

## Research Article

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# The Influence of Employee Service Quality on Consumer Satisfaction at Syifamart As-syifa Boarding School Viewed from Sharia Economics

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Received: October 30, 2023; Accepted: November 2, 2023; Online: November 12, 2023. | DOI: <https://doi.org/10.47353/ijema.v1i6.75>

**Abstract:** *The background of this research is that service quality is one of the company's assets in an effort to fulfill needs and desires and ultimately will create customer satisfaction. The purpose of this research is to determine the quality of employee service on customer satisfaction at Syifamart As-Syifa Boarding School from a sharia economic perspective. The method used in this research is quantitative. The results of this research show that Service quality has a positive and significant effect on customer satisfaction, the better the service provided, the more satisfied the customer will feel, because service quality is closely related to customer satisfaction, according to a simple definition as a condition where customer needs, desires and expectations can be met. All of this can be proven from the results of the hypothesis and also from the results of filling out the questionnaire from the respondents.*

**Keywords:** *Service Quality, Employees, Consumer Satisfaction, Sharia Economic Perspective.*

## Introduction

In the current era of the industrial revolution and the increasing level of technological progress, competition cannot be avoided. To win this increasingly sharp competition, companies must be able to provide maximum customer satisfaction, because basically the goal of a business is to create a sense of satisfaction for customers. One action to satisfy customers is by providing the best possible service to customers. This fact can be seen that there are several things that can provide customer satisfaction, namely total customer value which consists of product value, service value, personal value, image value, and total customer costs which consist of monetary costs, time costs, energy costs, and the cost of thought (Kotler., 2000).

In facing globalization which is full of challenges and opportunities, companies should provide the best possible service, oriented towards customer needs and satisfaction, so that they can increase competitiveness in providing services in the service sector. Considering the increasingly prominent role of service, it is not surprising that service issues receive great attention. An organization is aware of the importance of this service problem, and we can see this in one of the companies in Subang City.

Syifamart is one of the most complete providers of daily necessities in Subang which is also under the auspices of As-syifa Boarding School. As-syifa Boarding School, which has been established since 2003, is a very complete school from kindergarten to tertiary level.

As Syifamart has done, it always carries out the latest innovations. In addition to innovating, the thing that is most concerned about is service issues, creating good service will provide customer satisfaction. This is proven by the increase in customers every year. Rangkuti, as quoted by (Sudirman, 2020) stated that customer satisfaction is influenced by service quality (technical quality and service quality) and personal and momentary factors. Meanwhile, Nasution, as quoted in (Fasa, 2020) stated that service quality is closely related to customer satisfaction, according to a simple definition as a situation where customer needs, desires and expectations can be fulfilled through the services consumed.

The word 'quality' contains many definitions, including conformity to requirements/demands, meeting customer needs from the start and at all times, doing everything correctly from the start, something that can make customers happy (Tjiptono, 2004). As stated by Kotler as quoted (Arifudin, 2019), quality is all the characteristics and characteristics of a product or service that influence its ability to satisfy stated or implied needs. Furthermore, as stated by Goetsch and Davis as quoted (Bairizki, 2021) quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations. Joseph M. Juran, as quoted (Labetubun, 2021), also stated that quality is suitability for use. This definition emphasizes an orientation towards fulfilling customer expectations. Winardi's economic dictionary as quoted (Sofyan, 2020) states that service is a form of service provided by producers to users of the goods produced and the services offered. The most important thing in a business is the quality of service provided, consumers will feel satisfied if the service provided is very good.

The Islamic concept teaches that in providing services from businesses that are run, whether in the form of goods or services. Don't give bad or low quality ones, but give quality ones to other people. This is seen in the Quran in surah Al Baqarah/2:267 which means: "O you who believe, spend (in the way of Allah) some of the good results of your efforts and some of what We put out of earth for you. and don't choose the bad things and then spend on them, even though you yourself don't want to take them but by narrowing your eyes towards them. and know that Allah is Most Rich, Most Praiseworthy" (Departemen Agama RI, 2004).

From the verse above it can be concluded that in the Islamic concept it is taught that when providing services from businesses that are run, whether in the form of goods or services, to provide good and quality service, not bad or low-quality service.

According to the school of thought, the difference between Islamic and conventional economics lies in solving problems. The dilemma of limited resources versus unlimited desires forces humans to make choices based on their 4 desires (Karim., 2013). According to Mowen and Minor as quoted (Siregar, 2021) that the importance of providing quality services is due to service (service) is not just limited to delivering or serving. Service means understanding, comprehending and feeling so that the delivery will be successful, heart share with consumers and ultimately strengthen its position in mind share with consumers. As is heart share and mindshare embedded, a consumer's loyalty to the company's product or business will not be in doubt. In providing an assessment of the quality of service provided by the company, customers use several criteria, namely: tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), empathy (communication) and assurance (guarantee) (Suhartini, 2012).

Every aspect of the performance process must provide service to each customer or community. In the performance management process, feedback and measurement should assist work and performance planning. The service principle is the most powerful signal for measurement, planning, and workers. Wibowo as quoted (Tanjung, 2020) states that customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing whether performance is below expectations, the customer will be satisfied. If performance exceeds expectations, the customer is very satisfied or happy.

The bad business behavior of entrepreneurs determines the success or failure of the business being run. As in QS. Ali Imran / 3:159, explains what it means: "So it is because of the mercy of God that you behave gently towards them. If you are harsh and rude, they will certainly stay away from you, so forgive them, seek forgiveness for them, and consult with them in the matter. Then when you have made up your mind, then put your trust in God. Indeed, God loves those who trust in Him". (Departemen Agama RI, 2004)

Based on the verse above, it is clear that every human being is guided to act gently so that other people feel comfortable when they are next to them. Especially in services where consumers have many choices, if business people are unable to provide a sense of security with their gentleness then consumers will move to other companies. When providing business, business people must eliminate their hard-hearted attitude and must have a forgiving nature towards customers so that customers avoid fear, distrust and feelings of danger from the service they receive.

Basically customer satisfaction includes the difference between the level of importance and perceived performance or results. And essentially customer satisfaction is a post-purchase evaluation where the alternative chosen can at least provide results (outcome) equal or exceed customer expectations, while dissatisfaction can occur if the results obtained do not meet consumer expectations. So the level of satisfaction is a function of the difference between perceived performance and expectations. If the perceived performance is below expectations then the consumer feels dissatisfied, whereas if the perceived performance is in line with expectations then the consumer will undoubtedly feel satisfied. And if the perceived performance exceeds expectations, consumers will feel very satisfied. Service problems are actually not difficult or complicated, but if this is not paid attention to, it can lead to things that are vulnerable because of its very sensitive nature.

A product, service or goods must have competitiveness in order to attract customers, because business cannot survive without customers. Supriyani as quoted (Shavab, 2021) stated that service quality is one of the company's assets in an effort to fulfill needs and desires and which will ultimately create customer satisfaction. However, it is not an easy matter for companies and marketing to create customer satisfaction, as it is known that competition has become very tight due to the large number of companies operating in the service sector which involve themselves in fulfilling consumer needs and desires, resulting in every company having to place its orientation on customer satisfaction as a main goal.

The measure of the success of service delivery is determined by the level of satisfaction of service recipients. Service recipient satisfaction is achieved if the service recipient receives services according to what is needed and expected (Rahmayanti, 2010).

On the other hand, a situation of dissatisfaction occurs when consumers have used or experienced the services purchased and feel that the product performance does not meet expectations. Dissatisfaction can give rise to negative attitudes towards brands and producers or service providers and various kinds of complaint behavior (Tjiptono, 2008).

By providing good quality service within the company, it will create satisfaction for its customers. After a customer feels dissatisfied with the product or service they receive, the customer will compare the services provided. The more customers who leave the company, the more sales will decrease. If customers are truly satisfied, they will subscribe and recommend other people to buy at the same place. Therefore, companies must think more carefully about the importance of customer service through service quality, because it is now increasingly recognized that service (customer satisfaction) is a vital aspect in order to survive in business and win the competition (Tjiptono, 2004).

Employees are company assets. The presence of employees is very important to this day, without employees there will be no smooth running of a company's production process. According to Law number 13 of 2003 concerning employment, article 1 paragraph 2 states that an employee is every person who is able to carry out work to produce goods and services to meet their own needs and those of the community, both inside and outside the employment relationship. From this definition, what is meant by labor is workers

who do work in any form of business (company) or individual and receive wages, including workers who do work outside of an employment relationship.

Employees are the main wealth in a company, because without their participation, activities will not be carried out. Employees play an active role in establishing plans, systems, processes and goals to be achieved. According to Subri as quoted (Silaen, 2021) that employees are every resident who is of working age (15 to 64 years) or the total number of residents in a country who produce goods and services if there is demand for the energy they produce. themselves and if they want to be involved/participate in that activity. According to (Hasibuan, 2016) an employee is anyone who provides services (either in the form of thoughts or in the form of energy) and receives remuneration or compensation whose amount has been determined in advance.

The quality of service provided by the company is of course not only aimed at providing satisfaction. As a Muslim, providing services must be based on sharia values in order to realize the value of piety and at the same time prove the consistency of one's faith in order to carry out the mission of Islamic sharia (Aziz, 2012). As in research (Bandu, 2013), it is stated that service quality has a significant effect on customer satisfaction.

In the context of theory consumer behavior, satisfaction is defined more from a consumer advertising perspective after consuming or using a product or service. As mentioned by Richard Oliver as quoted (Arifudin, 2021) that satisfaction is a fulfillment response from consumers that a product or service has provided a level of enjoyment where this level of fulfillment can be more or less. The same thing was stated by Rangkuti as quoted (Arifudin, 2020) that customer satisfaction is a person's feeling of happiness or disappointment which comes from a comparison between his experience of the performance of a product and his expectations. Meanwhile, as stated by Supranjo as quoted (Athik Hidayatul Ummah, 2021) states that customer satisfaction is the extent to which the benefits of a product are felt (percaiped) according to what customers expect.

So it can be said that satisfaction is a function of performance and expectations. If performance is below expectations, customers will feel dissatisfied, conversely, if performance exceeds expectations, customers will feel satisfied. Supranto was quoted as saying (Febrianty, 2020) that to realize and maintain customer satisfaction, companies must do four things, namely, identify who their customers are, understand the level of customer expectations for quality, understand customer service quality strategies, understand the measurement and feedback cycle of customer satisfaction.

Measuring customer satisfaction is an important element in providing better, more efficient and more effective service. If a customer is dissatisfied with a service provided, then the service is certain to be ineffective and inefficient. Achieving the highest level of customer satisfaction is the main goal of marketing. When customers are satisfied with the service they receive, it is very likely that they will come back again and make repeat purchases and they will also recommend the company to their friends and family. Marketing is not solely about sales, but rather about continually satisfying customers.

This is of course inseparable from the company's strategy in providing good quality service to provide satisfaction to customers, especially to Syifamart regular customers. So starting from this phenomenon the author chose the title "The Influence of Employee Service Quality on Consumer Satisfaction at Syifamart As-Syifa Boarding School Viewed from a Sharia Economic Perspective".

## Method

The research method used is a descriptive method with a quantitative approach. According to Leo, as quoted (Rahayu, 2020) this descriptive method involves collecting data to test hypotheses or answer questions about people's opinions on an issue or topic. Quantitative research is research that is based on collecting and analyzing data in the form of numbers (numerics) to explain, predict and control phenomena of interest. According to (Arifudin, 2023) quantitative research emphasizes analysis on numerical data processed using statistical methods. With quantitative methods, the significance of the relationship between variables will be obtained.

According to Sujarweni as quoted (Hanafiah, 2021) that research instruments are tools used in collecting research data. Meanwhile, according to (Haris, 2023) in quantitative research, generally the data collection tools/research instruments used by researchers are developed from a description of research variables developed from theories that will be tested through the research activities carried out.

This research uses research methods using survey and questionnaire techniques with a quantitative approach. According to (Arifudin, 2018) survey research is usually carried out to draw generalizations. Generalizations will be more accurate if research uses representative samples. This type of research reveals the relationship between variables, namely research aimed at investigating the influence of employee service quality on customer satisfaction at Syifamart As-Syifa Boarding School from a Sharia Economic Perspective.

According to Sugiyono, quoted in (Damayanti, 2020) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. In this research, the author used a questionnaire to seek data directly from members taken as samples.

In quantitative research, data analysis is an activity after data from all respondents or other data sources has been collected. According to Sugiyono, quoted in (Fitria, 2020) activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, carrying out calculations to answer the problem formulation, and carrying out calculations to test hypothesis that has been proposed.

## Results and Discussion

The influence of service quality on Syifamart customer satisfaction. Based on the results of the analysis described above, the results show that the service quality variable (X) has a positive and significant effect on the Syifamart customer satisfaction variable (Y). This is shown by the results of SPSS 21 calculations, the calculated t value for the service quality variable is 6,647 and by using a significance level of 5%, the t table is 2.001, which means that the calculated t value is greater than the t table, namely  $6,647 > 2,001$ . The significance value of t is less than 5% (0.000), indicating that service quality (X) has a positive and significant influence on customer satisfaction (Y). Thus, it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted, so that the hypothesis which states that service quality has a positive and significant influence on customer satisfaction can be accepted. The meaning of the findings of this research shows that there is a relationship between service quality and customer satisfaction.

These results prove that one of the actions to satisfy customers is to provide the best possible service to customers. This fact can be seen that there are several things that can provide customer satisfaction, namely total customer value which consists of product value, service value, personal value, image value, and total customer costs which consist of monetary costs, time costs, energy costs, and the cost of thought (Kotler., 2000).



Quality characteristics also require an understanding of customers in all respects (Tjiptono, 2004). As stated by Garvin in (Juhadi, 2020) the quality perspective is divided into five groups, namely: a) Transcendental Approach, b) Product-Based Approach, c) User-Based Approach, d) Manufacturing-Based Approach, e) Value-Based Approach.

With good quality service in a company, it will create satisfaction for customers. After the customer is satisfied with the product or service they receive, the customer will compare the services provided. If customers feel truly satisfied, they will buy again and recommend others to buy at the same place. Therefore, companies must start to think more carefully about the importance of customer service through service quality, because it is now increasingly recognized that service (customer satisfaction) is a vital aspect in order to survive in business and win the competition (Tjiptono, 2004). In line with the results of research conducted by Cronin and Taylor as quoted (Hadiansah, 2021) showing that service quality influences customer satisfaction and Fornell, et al as quoted (Tanjung, 2019) also stated that high customer satisfaction occurs when there is perceived value and quality. perceived to exceed customer expectations.

According to Tjiptono as quoted (Ahmad., 2003) that there are various characteristics of services, the basic understanding of what is called a service is explained as follows: a) Intangible, b) Inseparable, c) Lack of durability, and d) Varies.

The characteristics of good service are as follows: (a) Availability of good facilities and infrastructure, b) Availability of good employees, c) Responsible, d) Able to serve quickly and precisely, e) Able to communicate, f) Providing guaranteed confidentiality of every transaction, g) Having good knowledge and abilities, h) Trying to understand customer needs, and i) Being able to give trust to customers (Jakfar, 2012).

As a Muslim, there are role models that can certainly be used as guidance in carrying out business/muamalah activities. Allah SWT has said QS. Al-Ahzab / 33: 21 which means: "Indeed, there is (in) the Messenger of Allah a good role model for you (namely) for those who hope for (the mercy of) Allah and (the arrival of) the Day of Judgment and He mentions Allah a lot (Departemen Agama RI, 2004).

In the noble hadiths, Rasulullah SAW has practiced and ordered every Muslim to always maintain the trust given to him. Because of his professionalism in business and other life activities, he was trusted by everyone and earned the title Al-Amin.

There are several methods that every company can use to measure and monitor the satisfaction of its customers and competitors' customers. Four methods for measuring customer satisfaction include:

- a) Complaints and suggestions system, every organization needs to provide easy and comfortable opportunities and access for its users to convey their suggestions, criticisms, opinions and complaints. The media used can be in the form of suggestion boxes placed in strategic locations, special telephone lines, websites and so on.
- b) Ghost shopping (mystery shopping), One way to get an idea of customer satisfaction is to employ several ghost shoppers to act or pretend to be potential customers of company and competitor products and then report their findings so that they can be used as considerations and decision making.
- c) Lost customer analysis, as far as possible for the company to contact customers who have stopped buying or who have changed suppliers in order to understand why this happened so that they can make further decisions.
- d) Customer satisfaction surveys. Most customer satisfaction research is carried out using survey methods, either by post, telephone, e-mail, website or direct interviews. Then the company will get direct responses and feedback from customers and also give a positive impression that the company pays attention to its customers (Tjiptono, 2009).

In line with research conducted by (Simanjuntak, 2009) in his research entitled "Efforts to Improve the Quality of Passenger Services at PT. Lion Air at Medan Polonia Airport", shows that attitude and behavior in service is Lion Air's goal to provide excellent service to all passengers and has a big influence on sales and maintaining excellent personal service quality.

## Conclusion

Based on the results of the discussion of the research conducted, it can be concluded that Service quality has a positive and significant effect on customer satisfaction, the better the service provided, the more satisfied the customer will feel, because service quality is closely related to customer satisfaction, according to a simple definition as a condition where customer needs, desires and expectations can be met. All of this can be proven from the results of the hypothesis and also from the results of filling out the questionnaire from the respondents. Customers will feel satisfied if they are treated like a king in purchasing. And also with good service, there will be more and more customers. Quality of service from an Islamic perspective cannot be separated, because to serve well an employee must have the characteristics of honesty, responsibility, trustworthiness, not cheating, serving with wisdom and also not forgetting the afterlife.

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