



Received: June 06, 2022

Revised: June 27, 2022

Accepted: August 31, 2022

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DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

The Effect of Service Quality Dimensions on Patient Satisfaction: Quantitative Study of Regional Public Hospital

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Abstract: The purpose of this study was to determine and analyze the effect of service quality consisting of responsiveness, assurance, physical evidence, empathy, and reliability on patient satisfaction at the Lamaddukelleng Hospital, Wajo Regency, and to determine and analyze the dimensions of service quality that dominantly affect customer satisfaction at the Lamaddukelleng Hospital of Wajo regency. This research was conducted at the Lamaddukelleng Hospital, Wajo Regency, with a population and sample of 370 respondent taken by the purposive sampling. Data analysis is descriptive to explain research data and research descriptions while analyzing quantitative data using Linear Regression analysis tools. The results of this study prove that simultaneously the hypothesis that H_0 is rejected and H_1 is accepted, namely that responsiveness, assurance, physical evidence, empathy, and reliability have a significant positive effect on patient satisfaction at Lamaddukelleng Hospital, Wajo Regency. Responsiveness, assurance, physical evidence, empathy, and reliability have been applied well in achieving customer satisfaction at the Lamaddukelleng Hospital, Wajo Regency. Based on the study's results, it was found that the dimensions of service quality based on physical evidence were the dominant influences on patient satisfaction at the Lamaddukelleng Hospital, Wajo Regency. This means that consumers have understood that perceived satisfaction is determined by providing services that follow the availability of facilities, facilities, and expertise that are applied to consumers.

Keywords: Tangible, Reliability, Responsiveness, Assurance, Emphaty, Patient Satisfaction
JEL Classification Code: Mo, M31

1. INTRODUCTION

In this era of globalization, competition is very sharp, both in the domestic and international markets. To develop or at least survive, the company must be able to produce goods and services of good quality (Józsa, 2017). There are several activities involved in creating good quality; one of the most important is quality control (Ahmad & Zhang, 2020; Malik et al., 2012). Quality control is essential so that the products produced by the company comply with the standards set by the company and the standards set by the authorized body. According to Kotler (2002), customer service is any act or activity that can be offered by one party to another that is essentially intangible and does not result in any ownership. Production is intangible and not linked to a physical product, so service is a producer's behavior to meet consumers' needs and desires and achieve customer satisfaction. Consumer satisfaction can occur before and after the transaction (Kotler, 2003); (Marpaung et al., 2021); (Hasrat & Rosyadah, 2021); (Bungatang, 2021); (Su et al., 2019). The purpose of customer service activities is to make it easier for customers to provide suggestions, criticisms, and complaints to the company. Still, it can be helpful for the company because it can give feedback and input to develop a customer-satisfaction-oriented company strategy.

The phenomenon of globalization also has an impact on hospitals. Hospitals in this era of globalization do not only carry out a social mission. The business aspect of managing a hospital has become a natural consequence of the age of globalization. Therefore, hospitals no longer need to put aside efforts to promote themselves further. Hospital infrastructure and facilities, as well as advances in medical science, need to be explained to the public, given the increasingly fierce competition for

medical services. Hospitals, as health care institutions that are capital and human resource intensive, need an excellent corporate culture so that the available resources are used effectively and efficiently to achieve the goals that have been set

. Quality of service in hospitals. It is a unique phenomenon. Because someone perceiving a service quality can be different among the people involved in the service. This is because patient satisfaction is the result of an assessment of feelings that are more subjective. According to (Narayanamurthy & Tortorella, 2021; Talwar et al., 2020), to overcome differences, what should be used as a benchmark is the fundamental essence of providing health services, namely meeting the needs and demands of service users. Service quality refers to the level of service excellence in meeting the needs and demands of each patient (Shah et al., 2020). Likewise, with the Lamaddukelleng District Hospital. Wajo is one of the government business units (public sector) which is obligated to provide optimal health services to the community without making a profit (non-profit organization). Good planning, organization, operation, and control are needed to provide optimal health services as expected. Lamaddukelleng Regional General Hospital, Kab. Wajo, as a referral hospital for health services in the era of globalization, is faced with existing internal strengths and problems, such as limited resources and inadequate inventory. On the other hand, at the same time, they are also faced with environmental conditions with various opportunities and challenges that are constantly developing dynamically. Therefore, to provide excellent health services for the community, it is necessary to create a vision, mission, goals, objectives, and indicators of success that are realized in the form of a strategic plan. Success indicators are measuring tools that must be evaluated periodically and continuously. Hands are not only in the form of finance/financial but also with other indicators such as improving the quality of patient services, internal business, as well as spending and growth, which are then used as material to control the direction and quality of health services so that the vision that has been set can be realized.

District Government Decision. Wajo dated April 9, 2012, number: 397/IV/2012, concerning the establishment of the Lamaddukelleng District Hospital. Wajo is a Regional Apparatus Work Unit (SKPD) that implements the Financial Management Pattern of the Regional Public Service Agency (PPK-BLUD) with full Regional Public Service Agency (BLUD) status. However, the implementation only started on January 1, 2012, in management (management) must be professional with a sound business concept and not solely for profit. The consequence for the Lamaddukelleng District Hospital of Wajo Regency that implements the full PPK-BLUD is being able to manage the hospital's applicable income (BLUD-RSUD revenue) to finance all operational activities that are directly related to the provision of services to the community/patients.

For this reason, every potential that has the opportunity to become a source of income must be managed optimally. The development of each new type of service following the hospital's core business needs to be carried out continuously throughout the year with the latest innovations following the goals, vision, and mission set. In the future, the primary key to the success of a hospital lies in two main things, namely, the use of unique resources. Hospitals as health care institutions that are capital and human resource intensive require an excellent corporate culture so that the available resources are used effectively and efficiently to achieve the goals that have been set. Patient satisfaction is one of the efforts to create a good relationship between the hospital and the patient. Patients who get products or services that match or exceed expectations tend to respond positively to the hospital.

A decision-making process does not only end with the occurrence of a purchase transaction. Still, it is also followed by a stage of post-purchase behavior (especially in broad decision-making). In this stage, consumers feel a certain level of satisfaction or dissatisfaction, which will affect subsequent behavior. Positive and significant effect on patient satisfaction. The study's findings (Donthu et al., 2021; Yuda Bakti et al., 2020) show that all service quality variables significantly influence customer satisfaction at the Islamic Hospital Manisrenggo Klaten. The medical service quality variable significantly affects consumer satisfaction, with a significance level of 7 percent. The paramedic service quality variable greatly influences customer satisfaction, with a significance level of 8.8 percent. The variable quality of medical support services significantly affects consumer satisfaction, with a significance level of 8.9 percent.

The research findings produced by previous researchers explain that the hospital as a company engaged in the health sector, needs to focus on service quality to improve its competitive position so

that patients achieve satisfaction and will recommend the hospital to colleagues, family, and other relations. is a hospital in Sengkang City. RSUD Lamaddukelleng is a type C hospital. This hospital can provide limited specialist medical services. This hospital also accommodates referral services from the Public health center—intermediate service level. Service level is calculated by comparing the number of nurses to the number of doctors, the number of nurses to the number of inpatient beds, and the number of medical technicians to the number of doctors. The health service installation with these facilities is not only owned by the Lamaddukelleng Hospital, and there is one hospital in Kab. Wajo, which has the same quantity and quality as the Lamaddukelleng General Hospital. Information collected from the management of the Lamaddukelleng Hospital shows that there is one hospital that is an alternative for patients if they do not receive inpatient or outpatient services at the Lamaddukelleng General Hospital; the hospital is Prima Husada Hospital, Kab. Wajo

The main problem in a hospital is when patients are dissatisfied with the services provided. Therefore, Lamaddukelleng Hospital must always maintain consumer trust by improving service quality to increase customer satisfaction. This study aimed to determine whether the quality of services provided by Lamaddukelleng Hospital could pleasure its patients.

Table 1: Data Summary

Subject	Marketing
Specific subject area	Marketing, Dimensions of Physical Evidence, Reliability, Responsiveness, Assurance, Empathy, Patient Satisfaction. Health Care
Type of data	Table and Figure
How data were acquired	Survey
Data format	SPSS
Parameters for data collection	The sample is 370 respondents
Description of data collection	This type of research is quantitative research, namely research on data collected and expressed in the form of numbers, although there is also data in the form of qualitative data to support it, such as words or sentences arranged in questionnaires, sentences from consultations or interviews between researchers and informants. The object selected in this study was the Lamaddukelleng District Hospital. Wajo., The time used in this study is December to March 2021.
Data source location	Lamadukelleng District Hospital of Wajo Regency.

Value of the Data

- Tangibles affect the satisfaction of inpatients in hospitals.
- Reliability affects the satisfaction of inpatients in hospitals.
- Responsiveness affects the satisfaction of inpatients in hospitals.
- Assurance affects the satisfaction of inpatients in hospitals.
- Empathy affects the satisfaction of inpatients in hospitals.
- Which variable of service quality has the most dominant effect on inpatient satisfaction in hospitals.

Data Description

This type of research is quantitative research, namely research on data collected and expressed in the form of numbers. However, qualitative data supports it, such as words or sentences arranged in questionnaires, sentences from consultations, or interviews between researchers and informants. The object selected in this study was the Lamaddukelleng District Hospital. Wajo., The time period used in this research is December to March 2016/2017. The population in this study were inpatients at the Lamaddukelleng General Hospital of Wajo regency. According to the information obtained from

the service staff of the Lamaddukelleng Hospital in Wajo regency. In the last three months, namely from December 2020 to March 2021, there were 5,018 patients. For more details, a description is presented in the following table 2.

Table 2: Total population of inpatients at the Lamaddukelleng Hospital, Wajo Regency

No	Month Periode	Number of Patients (person)
1	January	1.893
2	February	1.311
3	March	1.814
Total		5.018

The number of samples taken was 370 respondents. Samples were taken using a simple random sampling technique, where all the names of inpatients were collected into one, then 100 names were selected to be used as samples by drawing lots.

Table 3: Respondents by Gender

Gender	Frequency	%
Pria	156	42 %
Wanita	214	58 %
Total	370	100 %

Table 4: Respondents by Age

Age (Years)	Frequency	%
< 20	40	11 %
20 – 30	67	18 %
31 - 40	89	24 %
41 - 50	115	31 %
> 50	59	16 %
Total	370	100%

Table 5: Respondents Based on Education Level

Description	Frequency	%
Primary School	86	23 %
Junior High School	48	13 %
Senior High School	142	38 %
Diploma	25	7 %
Bachelor	58	16 %
Magister / Doctoral	11	3 %
Total	370	100%

Table 6: Responden Berdasarkan Pekerjaan

Description	Frequency	%
Civil Servants	41	11 %
Private employees	82	22 %
Entrepreneurs	134	36%
Indonesian National Police	22	6%
Others	91	25 %
Total	370	100%

Table 7: Respondents by Monthly Income Level

Description	Frequency	%
< Rp 500.000	35	9 %
≥ Rp 500.000 – Rp 1 million	82	22 %
≥ Rp 1 million – Rp 2 million	125	34 %
≥ Rp 2 million – Rp 5 million	89	24 %
≥ Rp 5 million	39	11 %
Total	370	100%

Table 8: Description of Respondents' Answers Regarding Tangible Evidence

No	Item	Response					Total
		5	4	3	2	1	
1.	The supporting facilities in the Lamaddukelleng Hospital inpatient are adequate	297 (80%)	73 (20%)	-	-	-	370 (100%)
2.	The physical appearance of inpatients at the Lamaddukelleng Hospital is attractive	290 (78%)	80 (22%)	-	-	-	370 (100%)
3.	The condition of the inpatient examination room at the Lamaddukelleng Hospital looks clean	224 (61%)	146 (39%)	-	-	-	370 (100%)
4.	Existing medical equipment is in accordance with hospital standards in the class of Lamaddukelleng Hospital	274 (74%)	96 (26%)	-	-	-	370 (100%)
5.	Existing medical equipment is in accordance with hospital standards in the class of Lamaddukelleng Hospital	272 (74%)	98 (26%)	-	-	-	370 (100%)
6.	The supply of medicines needed by inpatients at the Lamaddukelleng Hospital is available in full	270 (73%)	100 (27%)	-	-	-	370 (100%)
7.	Adequate parking space	205 (55%)	165 (45%)	-	-	-	370 (100%)

Table 9: Description of Respondents' Answers Regarding Reliability

No	Item	Response					Total
		5	4	3	2	1	
1.	The procedure for accepting inpatients at the Lamaddukelleng Hospital is simple (no convoluted)	269 (73%)	101 (27%)	-	-	-	370 (100%)
2.	The information provided to inpatients at the Lamaddukelleng Hospital is accurate.	277 (75%)	93 (25%)	-	-	-	370 (100%)
3.	The schedule for the inpatient doctor's examination at the Lamaddukelleng Hospital is on time (as scheduled)	229 (62%)	141 (38%)	-	-	-	370 (100%)
4.	Handling administrative matters after the examination at the Lamaddukelleng Hospital inpatient was in accordance with the procedure	263 (71%)	107 (29%)	-	-	-	370 (100%)
5.	Lamaddukelleng Hospital employees are able to minimize errors in carrying out their duties	237 (64%)	133 (36%)	-	-	-	370 (100%)
6.	Lamaddukelleng Hospital provides services at the promised time	233 (63%)	137 (37%)	-	-	-	370 (100%)
7.	Lamaddukelleng Hospital is able to provide a comprehensive explanation of services without asking for help from other employees	213 (58%)	153 (41%)	4 (1%)	-	-	370 (100%)

Table 10: Description of Respondents' Answers Regarding Responsiveness

No	Item	Response					Total
		5	4	3	2	1	
1.	The registration service officer of the Lamaddukelleng Hospital provides fast service	275 (74,3%)	95 (25,7%)	-	-	-	370 (100%)
2.	Inpatient doctors at the Lamaddukelleng Hospital are quick to respond in resolving patient complaints	262 (70,8%)	108 (29,2%)	-	-	-	370 (100%)
3.	Inpatient nurses at the Lamaddukelleng Hospital are quick to respond in resolving patient complaints.	268 (72,4%)	102 (27,6%)	-	-	-	370 (100%)
4.	Officers who serve the payment process provide services quickly and respond to patient needs at the time of payment	263 (71,1%)	107 (28,9%)	-	-	-	370 (100%)
5.	Lamaddukelleng Hospital staff are always ready to respond to patient requests	251 (67,8%)	119 (32,2%)	-	-	-	370 (100%)
6.	Lamaddukelleng Hospital officers provide answers to patient complaints and requests	256 (69,2%)	114 (30,8%)	-	-	-	370 (100%)
7.	The service officer will provide the right service to the patient	239 (64,6%)	130 (35,1%)	1 (0,3%)	-	-	370 (100%)

Table 11: Description of Respondents' Answers Regarding Assurance

No	Item	Response					Total
		5	4	3	2	1	
1.	The process of diagnosing inpatients at the Lamaddukelleng Hospital is carried out according to the established procedure	266 (72%)	104 (28%)	-	-	-	370 (100%)
2.	Inpatient doctors at Lamaddukelleng Hospital are skilled at work	281 (76%)	89 (24%)	-	-	-	370 (100%)
3.	Inpatient nurses at the Lamaddukelleng Hospital are skilled at work	259 (70%)	111 (30%)	-	-	-	370 (100%)
4.	The inpatient staff of the Lamaddukelleng Hospital has adequate understanding competence	251 (68%)	119 (32%)	-	-	-	370 (100%)
5.	Inpatient doctors at the Lamaddukelleng Hospital are polite in conducting examinations of patients	234 (63%)	136 (37%)	-	-	-	370 (100%)
6.	Inpatient doctors at the Lamaddukelleng Hospital have a positive reputation and image among the public and patients	234 (63%)	136 (37%)	-	-	-	370 (100%)
7.	Inpatient nurses at Lamaddukelleng Hospital are honest in dealing with patients	233 (63%)	137 (37%)	-	-	-	370 (100%)

Table 12: Description of Respondents' Answers Regarding Empathy

No	Item	Response					Total
		5	4	3	2	1	
1.	The system applied to inpatient Lamaddukelleng Hospital can be done easily	209 (56,5%)	154 (41,6%)	-	-	-	370 (100%)
2.	The information conveyed by the inpatient staff of the Lamaddukelleng Hospital is clear	221 (59,7%)	146 (39,5%)	-	-	-	370 (100%)
3.	The attitude of the inpatient staff of the Lamaddukelleng Hospital in providing services is friendly	188 (50,8%)	172 (46,5%)	10 (2,7%)	-	-	370 (100%)
4.	The services provided by inpatients at the Lamaddukelleng Hospital are carried out fairly regardless of socioeconomic status	190 (51,4%)	172 (46,5%)	8 (2,2%)	-	-	370 (100%)
5.	The inpatient staff of the Lamaddukelleng Hospital are able to establish good communication with patients	221 (59,7%)	146 (39,5%)	3 (0,8%)	-	-	370 (100%)
6.	The inpatient staff of the Lamaddukelleng Hospital always greets patients	180 (48,6%)	182 (49,2%)	8 (2,2%)	-	-	370 (100%)
7.	The inpatient staff of the Lamaddukelleng Hospital are able to show a sympathetic and friendly attitude to the patient	246 (66,5%)	124 (33,5%)	-	-	-	370 (100%)

Table 13: Description of Respondents' Answers Regarding Patient Satisfaction

No	Pernyataan	Response					Total
		5	4	3	2	1	
1.	The price set by the Lamaddukelleng Hospital inpatient is in accordance with the quality received	168 (45,4%)	163 (44,1%)	28 (7,6%)	11 (3,0%)	-	370 (100%)
2.	The ability/competence of the doctor who examined me at the Lamaddukelleng Hospital inpatient was in line with expectations	245 (66,2%)	122 (33,0%)	3 (0,8%)	-	-	370 (100%)
3.	I feel happy after being hospitalized at the Lamaddukelleng Hospital	223 (60,3%)	144 (38,9%)	3 (0,8%)	-	-	370 (100%)
4.	The services provided by inpatients at the Lamaddukelleng Hospital are as expected	222 (60,0%)	144 (38,9%)	4 (1,1%)	-	-	370 (100%)
5.	Overall, the inpatient service at the Lamaddukelleng Hospital was satisfactory.	226 (61,1%)	141 (38,1%)	3 (0,8%)	-	-	370 (100%)
6.	Patients have easy access to information because there are sufficient customer services that work to serve patients	189 (51,1%)	171 (46,2%)	8 (2,2%)	2 (0,5%)	-	370 (100%)
7.	The benefits received in the transaction are in accordance with the costs I incur	239 (64,6%)	131 (35,4%)	-	-	-	370 (100%)

Table 14 : Description of Data Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
X1	370	7	28	35	32.95	2.396
X2	370	7	28	35	32.61	2.545
X3	370	7	28	35	32.90	2.454
X4	370	7	28	35	32.75	2.489
X5	370	10	25	35	31.82	2.998
Y	370	10	25	35	31.88	2.859
Valid N (listwise)	370					

Table 15: Test Item Validity Results on Physical Evidence Variables (X1)

Item Variables	Correlation	r-calculated	Description
X1.1	0,739**	0,101	Valid
X1.2	0,801**		Valid
X1.3	0,688**		Valid
X1.4	0,779**		Valid
X1.5	0,830**		Valid
X1.6	0,806**		Valid
X1.7	0,738**		Valid

Table 15: Test Item Validity Results on Physical Evidence Reliability (X1)

Item Variables	Correlation	r-calculated	Description
X2.1	0,786**	0,101	Valid
X2.2	0,732**		Valid
X2.3	0,698**		Valid
X2.4	0,737**		Valid
X2.5	0,771**		Valid
X2.6	0,791**		Valid
X2.7	0,765**		Valid

Table 17: Test Item Validity Results on Responsiveness Variables (X3)

Item Variables	Correlation	r-calculated	Description
X3.1	0,784**	0,101	Valid
X3.2	0,777**		Valid
X3.3	0,800**		Valid
X3.4	0,748**		Valid
X3.5	0,764**		Valid
X3.6	0,781**		Valid
X3.7	0,699**		Valid

Table 18: The Result of the Validity Test of Question Items on the Assurance Variable (X4)

Item Variables	Correlation	r-calculated	Description
X4.1	0,806**	0,101	Valid
X4.2	0,750**		Valid
X4.3	0,732**		Valid
X4.4	0,790**		Valid
X4.5	0,770**		Valid
X4.6	0,790**		Valid
X4.7	0,716**		Valid

Table 19: Test Item Validity Results on Empathy Variables (X5)

Item Variables	Correlation	r-calculated	Description
X5.1	0,821**	0,101	Valid
X5.2	0,864**		Valid
X5.3	0,782**		Valid
X5.4	0,821**		Valid

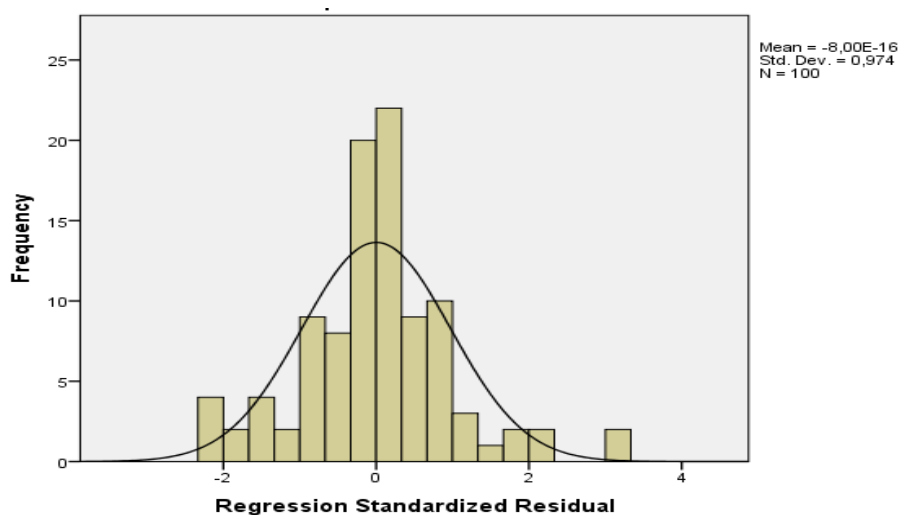
Item Variables	Correlation	r-calculated	Description
X5.5	0,849**		Valid
X5.6	0,786**		Valid

Table 20: Results of Question Item Validity Test on Satisfaction Variable (Y)

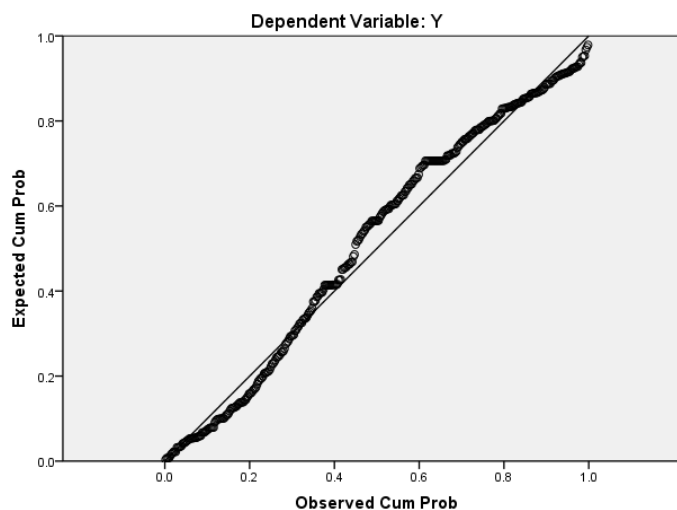
Item Variables	Correlation	r-calculated	Description
X _{2.1}	0,622**	0,101	Valid
X _{2.2}	0,808**		Valid
X _{2.3}	0,779**		Valid
X _{2.4}	0,793**		Valid
X _{2.5}	0,805**		Valid
X _{2.6}	0,746**		Valid
X _{2.7}	0,758**		Valid

Table 21: Research Variable Reliability Test Results

Variables	Cronbach Alpha	Criteria	Description
Physical Evidence (X ₁)	0,787	0.60	Reliable
Reliability (X ₂)	0,783		Reliable
Responsiveness (X ₃)	0,787		Reliable
Assurance (X ₄)	0,787		Reliable
Empathy (X ₅)	0,795		Reliable
Patient Satisfaction (Y)	0,783		Reliable



Normal P-P Plot of Regression Standardized Residual



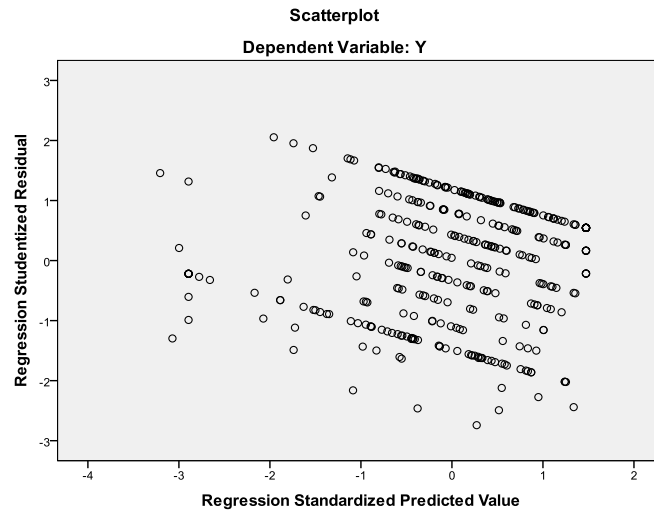


Figure 1: Normality Test

Table 22: Kolmogorov-Smirnov Normality Test for Service Quality on Hospital Patient Satisfaction

Kolmogorov-Smirnov test	Unstandarized Residual
Kolmogorov-smirnov Z	1,204
Asymp. Sig. (2-tailed)	0,110

Table 23: Multicollinearity Test Results

No	Variables	Tolerance	VIF	Description
1.	Tangible	0,806	1,241	No Mutilinearity
2.	Reliability	0,810	1,235	No Mutilinearity
3.	Responsiveness	0,892	1,121	No Mutilinearity
4.	Assurance	0,832	1,202	No Mutilinearity
5.	Empathy	0,846	1,182	No Mutilinearity

Table 24: Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.400 ^a	.160	.148	2.638	1.926

Table 25: Linear Regression Results

Model	Unstandardized Coefficients	Standardized Coefficients		t	Sig.
		B	Std. Error		
1 (Constant)	8.598	2.825		3.044	.003
X1	.134	.064	.113	2.103	.036
X2	.133	.060	.119	2.222	.027
X3	.155	.059	.133	2.610	.009
X4	.172	.061	.150	2.848	.005
X5	.119	.050	.125	2.390	.017

Table 26: t-test results

Variables	t-calculated	t-estimated	Sig.
Tangible(X ₁)	2,103	1,966	0,036
Reliability (X ₂)	2,222		0,027
Responsive (X ₃)	2,610		0,009
Assurance (X ₄)	2,848		0,005
Empathy (X ₅)	2,390		0,017

Table 27: F-Test Results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	482.566	5	96.513	13.867	.000 ^a
	Residual	2533.436	364	6.960		
	Total	3016.003	369			

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