

THE EFFECT OF SERVICE QUALITY AND PRODUCT FACILITIES ON CONSUMER SATISFACTION WITH PRICES (TOLL FREE) AS INTERVENING VARIABLES (Case Study on Jasa Marga Mabar 1 Toll Gate)

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ABSTRACT

This study aims to determine the effect of service quality and product facilities on consumer satisfaction with tariffs (toll fees) as an intervening variable (Case Study on Jasa Marga Mabar 1 Toll Gate). This type of research is quantitative research. The population in this study is 118 thousand vehicles and the total sample is 100 toll net users. The data analysis technique in this study used multiple regression data analysis and hypothesis testing. The results of this study are the quality of service has a positive and significant effect on toll rates at the Mabar toll gate 1. Service quality has a positive and significant effect on consumer satisfaction at the Mabar toll gate 1. Product facilities have a positive and significant effect on toll rates at the Mabar toll gate 1. Facilities product has a positive and significant effect on consumer satisfaction at the Mabar toll gate 1. Toll tariffs have a positive and significant effect on consumer satisfaction at the Mabar toll gate 1. Service quality has a positive and significant effect on customer satisfaction through toll rates at the Mabar toll gate 1 Product facilities have a positive effect and significant to customer satisfaction through toll rates.

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1. INTRODUCTION

With the increasing number of people, the need for transportation facilities and the growth of traffic flow have increased, causing congestion and road congestion [1]. For this reason, it is necessary to build an adequate road network to be able to provide optimal services within the required capacity [2]. In addition to road geometric planning, road pavement is part of road planning that must be planned effectively and efficiently. Because the demand for road service levels is getting higher, it is necessary to improve the quality of road systems and infrastructure. Among them is the need for safe and comfortable roads [3]. In addition to the growing population and immigrants in every region in Indonesia, the number of vehicles also increases causing congestion problems, especially during peak hours such as going to work and coming home from work. Arterial roads, which were previously used as long-distance traffic, have mixed functions, both with collector roads and local roads. This encourages demand for the construction of a barrier-free type of arterial road [4].

PT. Jasa Marga (Persero), which is a BUMN (State-Owned Enterprise) is a company that provides toll road services in Indonesia for the public interest and is tasked with managing the toll road network in Indonesia and maintaining all toll road sections so that they always function optimally. One of the toll roads being held is the Mabar 1 Toll Road which connects Binjai, Belawan, Tj Morawa, Amplas with a road length of 78 kilometers. Along with the increasing mobility of urban communities for activities, the manager of the Mabar 1 Toll Road, namely PT. Jasa Marga (Persero) must be able to provide good service to its customers. For this reason, the identification of factors and attributes that affect customer satisfaction is very important, to building customer satisfaction with services.

At one of the Mabar 1 toll gates, congestion occurs, where the Mabar 1 toll gate is one of the toll gates that is the entry access from Tanjung Morawa to Medan and vice versa and the majority of Mabar 1 toll gate

users are dominated by large vehicles such as trucks, containers, and cars. other large quantities for industrial needs, resulting in prolonged congestion at the entrance of class III. The following is the number of vehicles that enter through the Mabar 1 toll gate throughout 2020.

Table 1. Number of Riders Entering Mabar 1 Toll Road 2020

| No | Month | Number of Toll Users |
|----|-----------|----------------------|
| 1 | January | 118.000 vehicle |
| 2 | February | 123.000 vehicle |
| 3 | Maret | 110.000 vehicle |
| 4 | April | 133.000 vehicle |
| 5 | Mei | 113.000 vehicle |
| 6 | June | 99.000 vehicle |
| 7 | July | 98.000 vehicle |
| 8 | August | 152.000 vehicle |
| 9 | September | 123.000 vehicle |
| 10 | October | 117.000 vehicle |
| 11 | November | 116.000 vehicle |
| 12 | December | 118.000 vehicle |

Congestion that often occurs at this toll gate is during peak hours in the morning and evening working hours. The length of service time when making payment transactions that are not proportional to the arrival rate of vehicles can cause the queues at the toll booths to get longer, while the maximum number of vehicle queues per lane (per substation) is 3 vehicles (standard freeway geometry for toll roads, binamarga 2009) but in fact at the Mabar 1 toll gate every substation the queue of vehicles that will enter is more than 5 vehicles. The quality of service on each toll road has standards and has been set by the government so that all toll roads have the same quality standards. By Government Regulation of the Republic of Indonesia Number 15 of 2005 concerning Toll Roads, Regulation of the Minister of Public Works of the Republic of Indonesia Number 16/PRT/M/2014 concerning Minimum Service Standards for Toll Roads.

The quality of toll road products can be seen in toll road construction, available facilities, tariff schemes that must be paid, and human resources. The product quality on the Mabar 1 toll road in the research period is:

1. Toll road construction, looking at the environmental conditions around the road construction, it has been designed according to the standard, only the materials used to build hard asphalt roads make vehicle tires wear out quickly and the sound produced is quite noisy.
2. The available facilities are not complete, such as the number of rest areas that are still small so that the distance between the rest areas is still far, there are still many road markings that have not been equipped, street lights that are not fully available, and there are no Public Fuel Filling Stations (SPBU)
3. The toll tariff scheme, although it already has a standard tariff setting and the results of a government decision, the toll tariffs that must be paid are quite expensive.

Based on a customer satisfaction survey conducted at PT. Jasa Marga North Sumatra, there are still some services that have not reached the standard of satisfaction. Some of these services include handling queues when paying tolls, speed of handling travel disturbances by toll road patrol officers, speed of handling travel disturbances by crane officers, toll road surfaces, toll road lighting, greening along toll roads, toll road information services, police services. Highway (PJR), and handling of traffic violations by PJR.

This shows that the services provided by PT. Jasa Marga North Sumatra is still considered not to meet customer satisfaction, this will have a negative impact if the level of customer satisfaction has a very different gap between the perceived service performance and expectations [5] said that if service performance is below expectations, consumers will be disappointed. If service performance is in line with expectations, consumers will feel satisfied. As we know, one of the keys to winning the hearts of customers is to provide the best quality service. an important component that must be considered in providing excellent service quality [6].

To continue to provide quality service PT. Jasa Marga North Sumatra seeks to reduce queues to enter toll gates, jasa marga by preparing e-money payment facilities, this is expected to relieve congestion at toll

entry gates, the public can obtain e-Toll Cards in all Bank Mandiri branches, and for the refill process, Bank Mandiri has provided an easy and widespread Top Up Machine through Bank Mandiri branches and toll road operator offices. This card can also be topped up via Mandiri Internet, Mandiri SMS, gas station offices, and through the Indomaret store network. Problems that are often faced by toll road users when top up at merchants appointed by Jasa Marga often experience connection problems and there is no e-toll top-up service via banking transfer, currently, only Bank Mandiri can top up E-toll and has not been spread to other banks.

Seeing the conditions that occur, the author conducts research. Based on the above background, the writer is interested in conducting research with the title "The Effect of Service Quality and Product Facilities on Consumer Satisfaction with Tariffs (Toll Fees) as Intervening Variables (Case Study on Jasa Marga Mabar Toll Gate 1

2. LITERATURE REVIEW

2.1 Customer Satisfaction

Customer satisfaction is one thing that has an important role in business. Customer satisfaction is a major milestone in the success of a company [7]. Therefore, to fulfill customer satisfaction, companies must be observant in knowing the shifts in consumer needs and desires that change from time to time [8]. If producers can produce products and services by what consumers want and need, consumers will feel satisfied [9]. Consumers can experience one of three levels of general satisfaction, namely if the performance is below expectations, the customer will feel disappointed but if the performance is by the expectations the consumer will feel satisfied and if the performance can exceed expectations then the consumer will feel satisfied [10]. very satisfied happy or happy. Meanwhile, according to [11] satisfaction is the level of one's feelings after comparing the performance/results he feels with expectations, so the level of satisfaction is a function of the difference between perceived performance and expectations, if expectations, the customer will be disappointed. If performance matches expectations, consumers will be very satisfied, whereas if performance exceeds expectations, customers will be very satisfied. Consumer expectations can be shaped by past experiences, comments from relatives so, and marketer information and up. So it can be concluded that customer satisfaction refers to the perceived results of buying and using a product or service continuously which is to customer expectations, desires, and needs.

2.2 Service Quality

According to [12] service quality is something that can consistently meet or exceed customer/consumer expectations. In principle, the definition of service quality focuses on efforts to fulfill consumer needs and desires following consumer expectations. States that consumer expectations can be of three types. First, will expectation, which is the level of expectation that is often intended by consumers when assessing service quality [5]. Second, should expectation, ie the level of performance is considered to have been accepted by consumers? Usually, the demands of what should be received are greater than what will be received. Third, ideal expectation, namely the best level of performance that is expected to be accepted by consumers. Dimensions of quality service according to [13], namely:

1. Tangible evidence, namely the company's ability to show its existence to external parties.
2. Reliability is the company's ability to provide services as promised accurately and reliably.
3. Responsiveness (responsiveness) is a willingness to help and provide fast (responsive) and appropriate service to consumers, with clear information delivery.
4. Assurance, namely the knowledge, courtesy, and ability of company employees to foster consumer confidence in the company.
5. Empathy is giving sincere and individual or personal attention given to consumers by trying to understand consumer desires

Four factors affect the quality of service according to [14], namely:

1. Maintain and pay attention, so that customers will feel that existing employees and operational systems can solve their problems
2. Spontaneity, where employees show a desire to solve customer problems.
3. Problem-solving, employees who deal directly with customers must have the ability to carry out tasks based on existing standards, including training provided to be able to provide better service.
4. Repair, if things happen that are not desirable, must have personnel who can prepare special efforts to overcome these conditions

2.3 TOLL Facilities

Consumer assessment of a company is based on what they get after using the service, so that facilities are the most important thing to pay attention to in the service industry, especially those that are closely related to what consumers feel [15]. Toll road facilities already have standards and have been regulated by government regulations and there is an agency that is responsible for this [16]. The Toll Road Regulatory Agency (BPJT) itself is an agency formed by the Minister, under, and responsible to the minister and its responsibilities include funding activities, technical planning, construction, operation, and maintenance, these are regulated in Government Regulation No. 15 2005 article 21. In the Decree of the Head of the Toll Road Regulatory Agency No. 03/KPTS/BPJT/2009 in the third decision, the provisions for resting places and toll road services are as follows:

1. Rest areas at least consist of suggestions for parking, latrines, and toilets
2. Rest and service areas at least consist of parking facilities, latrines, toilets, refueling stations, restaurants, small shops, and workshops.

Based on the description above, it can be concluded that toll road facilities are facilities provided by toll road administrators that already have standards and are set by regulations so that they can be utilized by toll drivers to provide more convenience, comfort, and safety in conditions of crossing toll roads.

2.4 Price Concept

3. Price is one of the factors considered by consumers to determine purchasing decisions. The effect of price on purchasing decisions is very important because the price level set by producers can be a benchmark for demand for a product [17]. According to [18] price is the amount of money (plus some goods if possible) needed to get several combinations of goods and services (services). Literally, the word toll is an absorption word from English, namely toll, a noun which means cost, so that if interpreted into Indonesian, toll road tariffs are several costs that must be incurred when using facilities or passing toll roads. According to Law No. 13/1980, the toll tariff is a certain amount of money paid for the use of toll roads. In Government Regulation No. 15 of 2005 concerning toll roads in the chapter, VIII article 86 paragraph 1 states, toll road users are required to pay tolls following the predetermined tariff. Meanwhile, chapter I article 1 paragraph 2 states that toll roads are public roads that are part of the road network system and as national roads, for which users are required to pay tolls. Furthermore, PP No. 40/2001. Following Article 40, the number of toll tariffs is determined by several factors, namely investment feasibility, Vehicle Operating Cost Profit (BKBOK), and the ability to pay toll road users. Meanwhile, Article 40 A stipulates that the adjustment of the toll rate is carried out every 3 years based on the effect of the inflation rate on the operating expense component of toll road operations, with a maximum increase of 25%.

Based on Government Regulation no. 15 of 2005 concerning toll roads in the Eleventh section regarding toll tariffs, articles 66, 67, and 68 states that toll rates are determined based on several criteria including:

1. The toll tariff is calculated based on the ability to pay toll road users, the profit from vehicle operating costs, and the feasibility of the investment.
2. The profit on vehicle operating costs as referred to in paragraph (1) is calculated based on the difference between the vehicle operating costs and the time value on the toll road and the alternative existing public roads.
3. The feasibility of the investment as referred to in paragraph (1) is calculated based on a transparent and accurate estimate of all costs during the term of the concession agreement, which will enable the Business Entity to obtain adequate returns on its investment.
4. The implementation of the toll tariff is determined at the same time as the determination of the operation of the toll road.
5. The determination of the operation of the toll road as referred to in paragraph (1) is carried out by the relevant minister
6. Evaluation and adjustment of toll rates are carried out every 2 years by BPJT (Toll Road Regulatory Agency) based on the old tariff adjusted for the effect of inflation with the formula "New Tariff = Old Tariff (1+ inflation)".
7. BPJT recommends the evaluation results of the toll tariff adjustment to the relevant ministers.
8. Henceforth, the minister will determine the implementation of toll tariff adjustments.

3. METHOD

The type of research used in this study is quantitative research. The population in this study are Mabar 1 toll users starting from January 2020 - December 2020 where the population is around 1.42 million with an estimated vehicle crossing the toll road per month 118 thousand vehicles. . The sampling method in this study uses a non-probability sampling method while for data collection techniques with purposive sampling where the individuals used as sampling are those who have experience or knowledge about the research topic. The population (N) is 1,420,000 vehicles and the error rate (e) is 10%, so the number of samples (n) that will be used in this study is 100 respondents. This research was conducted using SPSS version 22 software The SPSS path analysis model aims to determine the effect of the independent variable on the dependent variable either directly or indirectly

4. RESULT AND DISCUSSION

Classic Assumption Test

Normality Test.

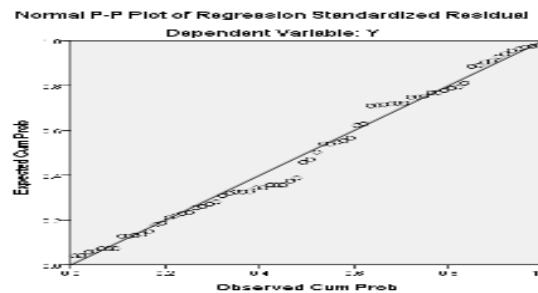


Figure 1 Normality Test.

From the probability plot graph it can be seen that the dots spread around the diagonal line (following the area of the linear line).

b. Multikolinearity Test

Table 2 Coefficients^a

| Model | Coefficients ^a | Collinearity Statistics | |
|-------|---------------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Service Quality | 0,589 | 1,698 |
| | Product facilities | 0,479 | 2,086 |
| | Toll Price | 0,274 | 1,983 |

a. Dependent Variable: Satisfaction Customer

The two independent variables, namely X1 and X2, have tolerance values and VIF within the tolerance limits that have been set so that the above table applies, so that it can be seen that there is no multicollinearity in the independent variables in this study.

Uji Heterokedastisitas

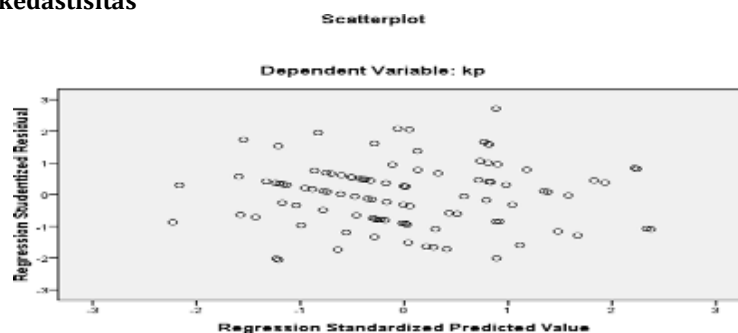


Figure 2. the scatter plot

Based on the test results as shown in the scatter plot, it can be seen that the data points do not form a certain pattern and the data spread above and below the number 0 on the Y axis, therefore it can be concluded that there is no interference with the assumption of heteroscedasticity, meaning that this regression model is good

Hypothesis Test (Parsial)

Table 3. Hypothesis Test (Parsial)

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 20,006 | 9,562 | | 2,092 | ,045 |
| 1 Service Quality | ,076 | ,130 | ,121 | 2,582 | ,035 |
| Product Facilities | ,895 | ,254 | ,730 | 3,518 | ,001 |

Hypothesis test (Simultan)

Table 4 Hypothesis test (Simultan)

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 2484,518 | 2 | 1242,259 | 34,019 | ,000 ^b |
| Residual | 1058,982 | 92 | 36,517 | | |
| Total | 3543,500 | 94 | | | |

a. Dependent Variable: Customer Satisfaction
 b. Predictors: (Constant), Service Quality, Product Facilities

With a significance level of 5% or 0.05 and the F table formula ($df_2 = n - k = 100 - 2 = 98$) the F table is 3.089. Based on the ANOVA test or f test from the SPSS output, it can be seen that F count is $34.019 > 3.089$ (table F value) and a significance value is $0.000 < 0.05$ More precisely, then H_0 is rejected and H_a is accepted, which means that there is a significant influence simultaneous between service quality and product facilities on customer satisfaction at Jasa Marga Mabar 1 Toll Gate.

Quality of service on customer satisfaction at the Mabar 1 toll gate

It is known that the service quality variable on customer satisfaction, the value of t table from the results of $n - k - 2$ ($100 - 2 = 98$) is 1.984. And the value of t-count $>$ t-table ($2.582 > 1.984$) and a significance value of $0.035 < 0.05$, it can be concluded that the value of H_a is accepted and H_0 is rejected. This means that part there is a significant influence on service quality on customer satisfaction at Jasa Marga Mabar Toll Gate 1. This study is in line with research conducted by [19][20][21] which states that service quality has a significant effect on customer satisfaction.

Product facilities on customer satisfaction at the Mabar 1 toll gate

It is known that the product facilities variable on consumer satisfaction, the t-table value from the results of $n - k - 2$ ($100 - 2 = 98$) is 1.984, and the t-count $>$ t-table ($3.518 > 1.984$) and a significance value of $0.001 < 0.05$, it can be concluded H_a is accepted and H_0 is rejected. This means that part there is a significant influence between Product Facilities on customer satisfaction at Jasa Marga Mabar Toll Gate 1. This is in line with PUPR Ministerial Regulation No. 10 of 2018 concerning Rest Areas and Services on Toll Roads. For TIP type A, it has a wider area and has complete public facilities including ATMs, toilets, gas stations, health clinics, workshops, minimarkets, prayer rooms, kiosks, parking lots, and green open spaces for restaurants. The results of this study support the results of the research conducted oleh [22][23][24] which states that facilities have a significant influence on customer satisfaction.

5. CONCLUSION

Service quality has a positive and significant effect on toll rates at Mabar 1 toll gates. Service quality has a positive and significant effect on customer satisfaction at the Mabar 1 toll gate.

Product facilities have a positive and significant effect on toll rates at Mabar 1 toll gates. Product facilities have a positive and significant effect on customer satisfaction at the Mabar 1 toll gate.

The toll tariff has a positive and significant effect on customer satisfaction at the Mabar 1 toll gate.

Service quality has a positive and significant impact on customer satisfaction through toll rates at the Mabar 1 toll gate. Product facilities have a positive and significant impact on customer satisfaction through toll rates.

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