

Improving the Quality of Service and Inter-Individual Communication on E-commerce Consumer Satisfaction

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ABSTRACT

The general objective of this research is to determine whether or not there is an influence of interpersonal communication and service quality on consumer satisfaction. The research hypothesis is that there is an influence of interpersonal communication and service quality on customer satisfaction. The subject of this research is consumers who use e-commerce. The subjects of this study consisted of men and women aged 18-23 years, totaling 60 people at the time of the trial and 60 people at the time of data collection. The data collected through the scale is then distributed to the research subjects. The data were then analyzed statistically using multiple regression analysis with SPSS version 16.0 for Windows. The analysis results obtained the value of $R = 0.777$ with $p = 0.000$ ($p < 0.01$). The magnitude of the coefficient of determination (R-Square) of interpersonal communication and service quality on customer satisfaction is 60.3% (0.603). The general conclusion from this study is that there is a very significant positive influence between interpersonal communication and service quality on customer satisfaction. The higher the interpersonal communication skills and the quality of service employees provide, the higher the customer satisfaction.

ARTICLE INFO

Keywords:

*Communication Between Individual;
Service Quality;
Consumer Satisfaction E-commerce.*

Article History:

Received: 22 June 2023
Revised: 30 June 2023
Accepted: 30 June 2023
Published: 30 June 2023

How to Cite in APA Style:

Luwiha et al. (2023). Improving the Quality of Service and Inter-Individual Communication on E-commerce Consumer Satisfaction. *Journal of Buddhist Business & Management Departement*, 1 (1), 20-30.

Introduction

The business world oriented towards products and services does not stop competing to keep consumers loyal to their products and not switch to other products. One of the tips that marketers believe to achieve this is to create a customer service system that always leads to consumer satisfaction, as expressed (Imron, 2019) that consumer satisfaction is the level of feeling after comparing perceived service) with the hope (expectation). One of the factors that can influence consumer satisfaction is interpersonal communication. This was stated (Imron, 2019) that consumers will feel more satisfied with employees who have skills in interacting techniques with others and can read consumer feelings, attitudes, and beliefs in social perception. Communication occurs in face-to-face contact, where messages flow through interpersonal channels, such as conversations between individuals known as interpersonal communication.

Based on the results of interviews with several e-commerce managers, e-commerce is trying to provide good service to meet consumer expectations and satisfaction. However, these efforts have not fully satisfied consumers. There are still many inadequate services from e-

commerce employees to their customers. Some employees are not friendly in serving customers when consumers ask for help, are not cheerful, are stiff, don't smile, don't say hello, and even deliver wrong orders to consumers. Some of these things are one of the factors that cause consumer dissatisfaction. E-commerce parties feel that the quality of service from employees working there is not optimal. This can be seen from the number of complaints received from consumers.

Interviews were also conducted by the author with e-commerce consumers. The results of the interviews show that there are still consumer expectations that have not been met. The dissatisfaction with the services employees perform can be seen from their complaints; for example, subject A states that the quality of service at e-commerce is still lacking. Subject A did not get friendly service when ordering and did not respond quickly to what was expected. Second, when there are many visitors, subject A has to queue to wait a long time. This made the subject bored and felt uncomfortable. A different thing was shown from the interviews with subject B. Subject B stated that employees did not respond well to what the subject wanted when asked to speak. Subject C experienced a different experience while in e-commerce. Subject C noted that the service was not systematic. The employee did not repeat the list of orders from subject C, so an order error occurred. Following the application of a fast-paced service system in this globalization era, the application of quality management in the service industry has become essential if the service industry wants to be competent in the global market and the Indonesian domestic market. Indonesian consumers' demands for the level of service provided by service industry producers continue to increase, so service industry management is challenged to develop a quality management system to increase customer satisfaction. Consumer satisfaction is the difference/gap between pre-purchase expectations and perceived performance or results after purchase. Consumer satisfaction can be seen from the routine and expectation factors. According to, there are four aspects of consumer satisfaction, which include:

1. Consumer knowledge of products and services (Customer Knowledge).
2. Experiences gained by consumers (Customer Experiences).
3. Services to consumers provided by service providers (Perceived Service).
4. Consumers are motivated to evaluate service quality (Situation Producing Satisfactory)

Several driving factors influence consumer satisfaction, such as interpersonal communication and service quality. Interpersonal communication is a social process that contains elements of openness, empathy, support, positivity, similarity, confidence, and readiness, which creates trust, supports attitudes and encourages mutual understanding and respect. Milyane et al. (2022) stated that for interpersonal communication to take place effectively, several aspects must be considered: Openness, the willingness to be open in disclosing information honestly according to the actual situation in interacting. Empathy, namely the ability of a person to know what other people are experiencing at a particular moment, from another person's point of view, through other people's eyes. Supportive attitude. Support includes three things. First, descriptiveness, namely an atmosphere that is descriptive and not evaluative, helps create a supportive attitude. Second, spontaneity is the ability of a person to communicate spontaneously and frankly with an open attitude in conveying his thoughts. Third, professionalism is the ability to think openly (open-minded). Positive attitude, namely the power of a person to view himself positively and feel positive when communicating.

Quality. Interpersonal communication will be effective if the atmosphere is equal. That is, there must be recognition from both parties that they are equally valuable and valuable and

that there is something important to contribute. In addition to interpersonal communication, customer satisfaction is also influenced by service quality. Quality of service is the performance of employees in presenting products or services following the standards and measures that apply to these products or services, which are influenced by employees' behavior to meet customers' expectations and needs. Five dimensions of service quality to customers: Reliability is the ability to provide promised services promptly, accurately, and satisfactorily. Responsiveness is the desire to help customers and provide responsive service to customer needs, quickly respond to customer requests, and promptly pay attention to and address customer needs: assurance, knowledge, courtesy, and ability to generate customer trust and make customers feel safe. Empathy is the ability of employees to provide individual attention and understand customer needs. Direct Evidence (Tangibles) is appearance and physical appearance, equipment, employees, and written materials.

Based on the description above, it can be assumed that interpersonal communication and service quality influence consumer satisfaction. This will examine the effect of interpersonal communication and service quality on consumer satisfaction. The proposed research hypothesis is that there is a positive influence of interpersonal communication and service quality on customer satisfaction.

Method

This research incorporates a survey method using a descriptive quantitative approach. Descriptive and quantitative studies are numerical data analysis studies used to identify and explain existing phenomena to find relationships or influences between variables to draw conclusions from research results. Quantitative research is a research method based on the philosophy of positivism because it fulfills scientific principles that are concrete/empirical, objective, measurable, rational, and systematic (Sugi yono, 2019:16). This research uses a quantitative survey method with a descriptive quantitative approach. The tool for collecting data was a questionnaire with a total sample of 60 respondents in this study. The method used to test the effect's magnitude is a simple linear regression with the help of the IBM SPSS 26 program. Based on the results of the data analysis that has been done, it is concluded that there is an influence on the quality of service and communication between individuals on consumer satisfaction. Expected from the study to give knowledge and outlook for college tall in cope saturation student face learning distance Far moment this.

Research subject

The subjects in this study were 60 consumers who used e-commerce, male, and female, aged 18-23.

Measuring instrument

The method used in this study is to use a scale. Researchers used three scales to measure the three variables, namely the customer satisfaction scale, the inter-individual communication scale, and the service quality scale. The consumer satisfaction scale in this study uses a scale made by the researchers themselves based on the aspects stated by Wahyudi et al., (2021) which consists of consumer knowledge of products and services (customer knowledge), experience gained by service to consumers provided by providers services (perceived service), and consumers are motivated to evaluate service quality (situation producing satisfactory). This scale consists of 16 items, four items favorable and 12 items unfavorable for consumers (customer experiences). Likewise, the scale of interpersonal communication used in this study uses a scale created by the researchers themselves based on aspects from De Vito (1997), namely openness, empathy, support, and

positivity and similarities. This scale consists of 20 items, divided into five favorable items and 15 unfavorable items.

The researchers made the service quality scale used in this study based on the aspects put forward by Zeithaml and Bitner (2000), namely by making a statement that includes elements: Tangibles, Reliability, Assurance (Assurance), Responsiveness, and Empathy. This scale consists of 20 items divided into six favorable items and 14 unfavorable items. Four alternative answers are provided: Strongly Agree (SS) has a value of 4, and Agree (S) has a value of 3. Disagree (TS) has a value of 2, and Strongly Disagree (STS) has a value of 1. Meanwhile, for the unfavorable item, the score given is Strongly Agree (SS) has a value of 1. Agree (S) has a value of 2, Disagree (TS) has a value of 3, and Strongly Disagree (STS) has a value of 4. The scores for each item are obtained from all the subject's answers. The overall score is added up. The accumulated total score shows the level of consumer satisfaction: interpersonal communication and service quality. The statistical analysis method used to test the hypothesis is multiple regression analysis. Multiple regression analysis is used because it is a forecasting analysis that can be used to test the effect value of two or more independent variables on the dependent variable. This statistical calculation is done by computing with the help of the Statistical Product and Service Solutions (SPSS) 16.0 for Windows program.

Findings

Description of Research Subjects

The description of the research subject is clearly shown in Table 1 below:

Table 1. Description of Research Subjects

No	Factor	Category	Amount
1	Gender	Man	12
		Woman	48
2	Age	>20 years	19
		15 - 20	41

The subject categorization is divided into five categories: very high, high, medium, low, and very low. The categories of very high, tall, medium, low and very low were made based on categorization calculations using the hypothetical mean and standard deviation. Theoretical score description data for categorization calculations and empirical score data can be seen in Table 2 below:

Table 2. Description of Research Data Statistics

Variable	Hypothetical				empirical			
	Min	Max	Means	SD	Min	Max	Means	SD
Consumer satisfaction	16	64	40	8	30	57	43.78	4,727
Interpersonal communication	20	80	50	10	44	68	57.03	4,812
Quality of service	20	80	50	10	37	63	54,18	6,610

The following is the categorization of research subjects for each research variable:

Table 3. Categorization of Consumer Satisfaction Variables

Category	Score Range	Amount	Percentage
Very high	>54.4	1	2%
Tall	44.8 < 54	27	45%

Currently	35.2 < 44.8	27	45%
Low	25.6 < 35.2	5	8%
Very low	<25.6	0	0%

Categorization of consumer satisfaction variables for very low category does not exist, low category has 5 subjects (8%), medium category has 27 subjects (45%), high category has 27 subjects (45%), and while very high category has 1 subject (2 %). Based on the category table above, the variables of consumer satisfaction are mostly in the high and medium categories.

Table 4. Interpersonal Communication Variable Categorization

Category	Score Range	Amount	Percentage
Very high	> 68	0	0%
Tall	56 < 68	37	62%
Currently	44 < 56	21	35%
Low	32 < 44	2	3%
Very low	< 32	0	0%

There is no Interpersonal Communication variable for the very low category, two subjects (3%) for the low category, 21 subjects (35%) for the medium category, 37 subjects (62%) for the high category, and none for the very high category. Based on the category table above, most of the consumer satisfaction variables are in the high category.

Table 5. Categorization of Service Quality Variables

Category	Score Range	Amount	Percentage
Very high	> 68	0	0%
Tall	56 < 68	29	48%
Currently	44 < 56	28	47%
Low	32 < 44	3	5%
Very low	< 32	0	0%

The variable categorization of Service Quality for the very low category does not exist, and the low category has three subjects (5%), the medium category has 28 subjects (47%), the high category has 29 subjects (48%), while the very high category has none. Based on the category table above, most of the consumer satisfaction variables are in the high category.

Assumption Test Results

Before testing the hypothesis using regression analysis, the assumptions of normality and linearity are tested first. This is done to determine whether the research subject data follows a normal curve which shows the representative of the research subject to the population and a linearity test to determine whether each independent variable follows a linear line to the dependent variable. The following are the results of the normality and linearity assumption tests.

Table 6. Normality Test Results

Variable	KS-Z	p.s	Information
Consumer Satisfaction	1.185	0.121	Normal

Interpersonal Communication	1,149	0.143	Normal
Service Quality	1,360	0.050	Normal

The normality test results for the distribution of this variable data are normal. The test results show that the distribution for consumer satisfaction variables with $KS-Z = 1.185$; $p = 0.121$ ($p > 0.05$), so the distribution for normality distribution for interpersonal communication variables with $KS-Z = 1.149$; $p = 0.143$ ($p > 0.05$), so the distribution for this variable is normal. Meanwhile, the data distribution normality test results showed that the distribution for the service quality variable with $KS-Z = 1.360$; $p = 0.050$ ($p > 0.05$), so the distribution for this variable is normal.

Table 7. Linearity Test Results

Variable	F	p.s	Information
Customer Satisfaction* Interpersonal Communication	58,259	0.000	linear
Customer Satisfaction* Service Quality	*84,083	0.000	linear

The results of the linearity test in this study showed the relationship between customer satisfaction and interpersonal communication resulted in a value of $F = 58.253$ with $p = 0.000$ ($p < 0.05$). Thus, it can be concluded that the relationship between interpersonal communication and customer satisfaction is linear. Meanwhile, the results of the linearity test showing the relationship between customer satisfaction and service quality resulted in a value of $F = 84.083$ with $p = 0.000$ ($p < 0.05$). It can be concluded that the relationship between service quality and customer satisfaction is linear.

Hypothesis Test Results

Based on the results of the regression analysis, the following research results were obtained:

Major Hypothesis

From the results of the regression analysis, the score $T_{xy} (R) = 0.777$; $p = 0.000$ ($p < 0.01$). This shows a significant effect of interpersonal communication and service quality on customer satisfaction. Another result obtained is the value of the coefficient of determination (R-Square) of 0.603 which means that customer satisfaction is influenced by 60.3% by interpersonal communication variables and service quality, while other factors influence the remaining 39.7%.

Minor Hypothesis

- The analysis results obtained from the interpersonal communication variable have a value of $r = 0.239$; $p = 0.006$ ($p < 0.05$), then the hypothesis is accepted. It is proven that communication has a significant effect on customer satisfaction. The value of the coefficient of determination shown by R-Square is 0.057. This figure shows that interpersonal communication makes an effective contribution of 5.7%.
- The analysis results obtained from the service quality variable have a value of $r = 0.739$; $p = 0.000$ ($p < 0.01$), then the hypothesis is accepted. It is proven that service quality has a significant effect on customer satisfaction. The value of the coefficient of

determination shown by R-Square is 0.546. This figure shows that service quality makes an effective contribution of 54.6%.

Discussion

In research (Karyaningsih, 2018). Defining interpersonal communication is communication carried out by people face-to-face (Face to face), which allows each participant to capture the reactions of others directly, both verbally and nonverbally. Some indicators of interpersonal communication are empathy, supportiveness, positiveness, equality, and openness. Interpersonal communication is the most effective communication model used by humans. Interpersonal communication is the delivery of information between two people to unify understanding of a problem which is responded to both verbally and nonverbally. (Ritonga, 2020). Interpersonal communication is face-to-face communication between people, which allows each participant to capture other people's reactions directly, both verbally and nonverbally. The indicators are a) openness, b) supportive behavior, c) positive behavior, d) empathy, and e) similarity. From some of the meanings above, it can be synthesized that interpersonal communication is a two-way communication that creates reciprocity or reactions between two people to convey messages.

Based on the results of research data analysis, the hypothesis that has been put forward, namely that there is a positive influence between interpersonal communication and service quality on customer satisfaction, can be accepted. The higher the interpersonal communication and service quality, the higher the customer satisfaction. Conversely, the lower the interpersonal communication and service quality, the lower the perceived consumer satisfaction. Consumer satisfaction and dissatisfaction can be influenced by the previous experience of consuming a product or service (Surya & Setiyaningrum, 2009). The condition of service quality felt by e-commerce consumers is the feeling and attitude of a consumer towards the service that is supposed and adjusted to the service he expects. Fitzsimmons and Fitzsimmons (Putra, 2009) say that customer satisfaction with services can be interpreted by comparing the perceptions of service with consumers' expectations. Expected service shows the consumer's expectation of service, a function of personal needs, word-of-mouth communication, and experience. Meanwhile, perceived service is a service that is felt based on consumer perceptions.

When employees carry out the service process to consumers, there is an interaction between the waiter and the customer. Interaction occurs through communication contacts. Employees must be able to create good communication contacts with consumers because good communication contacts are one of the factors that determine whether or not consumers are satisfied with the services provided. This aligns with research conducted by Putra (2009) that the approach is professional. Good interpersonal skills. Communication skills, positive attitude. Good product knowledge, and the smile factor, can play a role in an image and level of consumer satisfaction, which drives consumer relations with the company.

The results of this study also prove that service quality is the factor that most influences customer satisfaction. This can be seen from the value of the effective contribution of service quality to customer satisfaction, which is 54.6%. The role of service quality on customer satisfaction has a more significant influence than the interpersonal communication of employees and consumers. Thus, it can be said that consumers who have high satisfaction are the services provided by employees following their expectations. The existence of a positive influence of service quality on customer satisfaction is in line with the opinion of Gerson (2004), which states that providing high quality and excellent service is a must in

achieving the main goals of consumers, namely satisfaction and loyalty. This follows Hendrajana's studies (Wijoyo & Wahyudin, 2005), which revealed that service quality affects satisfaction. The same thing was expressed by Wahyudin and Muryati (Wijoyo & Wahyudi, 2005) in their research that there is a very significant influence between product, service, and price attribute variables on consumer satisfaction. Another study conducted by Gunawan (Wijoyo & Wahyudin, 2005) shows a significant impact between retail stores' five dimensions of service quality on customer satisfaction.

Thus, it can be concluded that service quality significantly influences customer satisfaction. Consumer satisfaction plays an important mediating role between service quality and customer loyalty, supported by this research. Because the impact of perceived service quality is much more significant, it leads to a more favorable disposition towards service providers and can increase commitment to re-subscribe (Parvez & Akbar, 2009). According to Wyckoff and Lovelock (Sugiarto, 1999), service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires. In other words, primary factors influence service quality, namely expected and perceived service (Sugiarto, 1999). If the quality of service received or perceived (perceived benefit) is as expected (desired service), then the quality of the service will be considered excellent and satisfactory. If the quality of service received exceeds expectations, then service quality is considered ideal. Conversely, suppose the quality of service received is lower than expected; then the service quality is considered poor. In that case, so excellent and impaired quality of service depends on employees' ability to meet consumer expectations consistently.

Contact communication between employees and consumers in the service process that occurs affects the level of customer satisfaction. But in this study, customer satisfaction, influenced by interpersonal communication, only has less influence than service quality. The value of the effective contribution of interpersonal communication to consumer satisfaction is 5.7%. Previous research also shows that interpersonal contact between sales clerks and consumers is essential to consumer satisfaction and loyalty to retail companies (Surya & Setiyaningrum, 2009). Meanwhile, research conducted by Subarki and Silalhi (2008) shows a positive relationship between credibility in the context of interpersonal communication and customer attitudes toward companies. In this study, interpersonal communication shows that employees already have good communication skills, so that interpersonal communication between employees and consumers can be successful. This aligns with research conducted by Kirchmayer and Patterson (2003) that interpersonal communication is the primary determinant of trust between professional services (in this case, financial planning) and clients—listening skills. Enthusiasm shown. Open and honest discussion (labeled clear communication) is necessary to convince clients that financial advisors must have professional skills in communicating with clients.

According to Sidik & Sobandi (2018), effective interpersonal communication is characterized by openness, empathy, supportive attitude, positive attitude, and equality. Openness can be interpreted as an attitude that shows acceptance of other people or people invited to interact. In this case, the communication between employees and consumers needs openness; an attitude of openness is essential to convey an idea or opinion so that misunderstandings and deviations do not occur. In addition, an open mindset is needed to gather information from consumers. The second skill for effective and successful interpersonal communication is empathy, which is feeling something like someone who experienced it, being in the same situation, and feeling the same feelings in the same way (other people's point of view).

In this condition, an employee is expected to understand the circumstances and needs of consumers and what consumers feel. Employees who empathize with their consumers in communicating will create a comfortable and harmonious atmosphere. Those skills that need to be considered so that employee interpersonal communication can be effective, namely: 1) the need for a supportive attitude when communicating or interacting with consumers, 2) the intention is to act descriptively, 3) don't be evaluative or judge, and 4) be professional or open-minded and willing to listen to opposing views. The fourth skill that needs to be considered in interpersonal communication to be successful is to be positive towards the people we interact or communicate with. In this case, employees positively encourage consumers to become friends in interaction. Communication in this way is essential because employees can provide good and clear information to consumers in providing services by having a positive feeling.

Equality in communication is the last skill for effective interpersonal communication, namely the tacit acknowledgment that both parties are equally valuable and valuable and that each party has something essential to contribute when interacting. In this case, communication between employees and consumers is crucial, for example, allowing consumers to ask questions and appreciate the opinions they convey by answering them in a kind and friendly manner. This section deals with the discussion of the research findings (level one headings). In the Discussion section, the author should present it with a detailed explanation in several subsections (it depends on the needs). The discussion should explore the significance of the results of the work, not repeat them. In the debate, it is the most essential section of your article. Here you get the chance to sell your data. Make the discussion corresponding to the results, but do not reiterate the results. Often should begin with a summary of the leading scientific findings. The meanings of the findings should be shown from current theories and references of the area addressed.

Conclusion

The results of this study prove that the hypothesis that says there is a positive influence of interpersonal communication and service quality on customer satisfaction can be accepted. The higher the interpersonal communication skills and the quality of service employees provide, the higher the customer satisfaction. On the other hand, the lower the interpersonal communication skills and the quality of service provided by employees, the lower the customer satisfaction. In addition, the results show that interpersonal communication influences customer satisfaction, and service quality also influences customer satisfaction. However, the quality of service is more significant in giving its contribution than interpersonal communication, so the quality of service plays a greater role in increasing customer satisfaction. Based on the research and analysis results and the conclusions of the research data, the researchers make the following suggestions: 1) For e-commerce users. It is recommended that e-commerce users evaluate the services provided so far and are expected to maintain the consistency of the services offered periodically. 2) For Further Researchers judging from the results obtained, it can be seen that interpersonal communication and service quality have effectively contributed 60.3% to customer satisfaction. This means that other influential contributions can still affect consumer satisfaction. Advice that can be given is that researchers can then add other variables that might affect consumer satisfaction, including perceived value—expectations and trust, and brand equity. In addition, it is necessary to control for the weaknesses contained in this study.

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