

The Influence of Service Quality on Customer Loyalty through Satisfaction (Study on Fast Boat D'Camel Fast Ferry)

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ABSTRACT: This study aims to explain the influence of service quality on customer loyalty through satisfaction. This study was conducted at fast boat D'Camel Fast Ferry with a total sample of 100 respondents who have never used a fast boat D'Camel Fast Ferry minimum of two times in a period of 1 year. The results showed that all hypothesis is accepted. (1) The effect of quality of service on customer loyalty is positive and significant, (2) the effect of quality of service on satisfaction is positive and significant, (3) satisfaction has a positive and significant impact on customer loyalty as well as (4) satisfaction capable of mediating influence service quality positively and significantly customer loyalty indirectly.

KEYWORDS: *quality of service, customer loyalty, satisfaction*

I. INTRODUCTION

Tourism is one of the leading sectors that are in the national economy that always needs to be further developed and improved. Developments in the field of tourism is something that is required by the government, which with the development of tourism areas stand to benefit or benefit to the tourist areas such as to create jobs for the community, to introduce art and culture, as well as the craft area (Aditya & Kusumadewi, 2017). The development of tourism in the area of Nusa Penida, Nusa Lembongan and Nusa Ceningan, tourism facilities and infrastructure, too evolved so has the potential for competition is high enough one of them is sea transport, namely the fast boat. Fast boat or often called the speed boat is a fast boat designed with specific requirements for sea transport. Fast boat is currently very popular and much in demand by consumers because of the convenience factor and faster trip arrived at the destination (www.nusabali.com, Accessed on 27 September 2019).

Fast boat D'Camel Fast Ferry an option for transportation with this fast boat takes only 30 minutes to Nusa Lembongan, Besides D'Camel Fast Ferry has a big enough passenger capacity and a large body of the ship so as to minimize the shock waves of the sea, D'Camel Fast Ferry at 3 times the departures commute every day, so, the tourists can take a trip one day trip to enjoy the beauty of the island of Nusa Lembongan (www.balitourclub.net, Accessed on July 22, 2019) therefore the fast boat D'Camel Fast Ferry to be vying to win customer loyalty in order to survive in the market, fast boat D'Camel Fast Ferry can spoil its customers by providing the best service, the best service will certainly be the choice of the customer and seek the services to meet their needs by providing the maximum expected later able to provide overall customer satisfaction leading to customer loyalty (Kotler in Novandy, 2018).

Customer loyalty is the willingness of customers to continue to purchase or use of a company in the long term and recommend products or services to friends and colleagues including references, desires, and intentions of the future (Lovelock Soliha, et al. 2015). Loyal customers will be able to encourage the development of the company to provide ideas or suggestions to the company in order to improve the quality of the product or service (Lovelock et al., 2011: 338).

Quality of service is an expected level of excellence and control of excellence to meet the needs of consumers (Tjiptono, 2014: 268). Superior quality and consistent service that will prove to the customer that the services used by the customer is the most the best services, so it appears a value which raises satisfaction based on emotion or experience gained.

Satisfaction can be explain as someone's happy or disappointed feeling who comes from a comparison between the impression of the performance or result from a product or service and their expectations (Kotler and

Keller, 2016: 138). Customers who are satisfied will indirectly create loyalty and encourage word of mouth recommendations can even improve a poor image of the company in the eyes of customers.

In connection with the increasing competition in the business fast boat D'Camel Fast Ferry should be able to improve the quality of services provided to consumers, this is done for the business, especially in marine transportation services competing to provide the best quality of service that consumers feel satisfied and loyal to the company, Compiled from D'Camel Fast Ferry that ticket sales target set does not match ticket sales. Some of the factors that led to the sale of fast boat D'Camel Fast Ferry did not reach the target, is thought to be caused by a lot of their fast boat existing competitor on Sanur Beach, the lack of appeal of the company itself, and the quality of service companies when it declines were among: Physical evidence (tangibles) such facilities available on the fast boat, empathy (empathy) that is understanding the needs of customers, reliability (reliability) the timeliness, responsiveness (responsiveness) have occurred during the process of the reservation, Security and Assurance (assurance) capability officers in serving customers, so customers become dissatisfied and most likely will affect customer loyalty.

II. LITERATURE REVIEW AND DEVELOPMENT HYPOTHESIS

Loyalty according Priansa (2017: 215) is the consumer's decision to voluntarily continue to subscribe to a particular company in the long term. According to Griffin cited by Sangadji and Shopiah (2013: 113) argued that there are several advantages obtained by the company if it has a loyal customer namely: to reduce marketing costs, to reduce transaction costs, to increase cross-selling, encourage positive word of mouth, and can reduce the cost of failure as the cost of replacement.

Customer satisfaction according to Sangadji and Sopiah (2013: 181) is defined as a situation where the expectations of consumers for a product in accordance with the fact that the consumer received. According Tjiptono (2014: 159) says that consumer dissatisfaction is caused by internal factors and external factors. Internal factors are relatively controlled companies eg employees were rude, rubber time, transaction recording errors. Conversely, external factors outside the company's control such as weather, disruption of public infrastructure, criminal activity, and the consumer's personal problems further said that in the event of dissatisfaction.

Lupiyoadi (2014: 197) quality of service is as all activities that attempt to combine the value of the booking, the processing to the provision of services through communication results to accelerate cooperation with consumers to immediately, According Lupiyoadi (2014: 216), there are five dimensions of service quality (SERQUAL), namely: 1) Physical evidence (Tangibles), 2) Reliability (Reliability), 3) responsiveness (Responsiveness), 4) Assurance (Assurance), and 5) Empathy (Empathy).

The research result by Lestari (2019) stated that the quality of the service direct and significant impact on customer loyalty. Another study conducted by Santoso and Aprianingsih (2017) found service quality and significant positive effect on customer loyalty. Similarly, research conducted by Dubey and Srivastava (2016) states that service quality has a significant and positive impact on customer relationship management and customer loyalty. Based on these descriptions can be formulated hypotheses as follows:
H1: Service quality has a positive and significant effect on Customer Loyalty

Based on the research by Widjono et al (2013) stated that service quality affects customer satisfaction of service users Mcdonald's drive-thru in Surabaya Basuki Rahmat. Another research by Ghazali et al. (2018) has found that service quality has a significant impact on customer satisfaction. The results of another study conducted by Liung (2017) stated that the quality of services can increase consumer satisfaction. Based on these descriptions can be formulated hypotheses as follows:
H2: Service Quality has a positive and significant effect on satisfaction

Results Ferdian study (2015) showed that customer satisfaction significant positive effect on customer loyalty. Lee (2013) showed that customer satisfaction has a positive and significant impact on loyalty. Results of research conducted by Kishada & Wahab (2015) states that satisfaction significantly affect customer loyalty. Based on these descriptions can be formulated hypotheses as follows:
H3: Satisfaction has a positive and significant impact on Customer Loyalty

Aditya (2017) in her study stated that customer satisfaction is significantly mediate the relationship between service quality on customer loyalty. This shows that customer satisfaction is able to mediate the impact of service quality on customer loyalty. Thus, customers will be satisfied if the gain good quality services which will have an impact on customer loyalty. Osman research results and Sentosa (2013) stated that customer

satisfaction positively and significantly is able to mediate the effect of service quality on customer loyalty. The results of another study conducted by Mahendrayana (2018) demonstrate satisfaction of patients had a positive and significant impact in mediating the effect of quality of service for patient loyalty.

H4: Satisfaction is able to mediate the Service Quality Impact on Customer Loyalty

III. METHODS

This research is associative ie to determine the relationship between two or more variables. This study aimed to examine the effect of exogenous variables of service quality (X) with an endogenous variable namely customer loyalty (Y) with mediating variables, namely the satisfaction (M). This study focuses on the effect of service quality on customer loyalty through satisfaction. Lokasi of this study conducted in Fast Boat D'Camel Fast Ferry, which is located at Jl. Hang Tuah 33, SanurKaja, Denpasar. The object of research in the research is to Service Quality Impact Customer Loyalty through Satisfaction with taking study on Fast Boat D'Camel Fast Ferry. The independent variable in this study is the quality of the service, the dependent variable used this research is customer loyalty, as well as intervening variables in this study is satisfaction. Data used in this study are: 1) The quantitative data in this study tabulation of questionnaires answered by the respondents. 2) The qualitative data in this study is a general corporate overview of the fast boat D'Camel Fast Ferry and data respondents to the questionnaire given the total score of the answers to the questionnaire. The data source data in this study are: 1) the existing primary source in this study is data from the questionnaire, 2) secondary source is obtained from a variety of library materials, either in the form of books, journals, and other documents that provide information about the variables in this research problem. In this study, researchers used a questionnaire as data collection techniques Likert scale includes data score answer a questionnaire designed based on the indicators of each variable with five (5) points "Strongly Agree", "Disagree", "Enough Agree", "Disagree" and "Strongly Agree" to the respondent. The population in this study is an educated consumer at least high school / vocational school, and have been using a minimum of two times fast boat D'Camel Fast Ferry within a period of 1 year. The samples used in this study were 100 respondents. Sample collection method in this research is non probability sampling with purposive sampling technique. Data were collected by instruments in the form of an online questionnaire. Data analysis techniques used in this study using descriptive statistical analysis, the classical assumption test to test the model equations including normality test, test multikoleniaritas and heteroscedasticity test. Inferential statistical analysis in the form of path analysis and Sobel test to test the significance of the indirect effect of mediating variables are preceded by testing research instruments namely; validity and reliability test.

IV. RESULT AND DISCUSSION

4.1 characteristics of respondents

Based on the data characteristics of the respondents to the classification of respondents by sex in this study shows the results of most of the respondents were women, namely by 55% compared with the percentage of male respondents as much as 45%. Based on the age classification in this study showed that respondents predominantly aged 18 to 22 years with a percentage of 65% as compared with the number of respondents aged 23 to 27 years at 20%, then the respondents aged 28 to 32 years at 8%, and the lowest percentage of respondents aged over 33 years at 7%. Last Education respondents in this study is dominated by high school / vocational equivalent to the percentage of 36%, while respondents with recent education Diploma percentage of 35%, respondents with education last hereinafter respondent Tier 1 of 16%, then the respondents with education last Stratas 2 with a percentage of 3%. Classification of respondents by occupation showed respondents with a job as a student / students with a percentage of 36%, while respondents with jobs as Self as much as 17%, of respondents with jobs Servants / ABRI as much as 3%, of respondents with the work of private sector employees by 38% and subsequently respondents with other work at 2%.

4.2 Results Testing Instrument

Validity test is done with SPSS to calculate the correlation. Validity test results showed that all of the instruments used to measure the research variables have Pearson Correlation above 0.30 so the overall value of the indicators used otherwise valid. Reliability test results show that each variable has a value of Cronbach's alpha coefficient is more than 0.60, it indicates that all variables in this study revealed reliable.

4.3 Classic assumption test

Classic assumption test conducted in this research that normality test, multicollinearity, and test heterokedstisitas.

Normality test aims to test whether the residuals from a regression model that made normal distribution or not. This study used a non parametric statistical tests Kolmogorov-Smirnov.

Table 1: normality Test Result Regression Model 1

	<i>Residual unstandardized</i>
N	100
<i>Kolmogorov-Smirnov Z</i>	0.575
<i>Asymp. Sig. (2-tailed)</i>	0.895

Source: (Primary Data Processed), 2019

Based on Table 1 the results of the analysis can be state that the value of Asymp. Sig. (2-tailed) of 0.895. The results show that the regression model have a normal distribution for the value Asymp. Sig. (2-tailed) is greater than the alpha value of 0.05.

Table 2: Test Result normality Regression Model 2

	<i>Residual unstandardized</i>
N	100
<i>Kolmogorov-Smirnov Z</i>	0.743
<i>Asymp. Sig. (2-tailed)</i>	.640

Source: (Primary Data Processed), 2019

Based on Table 2 the results of the analysis can be state that the value of Asymp. Sig. (2-tailed) of 0.640. This results show that the regression model have a normal distribution for the value Asymp. Sig. (2-tailed) is greater than the alpha value of 0.05.

Multicollinearity test aims to test whether there is a correlation between the regression model independent variables. The regression model was good if there is no correlation between the independent variables.

Table 3: Test Result multicollinearity

variables	<i>Tolerance</i>	VIF
Quality of Service (X)	0.325	3.077
Satisfaction (M)	0.325	3.077

Source: (Primary Data Processed), 2019

Based on Table 3 the results of the analysis the value of tolerance and VIF of the variable quality of service and satisfaction show tolerance for each variable value greater than 10% and VIF is less than 10, which means regression model is free from multicollinearity.

Table 4: Test Result Heteroskedastity Regression Model 1

Model	Coefficients unstandardized		standardized	T	Sig.
	B	Std. Error	Coefficients beta		
(Constant)	.451	.180		2,506	0,014
1 Quality of Service	-0.023	0,050	-0.046	-0.453	0.651

Source: (Primary Data Processed), 2019

Based on the analysis in Table 4, it can be seen that the significance of the variables of service quality value equal to 0.651. The value is more than 0.05, therefore the models created does not contain heteroskedastisitas symptoms.

Table 5: Test Result Heteroskedastity Regression Model 2

Model	Coefficients unstandardized		standardized	T	Sig.
	B	Std. Error	Coefficients beta		
2 (Constant)	0,526	0.205		2,569	0,012
Quality of Service	0,040	.098	0,072	.407	0.685
Satisfaction	-0,084	0.069	-0.213	-1213	.228

Source: (Primary Data Processed), 2019

Table 5 shows that the significant value of the variable quality of service of 0.685 and 0.228 for the satisfaction variables. The value is greater than 0.05, which means the models created does not contain heteroskedastisitas symptoms.

4.4 Test Path Analysis

Models that have passed the test classic assumptions will be conducted analysis of the influence between variables by using path analysis techniques. Testing equation 1 is to determine the influence of service quality on customer loyalty. The results of the analysis as follows:

Table 6: Path Analysis Regression Model 1

Model	Coefficients unstandardized		standardized	T	Sig.
	B	Std. Error	Coefficients beta		
1 (Constant)	-0.541	.294		-1.838	0.069
Quality of Service	1,167	0.082	0.822	14.268	0,000
R2: 0.675	F statistic: 203.580		Sig. F: 0,000		

Source: (Primary Data Processed), 2019

Based on the analysis that has been presented, the obtained equation as follows:

$$M = \beta 1X + e1$$

$$M = 0,822X + e1 \dots \dots \dots (1)$$

Table 7: Path Analysis Regression Model 2

Model	Coefficients unstandardized		standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.246	0,313		-0.786	.434
Quality of Service	.540	.150	0.359	3.593	0,001
Satisfaction	0.536	0.106	0.507	5.065	0,000

R2: 0.685

Source: (Primary Data Processed), 2019

Based on the analysis that has been presented, the obtained equation as follows:

$$Y = \beta_2X + \beta_3M + e_2$$

$$Y = 0,359X + 0,507M + e_2 \dots\dots\dots(2)$$

Based on the test results indicate that the tabulation Sobel $Z = 4.7544 > 1.96$ with a significance level of $0.0000 < 0.05$, which means the satisfaction rated significantly able to mediate the effect of service quality on customer loyalty in a fast boat D'Camel Fast Ferry.

Total determination coefficient of 0.897 means that amounted to 89.7 per cent variable customer loyalty is influenced by the variable quality of service and satisfaction, the remaining 10.3 percent is explained another factors that does not include in the model.

V. HYPOTHESIS AND RESULT

The influence of service quality on customer loyalty

The results showed that the variables of service quality has an effect on customer loyalty, it means that the quality of service is positive and significant impact on customer loyalty in a fast boat D'Camel Fast Ferry in other words, the better the quality of the service obtained by the customer against the fast boat D'Camel Fast Ferry will also increase. The results are consistent with the theory put forward by Tjiptono (2014: 204) that service quality has a strong relationship with the companies that provide services to him, with a good quality of service will be able to create a loyalty or customer loyalty to the company that provides the service pleasant, therefore fast boat D'Camel Fast Ferry should provide good quality service to the customers so that loyalty can be created from the customer. The results of another study conducted by Julius and Jatmika (2019) shows that there is a positive influence between the quality of service to customer loyalty.

The influence of the quality of service to satisfaction

The analysis results to the satisfaction of service quality showed that the variables of service quality effect on satisfaction in other words, the better the quality of services provided then satisfaction will increase as well. The results are consistent with the theory put forward by According Sureschandar quoted in Tjiptono and Diana (2015: 113) that the quality of service and customer satisfaction are two different concepts, but closely linked, this implies that increasing customer satisfaction tend to be followed by increase perceptions positively to the quality of service, and vice versa. The research result Kusdiyantoro (2014) states that the factors of service quality consists of physical evidence (tangible), reliability (reliability), responsiveness (responsiveness), and a guarantee (assurance) simultaneously have a significant influence on student satisfaction Graduate Program Master of Management ABI STIE Surabaya.

Influence of satisfaction on customer loyalty

The results of the analysis of the influence of satisfaction on customer loyalty shows that satisfaction variables affect the customer loyalty in other words that when satisfaction increases, customer loyalty will increase. The results are consistent with the theory put forward Kertajaya in Elrado (2014: 2), a satisfied customer will certainly have a high level of loyalty to the product compared with dissatisfied customers. The longer the customer loyalty, the greater the profits from the company. A satisfied customer is willing to pay a high price, more fault tolerant, loyal to the company and also to be willing to do word of mouth. The results of this study are supported by research Mahendrayana (2018) showed patient satisfaction and significant positive effect on loyalty other pasien. Penelitian of Octavia (2019) states that the customer satisfaction PT. Bank Index Lampung effect on customer loyalty.

Mediating Effect of Quality of Service Satisfaction to Customer Loyalty

Results of testing the hypothesis on satisfaction mediates the effect of service quality on customer loyalty by using Sobel Test showed a significant role in mediating influence satisfaction of service quality on customer loyalty thus received H4 in this regard. Quality has a direct impact on the Performance of product and customer satisfaction. This research is consistent with the statement by Kertajaya in Elrado (2014: 2), a satisfied customer will certainly have a high level of loyalty to the product compared with dissatisfied customers. The results of another study conducted by Mahendrayana (2018) demonstrate satisfaction of patients had a positive and significant impact in mediating the effect of quality of service for patient loyalty. Research conducted by Kaura et al. (2015) on consumer loyalty in the banking services sector in India found that customer satisfaction affects loyalty. The role of customer satisfaction found as an intermediary between the largely variable dimensions of service quality on customer loyalty.

VI. CONCLUSION

Based on the results of research and discussion, as already described in the previous chapter, it can be concluded as follows: 1) Quality of service is significant and positive impact on customer loyalty. 2) Quality of service is significant and positive impact on satisfaction. 3) Satisfaction significant and positive impact on customer loyalty. 4) Satisfaction was significantly mediates the effect of service quality on customer loyalty in a fast boat D'Camel Fast Ferry. We can conclude that the better the quality of service on the transportation services customers will be satisfied and the customer will be loyal.

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