

Analysis of Participant Satisfaction Level Training Implementation of Training BST (Basic Safety Training) in PIP Semarang

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Abstract

Semarang Merchant Marine Polytechnic (PIP) represent one of Technical Unit Executor of Development Human Resource Transportation showed to execute activity of training of Basic Safety Training (BST). Execution of BST in PIP Semarang executed each week during 8 day. PIP Semarang hold responsible fully to the well-held of activity of training of BST . To be able to create a company become one of the company which is solid, needed a good idea regarding service strategy to consumer. Target of this research is to know level satisfaction of consumer to service of Terminal Container Semarang in dimension Appearance Of Physical (Tangible), Mainstay (Reliability), Listen Carefully (Responsiveness), Certainty (Assurance), and Empathy (Empathy).

Data collecting through spreading of kuesioner to 70 responder people participant of BST Training in PIP Semarang. Spreading of kuesioner conducted in office of PIP at the time of office hours. To measure level satisfaction of responder /consumer given service of PIP used a method of Importance Performance Analysis or Analysis Level Have interest and Performance Satisfaction of Customers.

Pursuant to result of analysis and data processing of kuesioner concluded that for BST Training activity there are two factor which according to responder become especial priority to be improved because not yet gratified, that is : Ability of employees of PIP to quickly listen carefully in face of sigh / problem of arising out of customer / consumer of service / participant of training (with level according to importance and performance 80,83%), and Service of FF operator which quickly and precisely (time service of FF Training) (with level according to importance and performance 84,68%). Presentation mount satisfaction for service user BST Training is 13% very is gratifying, 46% gratifying, 40% habit, 1% less gratifying and 0 is% dissatisfactory.

KEYWORD : Merchant Marine Polytechnic Semarang, Participant of BST Training, *Importance Performance Analysis.*

INTRODUCTION

Diplomatic Conference member countries in 1978 STCW convention, which was held in Manila Philippines, on 21 to 25 June 2010, has adopted several fundamental changes to the 1978 STCW Convention and STCW Code, known as the Manila amendments. The purpose of the amendments is to enhance the professional standards of the sailors as well as to improve shipping safety, security and protection of the marine environment.

Results seminars Human Resources Development Agency of Transportation explained that the Manila Amendments came into effect on January 1, 2012. For students / cadets / prospective sailors who begin training on or after July 1, 2013 must use the curriculum and syllabus, as amended, manila. The sailors holder of a

certificate of competency (COC) and the certificate of skills (COP) issued in accordance with the provisions of the STCW convention Amendments of 1995, given the deadline until December 31, 2016 to comply with the amendments to Manila.

Merchant Marine Polytechnic (PIP) Semarang is one of the Technical Implementation Unit of the Human Resources Development Agency of Transportation designated to carry out training activities Basic Safety Training (BST). Implementation of BST in PIP Semarang held every week for 8 days. Based on interviews and a preliminary survey of the faculty and researchers with training participants BST, the implementation of training activities according to the teaching and training participants there are things that are not in accordance with the standards established. For example, some of the equipment used in the training of Fire Fighting (FF) have been unsuitable or has expired. Based on the findings of the Audit Directorate of Shipping of Sea Transportation (Ditkapel) in 2012 found some facts as follows: At the time of inspection equipment BST, SCRB and AFF has not separated according to each training; At the time of inspection practices up and down the lifeboats just no maneuver and participants and instructors do not wear safety equipment; At the time of examination of smoke chamber in a state not maintained and used as a fuel storage facilities; At the time of inspection found the equipment nozzle size 2.5 "3 units in disrepair; At the time of examination found 4 units of equipment oxygen mask in a state of disrepair.

Given the facts of these findings, the PIP management must take measures to resolve these shortcomings, in order to meet the Minimum Service Standards that must be accepted by the participants of Training. With the growing amount of interest in the community to participate in training activities BST, it is possible PIP Semarang obtain high market in order to continue to compete and continue its survival. Market share usually choose products and services that provide the greatest value for their. So, the key to success and to maintain the market was to better understand their needs and purchasing process, including by providing the best quality and service.

According to Zeithaml & Berry (1995) and Cronin & Taylor (1994), (translated by Parasuraman, page 12, Strictly speaking, the researchers services consisting of A. Parasuraman, Valeria A. Zeithaml, and Leonard L. Berry and J. Joseph Cronin, Jr. and Stephen A. Taylor stated customer satisfaction is determined by the quality of service and not vice-versa. Service quality itself is determined by five (5) service quality dimensions, namely, Physical Appearance (tangible), reliability (reliability), response (responsiveness), Certainty (assurance), and Empathy (empathy). Furthermore, they agreed that customer satisfaction has a significant effect on the purpose of sale (purchase intentions).

From the description above, we need a research on the level of service quality on customer satisfaction, whether the services offered by the company in this case is the Sailing Science Polytechnic Semarang can affect the level of satisfaction of participants Training for skills training Implementation BST (Basic Safety Training) in PIP Semarang.

This research was conducted with the intent and purpose to determine the level of satisfaction with the service training training participants BST by Sailing Science Polytechnic Semarang, with the object of study is the entire training participants or service user BST BST palatihan activities in one time period. Results are expected to reveal the existing problems related to BST training services, especially with regard to the following matters:

1. Analyze the influence of the dimensions of service in Physical Appearance (tangible), reliability (reliability), response (responsiveness), Certainty (assurance),

- and Empathy (empathy) with the level of customer satisfaction Sailing Science Polytechnic Semarang.
2. Analyze how much satisfaction training participants / consumers against Dikla BST implementation in PIP Semarang.
 3. Analyze the factors that affect the level of quality of training BST on customer satisfaction levels Polytechnic Sailing Science Semarang.

LITERATURE REVIEW

A. Basic Safety Training (BST)

Basic Safety Training (BST) is a part of the Special Expertise Seafarers Training program (DKKP). The training program shall be followed by all the people who will work at sea (prospective sailors) and those already working in the sea (sailor). According to STCW 95, BST is the basic training oriented to basic safety capabilities, to be able to work safely, how emergency procedures, and how to work as a team in the maritime environment. BST skills consist of 4 basic skills, namely :

1. *Fire Prevention and Fire Fighting (Basic Fire Fighting).*

Prevent fire hazard would be better than putting out fires. Fire prevention means all the work done to prevent it from flame or if there flame can be controlled. Overcome or cope with the danger of fire, means in this case is already happening event of a fire and safety hazard to life and property. So in addition to the required fire control measures (limit or reduce or extinguish) is required as well as actions to prevent greater loss (securing the victim, property, etc.).

In the event of a fire early action or early as possible is very decisive, because at that time the fire is still small and easy to control. Initial action should be done quickly and accurately, due to delays or errors act can lead to failure and fatal. To be able to act quickly and appropriately required knowledge about the ways of prevention and adequate fire fighting. Elements that can mengakitkan fires are flammable materials, heat, and oxygen (O₂). *Personal Survival Techniques (PST).*

Survival technique or saving human life at sea is a practical knowledge concerning how the sailors who save themselves or others in an emergency at sea, after a collision, fire, ran aground and so forth. In the process of this rescue both the helper and the helped to know and understand the correct ways to use the various tools helper in his ship, the preparation and the actions that must be taken before and after the throw ourselves into the sea, and the last action for floating in the sea, action at the time of boarding the lifeboats or life raft, as well as how to use the means of communication that exist in the lifeboats or life raft.

All these measures are intended to everyone that in case of danger or emergency to help themselves and others quickly and precisely, both at the time plunging into the sea, the last time and floating in the sea, at a time to help others and at times up to the lifeboats or life raft before help comes.

2. *Personal Safety and Social Responsibility (PSSR).*

Emergency procedures are a procedure or guidelines or working order must be followed in carrying out a job outside normal circumstances which have a tendency to endanger the safety of human life, property and the environment in order to get good results.

Purpose of the emergency procedures on board is as a guide for the master and crew in dealing with emergencies that occur on the ship, so that disaster can arise is minimized or eliminated altogether. In addition, as the Master guide in performing the exercises dealing with emergencies that may occur in the ship. The types of emergencies that may or may occur on board, among others, collision, fire or explosion, grounding, leaking or drowning, people fall into the sea and marine pollution.

3. *Elementary First Aids (Basic First Aids)*.

Basic first aid to victims of accidents is very important for the crew. Treatment of victims of accidents that occur on the boat should be done by all the crew. So that this matter be given to all participants of the training that will be sailing.

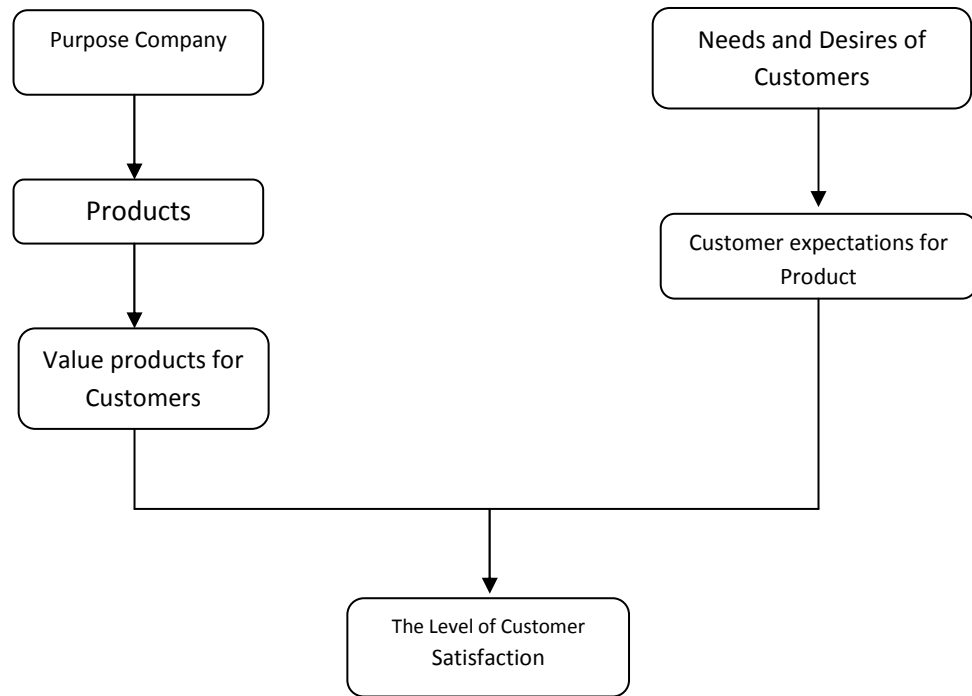
B. The Concept of Customer Satisfaction

Today attention to customer satisfaction and dissatisfaction has been getting bigger. More parties to pay attention to this. Parties most directly related to customer satisfaction or dissatisfaction is a marketer, consumer, consumerism, and consumer behavior researchers.

Increasingly fierce competition, in which more and more manufacturers are involved in fulfilling the needs and desires of consumers, cause every company must put orientation on customer satisfaction as a primary goal. This is reflected in the increasing number of companies which include a commitment to customer satisfaction in its mission statement, advertising, and public relations release. Today increasingly believed that the key to winning the competition is providing value and satisfaction to customers through the delivery of quality products and services at competitive prices.

According Schnaars (1991), basically the purpose of a business is to create satisfied customers. The creation of customer satisfaction can provide several benefits, including the relationship between the company and its customers to be harmonious, provide a good foundation for repeat purchases and create customer loyalty, and form a recommendation from mouth to mouth (word-of-mouth) that menguntungkan for the company (Tjiptono , 1996). There are some experts who provide a definition of customer satisfaction or dissatisfaction. Day (in Tse and Wilton, 1998) stated that subscriber satisfaction or dissatisfaction is the customer response to the evaluation of mismatches (disconfirmation) perceived between prior expectations (or other performance norms) and the actual performance of the product that is felt after use. Wilkie (1990) defines it as an emotional response to the evaluation of the experience of the consumption of a product or service. Engel, et al. (1990) stated that customer satisfaction is the evaluation purnabeli where alternatives are chosen at least equal or exceed customer expectations, while dissatisfaction arises when the results (outcomes) did not meet expectations. Kotler, (1996) pointed out that customer satisfaction is the level of one's feelings after comparing the performance (or outcome) that he felt compared to expectations.

Of the various definitions of the above can be concluded that basically understanding customer satisfaction include the difference between expectations and perceived performance or results. This understanding is based on the disconfirmation paradigm of Oliver (in Engel, et al ., 1990; Pawitra, 1993). The concept of customer satisfaction can be seen in the picture below :



Picture 1. The Concept of Customer Satisfaction

Although the general definition given above focuses on the satisfaction / dissatisfaction with products or services, the notion can also be applied in the assessment of satisfaction / dissatisfaction with a particular company because the two are closely linked (Peterson and Wilson, 1992; Pawitra, 1993).

In evaluating satisfaction with the products, services, or a particular company, consumers generally refers to a variety of factors or dimensions. meanwhile in evaluating intangible services, consumers generally use some attribute or the following factors (Parasuraman, et al., 1985) :

1. Physical Appearance (tangible), including physical facilities, equipment, personnel and means of communication.
2. Reliability (reliability), the ability to provide the promised service with immediate, accurate, and satisfying.
3. Responsiveness (responsiveness), namely the desire of the staff and employees to help customers and provide maid with response.
4. Warranty (assurance), covers the knowledge, ability, courtesy, and trustworthiness that of the staff, free from danger, risk or doubt.
5. Empathy (Empathy), including ease in the relationship, good communication, personal attention, and understand the needs of customers

METHODOLOGY

A. Methods of Data Analysis

1. Qualitative Methods

The method is the data that is to classify course, can not be enumerated or calculated or description of the adjective without a formula by numbers but by using a comparison matters relating to services to customers who are being investigated. Suppose the classification level of education and training services in the PIP Semarang based on physical appearance (tangible), reliability (reliability), response (responsiveness), certainty (assurance), and

empathy (empathy). So that the output can be presented in the form of a percentage of each element.

2. Quantitative Methods

The method is a description that is objective, based on the results of research or data in the form of figures / numbers. In this case the interests of the service and quality of service performance is ranked using a scale of 4 (four) points, namely :

No	Jawaban	Bobot
1	Very Important	4
2	Important	3
3	Less Important	2
4	Not Important	1

As for the level of performance or aspects of customer satisfaction or training participants is ranked using a scale of 4 (four) points, namely :

No	Jawaban	Bobot
1	Very Good/Very Satisfied	4
2	Good/Satisfied	3
3	Less Good/Less Satisfied	2
4	Not Good/Not Satisfied	1

Based on the results of the assessment of significance and performance assessment results will be produced by a calculation of the degree of correspondence between the level of interest and the level of implementation by PIP Semarang.

Level of conformity is the result of the implementation of the performance scores comparison with the score interests. Concordance rate is what will determine the order of priority of improving the factors that affect customer satisfaction.

In this study, there are 2 (two) variables represented by the letter X and Y, where X is the level of performance of PIP Semarang providing customer satisfaction performance and Y is the level of customer interest.

B. Data Analysis Techniques

In analyzing the data of this study used descriptive qualitative-quantitative method. To answer the formulation of the problem regarding the extent to which the level of satisfaction of training participants on the performance of PIP Semarang, then used Importance-Performance Analysis (John A. Martila and John C. James, 1997: 77-79) or the Importance and Performance Analysis of Customer Satisfaction.

Services will be something useful when based on the customer's interests and its performance for the company. This means that companies should devote attention to the things that are considered important by the customer or customers.

Based on the results of the assessment and the level of interest or the appearance of performance assessment results it will produce a calculation of the degree of correspondence between the level of interest and the level of its implementation by PIP Semarang.

Level of conformity is the result of a comparison of performance scores / implementation with a score of interests. Concordance rate is what will determine the order of priority of improving the factors that affect customer satisfaction.

In this study there were two pieces of variables represented by the letter X and Y, where X is the level of performance of companies that will provide customer satisfaction. While Y is the level of customer interest. The formula used is :

$$Tki = \frac{Xi}{Yi} \times 100\%$$

Remarks : Tki = conformance level respondents
 Xi = Corporate performance assessment scores
 Yi = Assessment scores customer interests

Furthermore, the horizontal axis (X) will be filled by a score of level of implementation, while the vertical axis (Y) will be filled by a score of importance. In simplifying the formula, then for each of the factors that affect customer satisfaction with :

$$\bar{X} = \frac{\sum Xi}{n} \qquad \bar{Y} = \frac{\sum Yi}{n}$$

Remarks : X = Score average level of implementation / satisfaction
 Y = Score average interest rate
 n = number of respondents

Cartesian diagram is a structure that is divided into four sections bounded by two perpendicular lines intersecting at the points (X, Y), where X is the average of the average score of the level of implementation or the entire customer satisfaction factors or attributes, and Y is the average of the average score of the level of interest of all the factors that affect customer satisfaction. A total of 12 factors or attributes. A total of K factors where K = 12. The next Formula :

$$\bar{X} = \frac{\sum_{i=1}^N \bar{X}}{K} \qquad \bar{Y} = \frac{\sum_{i=1}^N \bar{Y}}{K}$$

Remarks : K = The number of attributes / facts that could affect customer satisfaction (in this study K = 12).

Furthermore, levels of these elements will be described and divided into four sections into Cartesian diagram as shown in Figure 2. Aside from that, it could also be a correlation analysis of qualitative data to determine how close the relationship between the factors that one with the other factors. Here is a picture of a Cartesian diagram, where the Cartesian diagram is divided into four quadrants with different functions.

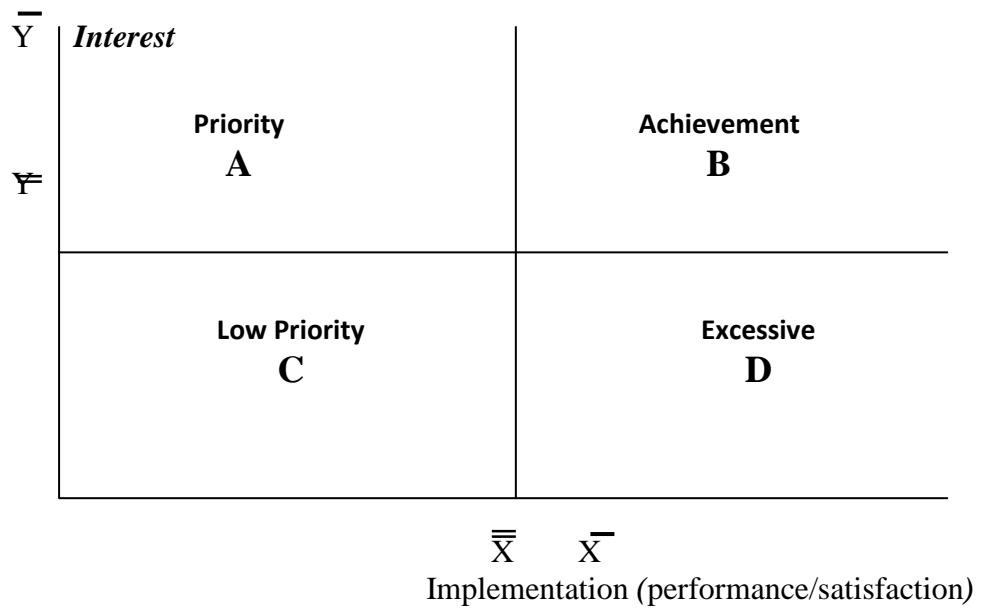


Figure 2. Cartesian Diagram

Remarks :

- Quadrant A : Indicates factors or attributes deemed to affect customer satisfaction, including elements of the services that are considered very important, but as management has not done according to customer desires. So disappointing / not satisfied.
- Quadrant B : Shows the basic service elements that have successfully implemented the company, for the mandatory retention. Considered very important and very satisfying.
- Quadrant C : Shows some less important factors that influence the customer, implementation by companies mediocre. Considered to be less important and less satisfying .
- Quadrant D : Shows the factors that influence the customer is less important, but excessive implementation. Considered to be less important but very satisfying.

RESULT AND DISCUSSION

A. Analysis and Performance Level of Importance

Based on data obtained from the results of a survey of 70 respondents, the average value obtained from the assessment of the level of interest and the level of performance by the customer or BST training participants after they obtain the services of the PIP Semarang. The average value of each of the factors that affect the level of customer satisfaction can be seen in Table 1. Furthermore, from the calculation of average values are plotted in Cartesian diagram. The Cartesian diagram can be seen in figure 3.

Table 1.

The calculation of the average value of the interest rate and the level of performance of training activities BST.

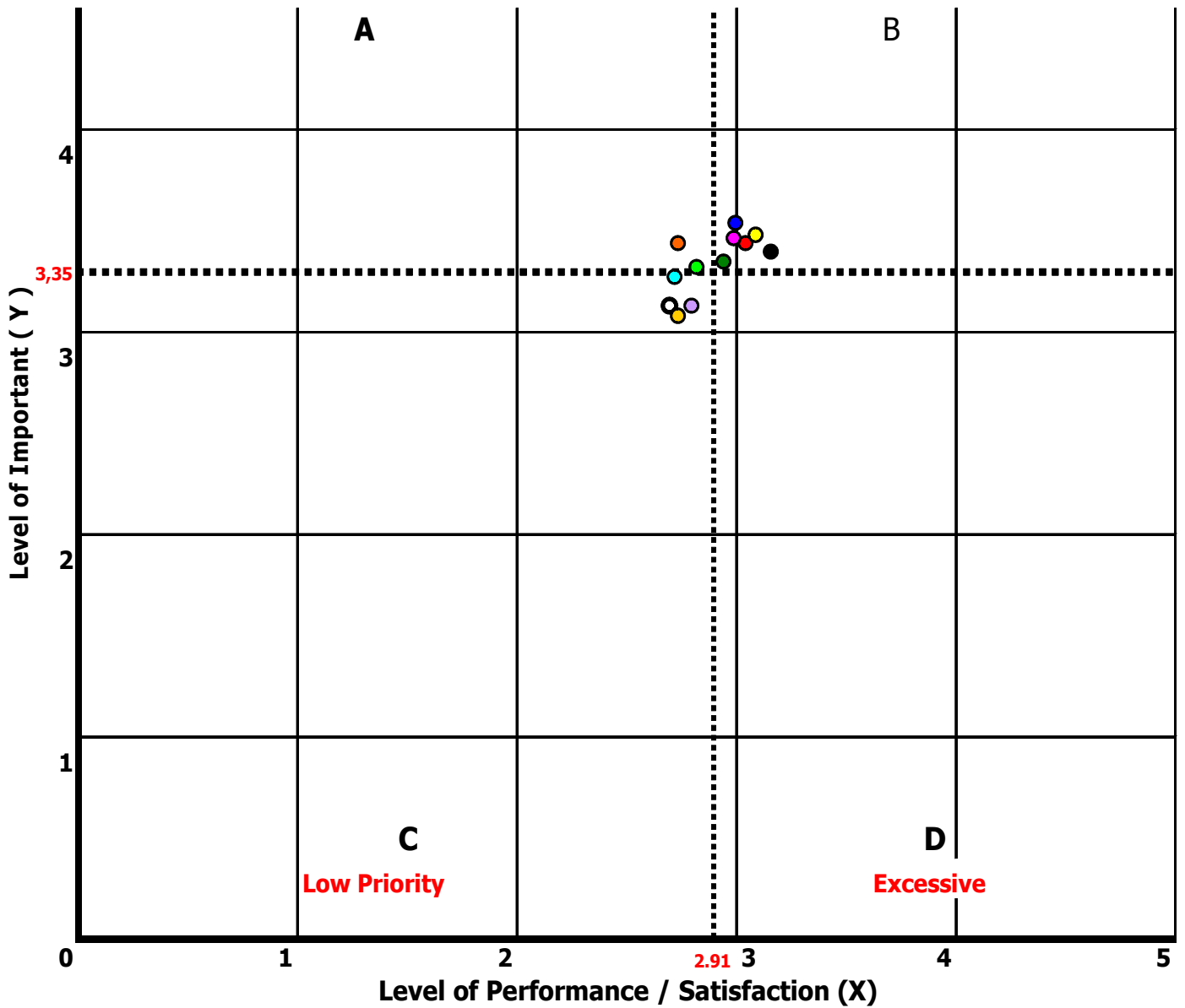
No	Factors that affect customer satisfaction / Participant Training BST on PIP Semarang	Evaluation of Performance	Evaluation of Interest	\bar{X}	\bar{Y}
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1	2	3	4	5	6
A. Physical Appearance (<i>Tangible</i>)					
1	Cleanliness and tidiness of the building / office space and employees training.	223	238	3.19	3.40
2	Structuring the exterior (parking location, and others) and interior (classrooms, waiting rooms and others) in the Office of PIP Semarang.	213	241	3.04	3.44
3	Completeness, readiness and feasibility in PIP Semarang FF equipment (extinguishers, nozzle, fire hose, etc.)	218	242	3.11	3.46
B. Realibility (<i>Reliability</i>)					
1	BST certificate processing speed of the PIP Semarang.	211	250	3.01	3.57
2	Fast service, accurate and friendly and always ready to help a given employee PIP Semarang.	211	243	3.01	3.47
3	Service operators a quick and precise FF (FF training time).	199	235	2.84	3.36
1	2	3	4	5	6
C. Responsiveness (<i>Responsiveness</i>)					
1	PIP employee's ability to be responsive in the face of complaints / problems arising from customer / service users / participants of the training.	194	240	2.77	3.43
2	Employees PIP provides clear and easy to understand information about the procedures to follow training to prospective participants BST BST / customer.	193	232	2.76	3.31
D. Warranty (<i>Assurance</i>)					
1	Knowledge and skills teachers / lecturers FF of PIP Semarang.	206	236	2.94	3.37
2	Skills and proficiency of the technicians or operators field of PIP Semarang.	196	222	2.80	3.17
E. Empathy (<i>Empathy</i>)					
1	PIP party Semarang always give individual attention to the training participants BST / customer.	189	222	2.70	3.17
2	Responsible for the safety and comfort of participants of the training / customer.	191	216	2.73	3.09
The average value of (X dan Y)				2.91	3.35

— —
X dan Y = the average value of 70 respondents

Source: Calculation results Questionnaire

B. Cartesian Diagram



Remarks :

- | | | | | |
|--------|--------|--------|--------|--------|
| ● = A1 | ● = B1 | ● = C1 | ● = D1 | ○ = E1 |
| ● = A2 | ● = B2 | ● = C2 | ● = D2 | ● = E2 |
| ● = A3 | ● = B3 | | | |

Picture 3. Cartesian Diagram

Results of measurement of the elements of these services based on the level of interest and performance that allows the PIP to be able to focus improvement efforts to the things or attributes that really considered important by customers or participants of the training, in order to satisfy. To obtain points on the Cartesian diagram (Figure 3), needs to be calculated first before the average value of the average of each element. The results of calculations can be seen in Table 1. The following is the result of a Cartesian diagram :

In image 3 of Cartesian diagram is seen, that the layout of the elements of the implementation of the factors or attributes that affect customer satisfaction Sailing Science Polytechnic Semarang is divided into four sections. The interpretation of the Cartesian diagram can be explained as follows :

1. Quadrant A (Priority)

Shows the factors or attributes that affect customer satisfaction or training participants are in this quadrant and handling should be prioritized by the company, due to the presence of these factors are considered very important by the customer, while the rate of implementation is still not satisfying customers.

Factors included in quadrant A is :

- a. PIP employee's ability to be responsive in the face of complaints / problems arising from customer / service users / participants of the training.
- b. Service operators a quick and precise FF (FF training time).

2. Quadrant B (Achievement)

Shows the factors or attributes that affect customer satisfaction or training participants are in this quadrant needs to be maintained, because in general the level of implementation in accordance with the interests and expectations of customers, so as to satisfy the customer / customers.

Factors included in quadrant B is :

- a. Cleanliness and neatness of the building / office space and employees training.
- b. Structuring the exterior (parking location, and others) and interior (classrooms, waiting rooms and others) in the Office of PIP Semarang.
- c. Completeness, readiness and feasibility in PIP Semarang FF equipment (extinguishers, nozzle, fire hose, etc.).
- d. BST certificate processing speed of the PIP Semarang.
- e. Fast service, accurate and friendly and always ready to help a given employee PIP Semarang.
- f. Knowledge and skills teachers / lecturers FF of PIP Semarang.

3. Quadrant C (Low Priority)

Shows that the factors that affect customer satisfaction or training participants are in this quadrant is still considered of less importance to customers or participants of the training, while the quality of regular practice or just enough.

The factors included in this quadrant C is :

- a. Employees PIP provides clear and easy to understand information about the procedures to follow training to prospective participants BST BST / customer.
- b. Skills and proficiency of the technicians or operators field of PIP Semarang.
- c. PIP party Semarang always give individual attention to the training participants BST / customer.
- d. Responsible for the safety and comfort of participants of the training / customer.

4. Quadrant D (Excessive).

Shows that the factors that influence satisfaction BST training participants are in this quadrant considered excessive in practice, this is mainly due to the customer considers not very important for the presence of these factors, but the implementation is done very well by PIP Semarang, so it is very satisfying, but becomes less effective. In this case, there are factors that are included in this criteria.

CONCLUSION

Based on the description and analysis has been presented in the previous chapters, the results of this study can be summarized as follows :

1. In general, service users PIP Semarang for BST Training activities have been quite satisfied with the condition and quality of service at this time. However, if the PIP wants to increase the attractiveness of the service users, it is necessary to increase some of the following :
 - a. PIP employee's ability to be responsive in the face of complaints / problems arising from customer / service users / participants of the training. With this level of performance and suitability of interest 80, 83% (weight = 240 and the level of importance weights of performance level 194).
 - b. Service provider service that is fast and precise FF (FF training time). With the suitability of performance and interest rate 84.68% (weighted interest rate = 235 and the weight of the level of performance = 199).
2. Customer Satisfaction is as follows: 13% of customers said that they were very satisfied with the service PIP, 46% of customers found satisfactory PIP services, 40% of customers found their mediocre with the services provided PIP, only 1% of customers have a less than satisfactory opinion of the ministry of PIP and none of the customers who argue unsatisfactory on services PIP (0%).
3. Some of the factors that must be maintained achievement because it meets the expectations of the customer / customers, among others :
 - a. Cleanliness and neatness of the building / office space and employees training.
 - b. Structuring the exterior (parking location, and others) and interior (classrooms, waiting rooms and others) in the Office of PIP Semarang.
 - c. Completeness, readiness and feasibility in PIP Semarang FF equipment (extinguishers, nozzle, fire hose, etc.).
 - d. BST certificate processing speed of the PIP Semarang.
 - e. Fast service, accurate and friendly and always ready to help a given employee PIP Semarang.
 - f. Knowledge and skills teachers / lecturers FF of PIP Semarang.

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