

The Influence of Service Quality and Instagram Promotion on Tourist Satisfaction at Tepas Papandayan Agrotourism in Garut Regency

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ABSTRACT

This research is motivated by the increasing competition of tourist destinations in Garut Regency which requires tourism managers to improve service quality and maximize digital promotion through Instagram social media to increase tourist satisfaction. Tepas Papandayan Agrotourism has great potential for natural and educational tourism, but still faces problems related to service consistency and the effectiveness of Instagram promotions in conveying information to tourists. This study aims to analyze the effect of service quality and Instagram promotions on tourist satisfaction, both partially and simultaneously. The method used is a quantitative method with a descriptive and verification approach, with data collection techniques through questionnaires distributed to tourists. Data were analyzed using validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis with t-tests and F-tests. The results show that service quality and Instagram promotions have a positive and significant effect on tourist satisfaction at Tepas Papandayan Agrotourism in Garut Regency.

Keyword: Service Quality, Instagram Promotion, Tourist Satisfaction.

INTRODUCTION

The development of economic globalization has driven increased business competition in Indonesia, particularly in service sectors such as tourism. Companies are therefore required to understand consumer needs and create added value to maintain customer satisfaction. Customer satisfaction is determined by the alignment of service performance with consumer expectations. One example of a developing destination is the Tepas Papandayan Agrotourism in Garut, West Java, which offers natural and educational tourism and is supported by digital promotions through social media platforms such as Instagram. This promotion is effective in attracting tourists, but also presents challenges such as gaps in access to information, changes in visual-based tourism consumption patterns, and the commodification of local nature and culture. Furthermore, the emergence of social hierarchies due to the influence of influencers and the potential for conflict between tourism operators and local communities demonstrate the importance of sustainable tourism management to avoid disrupting the social and cultural balance of the local community.

Table of tourist visits to tourist attractions by district/city in 2023

Rank	Regency/City	Domestic tourists	Total
1	West Java (Province)	59.038.244	59.038.224
2	Bogor Regency	6.180.677	6.180.677
3	Subang Regency	5.943.337	5.943.337
4	Pangandaran Regency	3.894.645	3.894.645
5	Garut Regency	3.874.395	3.874.395
6	West Bandung Regency	3.476.351	3.476.351
7	Depok City	3.210.403	3.210.403
8	Kuningan Regency	3.081.058	3.081.058
9	Bandung City	2.910.645	2.910.645
10	Bekasi Regency	2.779.315	2.779.315

Source: Central Statistics Agency of Garut Regency 2023

Based on Table , Garut Regency ranks fifth in West Java for tourist visits, with 3,874,395 visitors, mostly domestic tourists. The growth of tourism has created challenges related to digital promotion and socio-cultural impacts. Promotion through Instagram effectively attracts tourists but often prioritizes visual appeal over educational and ecological values. In addition, unequal access to technology limits local community participation, while tourism commercialization has shifted local identities from agrarian communities to tourism industry actors, creating social and cultural pressures.

Table of Number of Visits to Tourist Attractions in Garut Regency Based on Tourist Type in 2024

Rank	Destination Name	Domestic tourists	Total Visits
1	Sabda Alam Cipanas Water Park	248.998	248.998
2	Darajat Pas Water Park	230.452	230.452
3	Surya Alam Cipanas Swimming Pool	198.772	198.772
4	Cipanas Indah Swimming Pool	184.417	184.417
5	Darija Lake Cipanas Water Park	162.357	162.357
6	Papandayan Mountain Nature Reserve	161.300	161.300
7	Awit Water Park	151.840	151.840
8	Papandayan Agrotourism Tepas	138.243	138.243
9	Talaga Bodas Crater Nature Reserve	134.215	134.215
10	Darajat Peak Water Park	130.434	130.434

Source: Garut Regency Tourism Office. (2024)

As a first step in describing the empirical conditions in the field, researchers conducted a pre-survey with several respondents who are customers of Agrowisata Tepas Papandayan. This pre-survey aimed to obtain an initial overview of service quality, the effectiveness of social media promotions, and customer satisfaction levels. The following are the results of this pre-survey.

Table Pre-Survey Results

No	Statement	STS	TS	N	S	SS
1	The facilities at Tepas Papandayan are comfortable and clean	0	12	8	0	0
2	The service met my expectations	2	12	6	0	0
3	The service process was quick and straightforward	1	13	6	0	0
4	The promotional information on this agrotourism site's Instagram is easy to understand	0	11	7	2	0
5	The promotions on Instagram made me interested in visiting	0	7	13	0	0
6	The promotional images/videos on Instagram caught my attention	0	6	14	0	0
7	I am satisfied with the service provided by the agrotourism site's management	1	15	4	0	0
8	I would recommend this site to others	0	6	10	4	0
9	I am overall satisfied with this agrotourism site	1	16	2	1	0

Source : Author 2024.

Preliminary survey results indicate that service quality at Agrowisata Tepas Papandayan is still inconsistent, particularly in staff responsiveness and the delivery of information. Although promotion through Instagram has been implemented, many visitors remain unaware of available activities and tour packages. In addition, fluctuating tourist visits, limited promotional outreach, and competition with destinations such as Sabda Alam Hot Spring and Darajat Pass Waterpark highlight the need to improve service quality and digital marketing strategies. Therefore, this study aims to analyze the influence of service quality and Instagram promotion on tourist satisfaction at Agrowisata Tepas Papandayan in Garut Regency.

LITERATURE REVIEW

Servis Quality

According to Philip Kotler and Kevin Lane Keller (2020), service quality refers to the level of excellence expected and the ability to minimize the gap between customer expectations and actual service performance. Similarly, Fandy Tjiptono (2020) defines service quality as a long-term evaluation of service performance, while Valarie Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler (2020) describe it as customers' assessment of service excellence based on the comparison between expectations and actual performance. Service quality is commonly measured through reliability, responsiveness, assurance, empathy, and tangible aspects of service. High service quality can increase customer satisfaction, strengthen loyalty, enhance brand image, and create competitive advantages.

Instagram Promotion

According to Philip Kotler and Kevin Lane Keller (2020), promotion is part of the marketing mix used to inform, persuade, and remind consumers about products or services. Similarly, Fandy Tjiptono (2020) defines promotion as a marketing communication strategy aimed at influencing consumer interest and building long-term relationships. In the context of Instagram promotion, social media serves as an effective tool to increase brand awareness, shape positive perceptions, and encourage consumer engagement. The main objectives of promotion include informing, persuading, reminding consumers, building brand image, and encouraging purchasing decisions. Promotion indicators commonly include advertising, sales promotion, and public relations activities.

Tourist Satisfaction

According to Philip Kotler and Kevin Lane Keller (2020), customer satisfaction is the feeling of pleasure or disappointment that arises from comparing perceived performance with customer expectations. Likewise, Fandy Tjiptono (2020) defines customer satisfaction as an emotional response to the experience of using a product or service. Customer satisfaction is influenced by factors such as service quality, customer expectations, pricing, and previous experiences. Key indicators of satisfaction include expectation conformity, revisit intention, and willingness to recommend services to others. High customer satisfaction can increase loyalty, encourage repeat visits, and generate positive word-of-mouth recommendations.

METHOD

This study employed a quantitative survey approach to examine the influence of service quality and Instagram promotion on tourist satisfaction at Agrowisata Tepas Papandayan. Primary data were collected through questionnaires distributed to visitors using an accidental sampling technique, with a total sample of 100 respondents determined using the Slovin formula. The study analyzed three variables: service quality, Instagram promotion, and tourist satisfaction. Data were measured using a Likert scale and tested through validity and reliability analysis. Furthermore, descriptive and verification analyses were conducted using classical assumption tests, correlation analysis, coefficient of determination, and hypothesis testing (t-test and F-test) to determine the relationship and influence between variables.

RESULTS AND DISCUSSION

Research Results

Descriptive Analysis of Respondents

Descriptive Table of Service Quality Variables

Variable	N	Item	Service Quality (X1)					Mean	Category
			Respondents' Answers						
			1	2	3	4	5		
Service Quality	100	X1_1	0	8	28	45	19	3,75	Good
	100	X1_2	0	10	27	40	23	3,76	Good
	100	X1_3	0	4	36	36	24	3,80	Good
	100	X1_4	0	11	30	30	29	3,77	Good
	100	X1_5	12	17	24	24	23	3,29	Good
	100	X1_6	1	5	19	52	23	3,91	Good
	100	X1_7	1	5	19	52	23	3,91	Good
	100	X1_8	0	3	35	37	25	3,84	Good
	100	X1_9	0	12	28	37	23	3,71	Good
	100	X1_10	1	8	16	46	29	3,94	Good
	100	X1_11	0	12	26	39	23	3,73	Good
	100	X1_12	0	17	19	49	27	4,22	Very Good
	100	X1_13	1	14	35	28	22	3,56	Good
	100	X1_14	0	4	28	45	23	3,87	Good
	100	X1_15	0	3	15	42	40	4,19	Good

Source: Processed by researchers, 2025

Descriptive Analysis of Instagram Promotion Variables

Descriptive Table of Instagram Promotion Variables

Variable	N	Item	Instagram Promotion (X2)					Mean	Category
			Respondents' Answers						
			1	2	3	4	5		
Instagram Promotion	100	X2_1	0	7	21	40	32	3,97	Good
	100	X2_2	1	6	19	41	33	3,99	Good
	100	X2_3	0	6	27	37	30	3,91	Good

100	X2_4	2	9	36	23	30	3,70	Good
100	X2_5	1	11	48	21	19	3,46	Good
100	X2_6	0	11	31	32	26	3,73	Good
100	X2_7	1	8	40	31	20	3,61	Good
100	X2_8	0	7	31	40	22	3,77	Good
100	X2_9	1	7	19	42	31	3,95	Good

Source: Processed by researchers, 2025

Descriptive Analysis of Tourist Satisfaction Variables (Y)

Descriptive Table of Tourist Satisfaction Variables

Variable	N	Item	Tourist Satisfaction (Y)					Mean	Category
			Respondents' Answers						
			1	2	3	4	5		
Tourist Satisfaction	100	Y_1	0	1	15	45	39	4,22	Very Good
	100	Y_2	2	2	15	58	23	3,98	Good
	100	Y_3	0	15	29	34	22	3,63	Good
	100	Y_4	1	4	13	33	49	4,25	Very Good
	100	Y_5	0	7	41	30	22	3,67	Good
	100	Y_6	1	14	34	28	23	3,58	Very Good
	100	Y_7	1	1	7	40	51	4,39	Good
	100	Y_8	0	2	11	55	32	4,17	Good
	100	Y_9	2	2	13	51	32	4,09	Very Good

Source: Processed by researchers, 2025

Instrument Test

Validity Test Results Table

VARIABLE	INDICATOR	rcount	rtable	Information	Conclusion
Service Quality (X1)	X1_1	0,784	0,195	rcount>rtable	Valid
	X1_2	0,733	0,195	rcount>rtable	Valid
	X1_3	0,807	0,195	rcount>rtable	Valid
	X1_4	0,849	0,195	rcount>rtable	Valid
	X1_5	0,813	0,195	rcount>rtable	Valid
	X1_6	0,807	0,195	rcount>rtable	Valid
	X1_7	0,835	0,195	rcount>rtable	Valid
	X1_8	0,894	0,195	rcount>rtable	Valid
	X1_9	0,786	0,195	rcount>rtable	Valid
	X1_10	0,842	0,195	rcount>rtable	Valid
	X1_11	0,811	0,195	rcount>rtable	Valid
	X1_12	0,804	0,195	rcount>rtable	Valid
	X1_13	0,911	0,195	rcount>rtable	Valid
	X1_14	0,764	0,195	rcount>rtable	Valid
	X1_15	0,492	0,195	rcount>rtable	Valid
Instagram Promotion (X2))	X2_1	0,770	0,195	rcount>rtable	Valid
	X2_2	0,827	0,195	rcount>rtable	Valid
	X2_3	0,859	0,195	rcount>rtable	Valid
	X2_4	0,814	0,195	rcount>rtable	Valid
	X2_5	0,726	0,195	rcount>rtable	Valid
	X2_6	0,827	0,195	rcount>rtable	Valid
	X2_7	0,812	0,195	rcount>rtable	Valid

	X2_8	0,862	0,195	rcount>rtable	Valid
	X2_9	0,833	0,195	rcount>rtable	Valid
Traveler Satisfaction (Y)	Y_1	0,793	0,195	rcount>rtable	Valid
	Y_2	0,789	0,195	rcount>rtable	Valid
	Y_3	0,839	0,195	rcount>rtable	Valid
	Y_4	0,726	0,195	rcount>rtable	Valid
	Y_5	0,866	0,195	rcount>rtable	Valid
	Y_6	0,859	0,195	rcount>rtable	Valid
	Y_7	0,359	0,195	rcount>rtable	Valid
	Y_8	0,775	0,195	rcount>rtable	Valid
	Y_9	0,741	0,195	rcount>rtable	Valid

Source: Processed by researchers, 2025

Instrument Reliability Test

Reliability Test Results Table

Variable	Croncbach' Alpha hitung	Croncbach' Alpha	Conclusion
Service Quality (X1)	0,958	> 0,70	Reliable
Instagram Promotion (X2)	0,936	> 0,70	Reliable
Traveler Satisfaction (Y)	0,904	> 0,70	Reliable

Source: Processed by researchers, 2025

Classical Assumption Test

Normality Test

Normality Test Results Table

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.70023197
Most Extreme Differences	Absolute		.081
	Positive		.062
	Negative		-.081
Test Statistic			.081
Asymp. Sig. (2-tailed) ^c			.100
Monte Carlo Sig. (2-tailed) ^d	Sig.		.107
	99% Confidence Interval	Lower Bound	.099
		Upper Bound	.114

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 334431365.

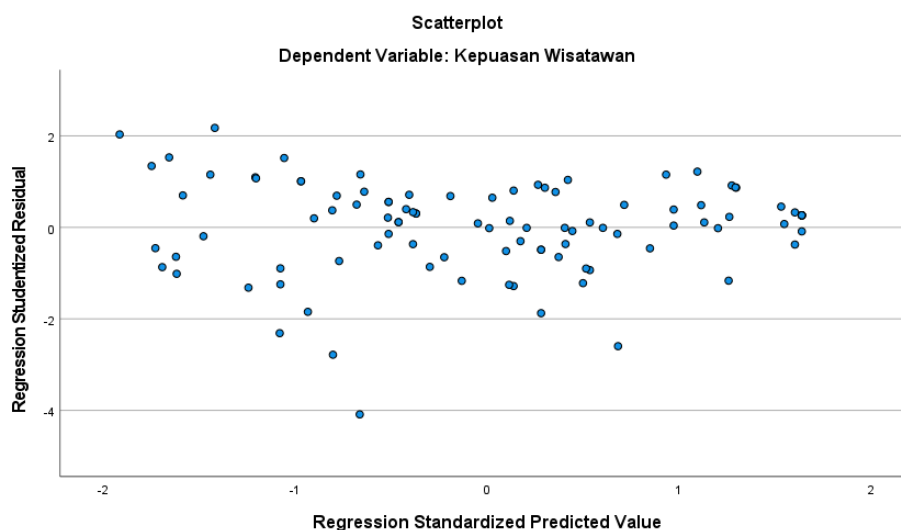
Multicollinearity Test

Multicollinearity Test Results Table

VARIABLE	COLLINEARITY STATISTICS			
	TOLERANCE		VIF	
	RESULTS	CONCLUSION	RESULTS	CONCLUSION
Service Quality (X1)	0,178	> 0,1	5,620	< 10
Instagram Promotion (X2)	0,178	> 0,1	5,620	< 10

Source: Processed by researchers, 2025

Heteroscedasticity Test



Scatterplot Image

Source: Processed by researchers, 2025

Hypothesis Testing

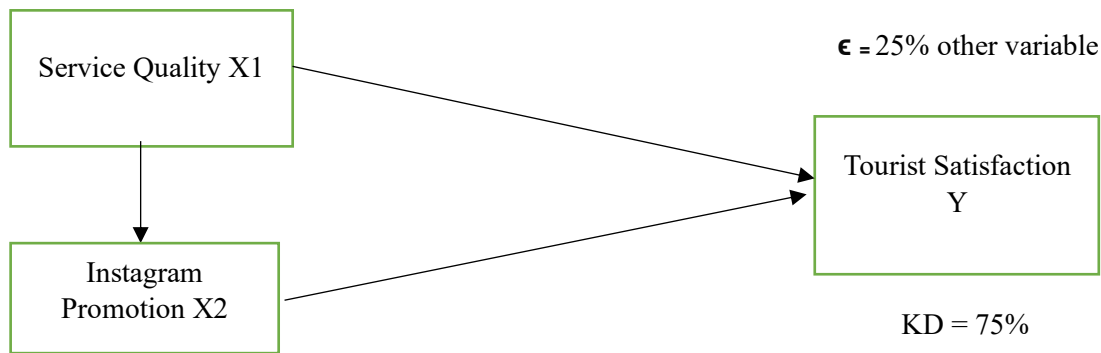
Multiple Linear Regression Analysis

Multiple Linear Regression Test Results Table

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	10.046	1.544	—	6.507	< .001
Service Quality	0.180	0.063	0.343	2.877	0.005
Instagram Promotion	0.460	0.100	0.546	4.581	< .001

Based on the results of multiple linear regression analysis, the following regression equation was obtained:

X1 = 0,180 (Low)



X2 = 0,460 Midle)

$$[Y = 10,046 + 0,180X1 + 0,460X2]$$

- Y = Tourist Satisfaction
- X1 = Service Quality
- X2 = Instagram Promotion

T-test

Table T-test

Variate	t		Sig		Conclusion
	tcourt	ttable	results	a = 0,05	
Service Quality (X1)	2,877	1,664	0,005	< 0,05	Significantly Influential
Instagram Promotion (X2)	4,581	1,664	0,001	< 0,05	Significantly Influential

Source: Processed by researchers, 2025

F-Test (Simultaneous Test)

F Test Results Table

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2512.231	2	1256.116	149.367	<,001 ^b
	Residual	815.729	97	8.410		
	Total	3327.960	99			

a. Dependent Variable: Kepuasan Wisatawan

b. Predictors: (Constant), Promosi Intagram, Kualitas Pelayanan

Correlation Coefficient

Correlation Coefficient Test Results Table

		Service Quality	Instagram Promotion	Tourist Satisfaction
Service Quality	Pearson Correlation	1	.907**	.838**
	Sig. (2-tailed)		< .001	< .001
	N	100	100	100
Instagram Promotion	Pearson Correlation	.907**	1	.857**
	Sig. (2-tailed)	< .001		< .001
	N	100	100	100
Tourist Satisfaction	Pearson Correlation	.838**	.857**	1
	Sig. (2-tailed)	< .001	< .001	
	N	100	100	100

Note:

** Correlation is significant at the 0.01 level (2-tailed).

Coefficient of Determination

Table of Coefficient of Determination Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	.755	.750	2.89993

Notes:

- a. Predictors: (Constant), Instagram Promotion, Service Quality
- b. Dependent Variable: Tourist Satisfaction

Discussion

How is the Service Quality, Instagram Promotion, and Tourist Satisfaction of Tepas Papandayan Agrotourism in Garut Regency?

Based on the results of descriptive analysis of three research variables, namely Service Quality (X1), Instagram Promotion (X2), and Tourist Satisfaction (Y), it was obtained that in general all variables were in the good category, even in some indicators reaching the very good category. This indicates that respondents had a positive and significant perception of the service, promotion, and the level of satisfaction they felt.

Service Quality (X1)

The results of the study indicate that the Service Quality variable is generally in the good category. The majority of indicators have an average score above 3.70, indicating that the

service provided has met tourist expectations. This is reflected in the dominance of respondents' answers on a scale of 4 and 5. The indicator with the highest score is item X1_12, which is categorized as very good. This finding indicates that the service aspects measured in this indicator are considered very satisfactory and capable of providing a positive experience for tourists. Furthermore, several other indicators, such as X1_10 and X1_15, also show high scores and approach the very good category, indicating that Service Quality is operating optimally.

However, one indicator, X1_5, is in the sufficient category and has the lowest average score compared to the other indicators. This indicates that there are still aspects of service that do not fully meet tourist expectations. Therefore, management needs to evaluate and improve this aspect to ensure consistent Service Quality improvement. Overall, these results indicate that Service Quality is well-perceived by tourists, making it a key factor in creating satisfaction.

Instagram Promotion (X2)

The Instagram Promotion variable is generally in the good category. All indicators have an average value in the good category range, indicating that promotions conducted through Instagram social media are considered effective and attractive by respondents. The indicators with the highest values are X2_2 and X2_1, which indicate that the content or form of promotion presented is able to attract attention and provide clear information to tourists. This indicates that the use of Instagram as a promotional medium has been running well and is able to build a positive and significant perception. However, there are several indicators such as X2_5 and X2_7 that have relatively lower values compared to other indicators. Although still in the good category, these results indicate that there is still room to improve creativity, clarity of information, and the attractiveness of promotions to be more optimal. Thus, promotions through Instagram have made a positive contribution, but still require innovation and development to maximize their impact on tourists.

Tourist Satisfaction (Y)

The analysis results show that Tourist Satisfaction is in the good to excellent category. Several indicators even reach the excellent category, such as Y_1, Y_4, and especially Y_7, which has the highest average score. This indicates that tourists are generally very satisfied with their experience. The predominance of responses on a scale of 4 and 5 for most indicators indicates that the services and promotions provided meet or even exceed tourists' expectations. High scores on several indicators also indicate a strong positive experience, potentially encouraging tourists to return or recommend the hotel to others. Several indicators, such as

Y_3 and Y_6, have relatively lower scores, although still in the good category. This suggests that certain aspects can be improved to achieve a more optimal level of satisfaction.

How does Service Quality Influence Tourist Satisfaction at Tepas Papandayan Agrotourism in Garut Regency?

Service Quality has been proven to have a positive and significant effect on Tourist Satisfaction at Tepas Papandayan Agrotourism, Garut Regency. This is indicated by the calculated t-value of 2.877, which is greater than the t-table of 1.664, and a p-value of $0.005 < 0.05$, so Hypothesis 1 (H1) is accepted. This finding is in line with previous research stating that good Service Quality including friendliness, speed, reliability, and facilities—can increase Tourist Satisfaction. Thus, improving Service Quality is a key factor in creating positive experiences, encouraging repeat visits, and tourist recommendations.

How does Instagram Promotion Influence Tourist Satisfaction at Tepas Papandayan Agrotourism in Garut Regency?

Promotion through Instagram has been proven to have a positive influence on tourist satisfaction at Tepas Papandayan Agrotourism in Garut Regency. Overall, all indicators were in the good category, with the highest scores being those indicating the attractiveness and clarity of promotional content. This indicates that utilizing Instagram as a promotional medium is considered effective in building positive tourist perceptions. However, several indicators with relatively lower scores indicate the need to improve creativity and information quality for more optimal promotion. This finding aligns with previous research that found Instagram promotion significantly influences tourist interest and visit decisions. Therefore, strengthening promotional strategies based on creative, informative, and engaging content is key to increasing satisfaction and encouraging tourist visits.

How does the simultaneous influence of service quality and Instagram promotion on tourist satisfaction at Tepas Papandayan Agrotourism in Garut Regency?

The results of multiple linear regression analysis show that Service Quality (X1) and Instagram Promotion (X2) simultaneously have a positive and significant effect on Tourist Satisfaction (Y), indicated by the calculated F-value of 149.367 which is greater than the F-table of 3.090 and a significance of $0.001 < 0.05$. This finding indicates that the combination of good Service Quality and effective digital promotion can increase Tourist Satisfaction. This result is consistent with previous research that emphasized the importance of Service Quality as a primary factor and the role of Instagram Promotion in encouraging tourist interest and experience. Thus, the integration of quality service and digital promotion strategies is key to increasing Tourist Satisfaction.

CONCLUSION

This study shows that Service Quality and Instagram Promotion play a significant role in increasing tourist satisfaction at Tepas Papandayan Agrotourism in Garut Regency. Partially, Service Quality significantly impacts tourist satisfaction, as indicated by a calculated t-value greater than the t-table and a significance value below 0.05, thus accepting the proposed hypothesis. Meanwhile, promotion via Instagram is generally considered good, with indicators indicating that the content presented is able to attract attention and provide clear information to tourists, thus effectively building positive perceptions.

Simultaneously, Service Quality and Instagram Promotion also significantly impact tourist satisfaction, as indicated by a calculated F-value significantly exceeding the F-table and with a high level of significance. This indicates that the combination of quality service and an effective digital promotion strategy can enhance the overall tourist experience and satisfaction.

Based on these findings, Tepas Papandayan Agrotourism management is advised to continue improving service quality, particularly in providing supporting facilities such as transportation for tourists experiencing access problems. Furthermore, promotional strategies through Instagram need to be further developed by increasing creativity, interactivity, and content consistency to optimize user appeal and engagement. Consistent service quality must also be maintained through the implementation of standard operating procedures (SOPs), ongoing employee training, and regular evaluations to ensure a positive tourist experience.

Furthermore, because tourist satisfaction is influenced not only by service quality and promotion, managers also need to consider other factors such as price, accessibility, cleanliness, security, and the attractiveness of the destination. For further research, it is recommended to use a larger and more diverse sample size and combine quantitative and qualitative approaches to produce more comprehensive and representative findings. Thus, efforts to continuously improve service quality and promotion are expected to strengthen destination competitiveness and increase tourist loyalty.

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