this study.

## **5. CONCLUSIONS AND SUGGESTIONS**

### **CONCLUSION**

Based on the results of the research and discussion, the following conclusions can be drawn:

1. Based on the test results, it is known that the Service Quality variable has a positive and significant effect on student satisfaction. It is known that from the results of the phenomenon that has been described that the problem of the Service Quality variable is that students experience disappointment with the services at the University of Potensi Utama because the services provided are not yet comfortable in classroom learning and have not been sufficiently fulfilled and how to maintain service behavior in a crowd of students by not providing certainty in being responsive and efficient in handling student complaints.
2. Based on the test results, it is known that the physical evidence variable has a positive and significant effect on student satisfaction. It is known that from the results of the phenomenon that has been described that the problem of the physical evidence variable is that the facilities at the University of Potensi Utama are not complete enough, and the cleanliness is still not well maintained.
3. Based on the results of data analysis of hypothesis testing simultaneously the effect of Service Quality, and Physical Evidence has a Positive and Significant effect on Student Satisfaction at the University of Potensi Utama, the conclusion in this discussion shows that the results of this data analysis state that all independent variables have an influence on the dependent variable.

## **SUGGESTION**

Based on the conclusions obtained from the above research, the following suggestions are made:

1. It is hoped that the University of Main Potential is able to improve handling student complaints responsively and can resolve all student complaints properly by prioritizing students, then opening more space for complaints to students to complain. As well as student lectures / University of Main Potential has good potential in handling student lecture affairs.
2. It is hoped that the Main Potential University can add facilities with improvement efforts in terms of improving the physical environment of something that can be seen and felt physically when interacting with the university. includes buildings, facilities, equipment, interior design, and all physical aspects of the campus environment that can give a certain impression.
3. It is hoped that the University of Main Potential is able to provide satisfaction to students by improving services to students so that student assessments of the University have a positive impact.
4. For future researchers, they should add several variables or indicators related to satisfaction as well as add the number of samples and populations so that these researchers can get even better results. Researchers realize that there are many other variables that can be studied, but due to the limited time and place of research, they are only able to examine some parts of the problem to become research variables.

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