
PROCEEDING OF RESEARCH AND CIVIL SOCIETY DESEMINATION

ISSN 3024-8426, Volume 3, No 1, Pages 162-173

DOI: <https://10.37476/presed.v3i1.107>

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY & TRUST ON CUSTOMER SATISFACTION AT PDAM TIRTA MANAKKARA MAMUJU WEST SULAWESI

Ika Triaprianti^{1*}; Maryadi² and Muhammad Idris³

^{1,2,3}Postgraduate Program in Management, ITB Nobel Indonesia Makassar

*Correspondence: ¹ ikatriaprianti1204@gmail.com

Abstract: This study aims to analyze the influence of service quality, product quality, and trust on customer satisfaction at PDAM Tirta Manakarra Mamuju. The method used was a quantitative approach with a survey, involving 99 customer respondents selected using the Slovin sampling technique. Data was collected through a Likert scale questionnaire that had been tested for validity and reliability, then analyzed using multiple linear regression with the help of SPSS version 24. The results of the partial t test showed that service quality ($t = 2.164$, $p = 0.033$), product quality ($t = 5.333$, $p = 0.000$), and trust ($t = 4.674$, $p = 0.000$) had a positive and significant effect on customer satisfaction. The simultaneous F test showed that the three variables together had a significant effect on customer satisfaction ($F = 179.454$, $p = 0.000$). The determination coefficient (Adjusted R^2) of 0.845 indicates that 84.5% of the variation in customer satisfaction can be explained by the variables of service quality, product quality, and trust and the remaining 15.5 are explained by other variables outside of this study.

Keywords: Quality service, Quality Product, Trust, Satisfaction Customers, PDAM.

A. Introduction

Provision clean water services is one of the fundamental aspects in life society, especially in framework development health and well-being public. Clean water No only functioning as basic needs, but Also become element important in improvement quality life, sustainability environment, as well as support economic activity. By therefore, the government through Company Drinking Water Area (PDAM) has not quite enough answer big in ensure availability safe, affordable and equitable water services for all over layer community. In Indonesia, PDAM plays a strategic role as institution

public services that provide access to clean water with consider aspect health, economy, and justice social.

One of the PDAMs that is the focus of the research is PDAM Tirta Manakarra Mamuju in West Sulawesi. This institution carries out role big in provide clean water For need public urban and rural areas in the region Mamuju. With amount enough customers big, PDAM Tirta Manakarra face diverse challenges, starting from reliability water distribution, water quality must be according to health standards, up to level compliance customer in payment billing. Report data 2024 shows that of the total



Copyright © 2025 The Author

This is an open access article Under the Creative Commons Attribution (CC BY) 4.0 International License

14,921 customers, about 20% of them Still in arrears payment since 2022–2024. In context public service, satisfaction customer become the main indicator success performance institution such as PDAM. Satisfaction customer reflected in the assessment to quality service, quality products, and the trust that is formed during interaction with company. Quality service referring to on PDAM's ability in provide service appropriate time, responsiveness to complaints, as well as friendly and professional in every interaction (Tjiptono in Sapioper & Flassy, 2021). When services provided in accordance or even exceed expectations, customers will feel satisfied and inclined loyal. On the other hand, slow service is less responsive, or No consistency will give rise to dissatisfaction that can damage image company.

Besides service, quality deep product the context of PDAM is clean water quality, too hold role important. Water that is not meet health standards, for example smelly or cloudy, will decrease level satisfaction although distribution walk smooth. Dimensions quality product covering performance, reliability, durability, conformance, and features (Lupiyoadi in Randika & As'ad, 2022). Research previously confirm that quality product influential significant to satisfaction customers. (Putra et al., 2020) find that the taste, quality and conformity of the product standards is the main factor that forms satisfaction, whereas (Wijaya & Bernardo, 2022) show that quality consistent products compared straight with loyalty customer.

Next, trust become factors that No lost important. Trust customer built on the basis of integrity, ability, sincerity, and willingness For depends on provider service (Kotler & Keller in Puti, 2023). (Caniago, 2022) state that trust formed from perception consumer to reliability and consistency provider service in fulfil promise. In PDAM context, trust reflected on belief customer that the

company will always provide water according to quality standards and be able to handle complaint in a way transparent. Trust this is what it is mediator between quality service and product to satisfaction customer (Winasih & Hakim, 2021).

Various study previously has highlight importance these three factors. (Yudra & Suwitho, 2024) prove that quality services and products own influence significant to loyalty PDAM Surabaya customers, with satisfaction as a mediating variable. (Artiza & Juwita, 2021) Also find that at PDAM Tirta Queen Samban, quality service, quality products and satisfaction consumer simultaneously influence to loyalty customers. Results similar shown by (Fakhrezy et al., 2022) in study at PDAM Malang City which emphasizes that quality services and products influential positive to satisfaction customer in a way partial or simultaneously.

However Thus, there are gap in literature about How trust play a role in strengthen connection between quality service, quality products and satisfaction customer in the PDAM sector. (Rousseau in Nugroho et al., 2024) vvemphasizes that trust is region psychological formation through perception consumer to behavior organization, while (Purba et al., 2023) show that trust can moderate connection between quality service, product and satisfaction consumers, even though the result No always consistent. This shows the need study more carry on For understand role trust in a way more comprehensive, especially in context public drinking water services. On the other hand other, satisfaction customer No only influenced by internal factors company like services and products, but also external factors like condition socio -economic status of customers. (Maryadi, 2022; Usman et al., 2022) find that price, location, and organizational factors Also can influence satisfaction and loyalty customers. In PDAM

Tirta context Manakarra Mamuju, part of big customer comes from the segment House ladder with economic conditions vary. This makes customer response to quality services and products Possible different depends in the background their socio -economic status

The height arrears recorded payments up to 20% of total customers, for example, can influenced by economic capacity factors, level trust towards PDAM, as well as the service experience received. If customer feel water quality is not consistent or service No responsive, they Possible not enough pushed For fulfil obligation payment appropriate time. On the other hand, reliable service, products quality, and maintained trust can push compliance as well as loyalty

customer term long. With thus, it can concluded that study about influence quality service, quality products and trust to satisfaction customer at PDAM Tirta Manakarra Mamuju very relevant and important. This research does not only fill in gap literature that is still there is, but Also give contribution practical for PDAM management in formulate improvement strategies service. Through comprehensive understanding, PDAM can repair system billing, increase responsiveness to complaints, maintaining water quality standards, and build more trust strong with customer.

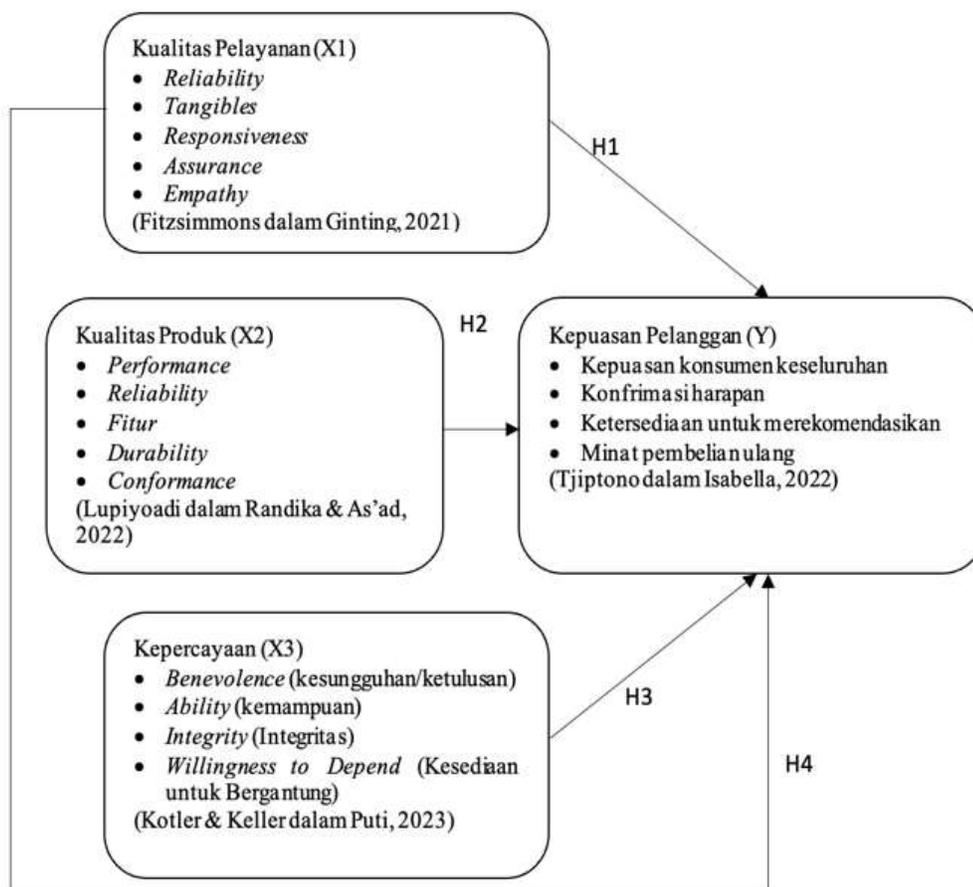


Figure 1. Conceptual Framework

Hypothesis in This research is formulated as following :

1. Allegedly Quality service influential positive and significant to satisfaction

customer at PDAM Tirta Manakarra Mamuju, West Sulawesi.

2. Allegedly Quality product influential positive and significant to satisfaction customer at PDAM Tirta Manakarra Mamuju, West Sulawesi.
3. Allegedly Trust influential positive and significant to satisfaction customer at PDAM Tirta Manakarra Mamuju, West Sulawesi.
4. Allegedly Quality service, quality products and trust influential positive and significant simultaneously to satisfaction customer at PDAM Tirta Manakarra Mamuju, West Sulawesi.

B. Materials and Methods

Approach research used in this study is approach quantitative with method surveys that rely on questionnaire as instrument main data collection, because in accordance For test relationship between variables in a measurable and objective with involving samples from relevant populations (Sugiyono & Lestari, 2021). Research implemented at PDAM Tirta Manakarra Mamuju which is located at Jl. Kurungan Bassi No. 07, Mamuju, West Sulawesi, because its strategic role as provider main clean water services, with data collection on April until May 2025 for get information accurate from customers and management. Population study is all over PDAM customers

total 14,921 people with sample determination using formula Slovin on level 10% error so obtained 99 representative respondents (Sugiyono & Lestari, 2021). Data collected through questionnaire with a Likert scale five points of very No agree until very agree (Sayuti et al., 2021) as well as observation field, then tested its validity with correlation product moment and reliability with coefficient alpha, stated valid if r count more greater than r table and reliable if alpha more than 0.7. Data analysis includes descriptive statistics For describe the characteristics of respondents, test assumptions classic covering normality, multicollinearity, heteroscedasticity, and autocorrelation (Christin & Sembiring, 2023; Ghozali, 2018; Situmorang et al., 2022), and regression linear multiple For test influence quality service, quality products and trust to satisfaction customer. Test hypothesis done in a way partial with t-test and simultaneous with F test on level significance of 5%, while coefficient determination used For evaluate ability model explain the dependent variable so that overall procedure produce valid, reliable, and verifiable findings accountable in a way scientific.

C. Result and Discussion

Result

Validity and Reliability Test

Table 1. Validity Test Results

| Variables | Indicator | r count | r table |
|----------------------|-----------------|---------|---------|
| Quality Service (X1) | Indicator (X11) | 0.884 | 0.1975 |
| | Indicator (X12) | 0.853 | 0.1975 |
| | Indicator (X13) | 0.843 | 0.1975 |
| | Indicator (X14) | 0.921 | 0.1975 |
| | Indicator (X15) | 0.883 | 0.1975 |
| Quality Product (X2) | Indicator (X21) | 0.806 | 0.1975 |
| | Indicator (X22) | 0.873 | 0.1975 |
| | Indicator (X23) | 0.866 | 0.1975 |
| | Indicator (X24) | 0.870 | 0.1975 |
| | Indicator (X25) | 0.912 | 0.1975 |
| Trust (X3) | Indicator (X31) | 0.936 | 0.1975 |
| | Indicator (X32) | 0.951 | 0.1975 |

| Variables | Indicator | r count | r table |
|---------------------------|-----------------|---------|---------|
| | Indicator (X33) | 0.949 | 0.1975 |
| | Indicator (X34) | 0.902 | 0.1975 |
| Satisfaction Customer (Y) | Indicator (Y1) | 0.939 | 0.1975 |
| | Indicator (Y2) | 0.947 | 0.1975 |
| | Indicator (Y3) | 0.947 | 0.1975 |
| | Indicator (Y4) | 0.826 | 0.1975 |

Source: Research results, 2025

Table 1 shows results test validity of indicators for quality variables service (X1), quality product (X2), trust (X3), and satisfaction customer (Y). Testing done with compare calculated r value each indicator against the r table of 0.1975 on level determined significance. The results show that all indicators have calculated r value between 0.806 to 0.951, well above r table value. With thus, all indicators that used proven valid and capable measure the variables being studied in a way right. This high validity indicates that instrument study worthy used For reveal influence quality

service, quality products and trust to satisfaction customers at PDAM Tirta Manakarra Mamuju. Valid instruments ensure every aspects of the three variables can measured in a way accurate, so that analysis connection with satisfaction customer more strong and credible. Valid results too strengthen recommendation which will given for PDAM management in increase quality service, maintain quality clean water products, as well as strengthen trust customer For support satisfaction and loyalty optimally.

Table 2. Reliability Test Results

| Variables | Cronbach's Alpha | Information |
|---------------------------|------------------|-------------|
| Quality service (X1) | 0.924 | Reliable |
| Quality Product (X2) | 0.916 | Reliable |
| Trust (X3) | 0.848 | Reliable |
| Satisfaction Customer (Y) | 0.951 | Reliable |

Source: Processed results researcher, 2025

Table 2 presents the results of the reliability test conducted to assess the internal consistency of the research instrument on the variables of service quality (X1), product quality (X2), trust (X3), and customer satisfaction (Y) at PDAM Tirta Manakarra Mamuju. reliability use coefficient Cronbach This Alpha ensures that the indicators on each variable produces consistent and reliable measurement trusted when used repeatedly. Results testing show that mark Cronbach Alpha For quality service reached 0.924, quality product 0.916, trust 0.848, and satisfaction 0.951 customers. All mark the far above threshold the common minimum limit of 0.70 be made standard, so that all variables used proven own very reliable

Good. Reliable instruments guarantee that the data collected from respondents is accurate. is stable and consistent, so that analysis about influence quality service, quality products and trust to satisfaction customer can done in a way more valid, credible, and can accountable. This finding strengthens the scientific basis For compile strategic recommendations in increase quality service, maintain quality clean water products, and building trust customer use support satisfaction as well as loyalty PDAM Tirta customers Manakarra Mamuju.

Multiple Linear Regression Analysis Test

Table 3. Multiple Linear Regression Test Results

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|------|-------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | ,348 | ,565 | | ,616 | ,539 |
| | Quality Service | ,147 | ,068 | ,184 | 2,164 | ,033 |
| | Quality Product | ,310 | ,058 | ,367 | 5,333 | ,000 |
| | Trust | ,423 | ,091 | ,429 | 4,674 | ,000 |

Source: Processed results researcher, 2025.

Based on table 3 above, then we can arranged equality regression linear multiple in this research is as following :

$$Y = 0.348 + 0.147X_1 + 0.310X_2 + 0.423X_3$$

This regression equation describes the partial relationship between the independent variables (service quality, product quality, and trust) and the dependent variable (customer satisfaction). The following is an interpretation and analysis of the resulting regression coefficients:

- a. Constant Value (0.348): The constant value of 0.348 indicates that if there is no change in the variables of service quality (X_1), product quality (X_2), and trust (X_3), then customer satisfaction will be at a value of 0.348. This value represents the basic level of customer satisfaction without the influence of independent variables, which indicates that even though other factors do not change, there is still a recorded level of customer satisfaction.
- b. Service Quality Regression Coefficient (0.147): The regression coefficient of 0.147 indicates that every one unit increase in service quality (X_1), assuming product quality (X_2) and trust (X_3) remain constant, will increase customer satisfaction by 0.147 units. This indicates that service quality has a

positive effect on customer satisfaction. The better the quality of service provided by PDAM, the higher the satisfaction felt by customers.

- c. Product Quality Regression Coefficient (0.310): A coefficient value of 0.310 indicates that every one unit increase in product quality (X_2), assuming the service quality (X_1) and trust (X_3) variables remain constant, will increase customer satisfaction by 0.310 units. This indicates that product quality has a stronger influence on customer satisfaction. The better the quality of the product (water provided), the higher the level of customer satisfaction with PDAM services.
- d. Trust Regression Coefficient (0.423): The regression coefficient of 0.423 indicates that every one unit increase in trust (X_3), assuming the variables of service quality (X_1) and product quality (X_2) remain constant, will increase customer satisfaction by 0.423 units. Customer trust in PDAM has the most dominant influence on their satisfaction. This confirms that customers who feel confident and believe in PDAM's commitment and transparency will feel more satisfied with the services they receive.

Partial hypothesis testing

Based on table 3, then it can be analyzed influence each independent variable against ASN performance at the Cooperatives and SMEs Service of the Regency Jenepono as following :

- a. Influence Quality Service (X1): Results testing show t - value as big as 2,164 > t- table value 1.984 (for level significance of 5% and df =95), and the coefficient significance of 0.033 < 0.05. This means that the quality service influential positive and significant to satisfaction customers. This shows that improvement quality service can increase level satisfaction customer in a way real.
- b. Influence Quality Product (X2): Quality variable product show t - value as big as 5.333 > t- table 1.984, with coefficient

significance 0.000 < 0.05. This indicates that quality product influential positive and significant to satisfaction customers. This means that quality good product very determine satisfaction PDAM Tirta customers Manakarra.

- c. Influence Trust (X3): For the trust variable, the results t- test shows t - value as big as 4.674 > t- table 1.984, and the value significance 0.000 < 0.05. With thus, trust influential positive and significant to satisfaction customer. Trust customer towards PDAM is the main factor that can increase satisfaction customer.

F Test (Simultaneous Hypothesis Testing)

Table 4. Simultaneous F-Test Results

| ANOVA ^a | | | | | | |
|--------------------|----------------|----------|-------------|---------|---------|-------------------|
| Model | Sum of Squares | df | Mean Square | F | Sig. | |
| 1 | Regression | 1513,166 | 3 | 504,389 | 179,454 | ,000 ^b |
| | Residual | 267,016 | 95 | 2,811 | | |
| | Total | 1780,182 | 98 | | | |

a. Dependent Variable: TY

b. Predictors: (Constant), TX1, TX2, TX3

Source: Research results, 2025

Based on Table 4, the F-count value of 179.454 with a significance level of 0.000 is greater than the F-table of 2.78 and less than 0.05, so it can be concluded that the variables of service quality (X₁), product quality (X₂), and trust (X₃) simultaneously have a significant effect on customer satisfaction at PDAM Tirta Manakarra Mamuju. These results indicate that the regression model used is able to explain

variations in customer satisfaction meaningfully, where the combination of the three independent variables provides a substantial contribution in increasing customer satisfaction and proves the importance of integrated management in the company's service strategy.

Test Coefficient Determination

Table 5. Results of the Determination Coefficient Test

| Model Summary ^b | | | | | |
|----------------------------|-------------------|----------|-------------------|--------------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Standard Error of the Estimate | Durbin-Watson |
| 1 | ,922 ^a | ,850 | ,845 | 1.67651 | 2,230 |

a. Predictors : (Constant), Quality service, quality products, and trust.

b. Dependent Variable: satisfaction customer.

Based on Table 5, the adjusted R square value of 0.845 or 84.5% indicates that the variables of service quality, product quality, and trust are able to explain most of the variation in customer satisfaction at PDAM Tirta Manakarra Mamuju. Thus, the model regression used Enough strong in describe connection between the three independent variables the with satisfaction customers. The remaining 15.5 % is influenced by by other factors that are not entered in models, such as price, image brand, or customer experience. This condition opens up opportunity study advanced For explore additional variables to deepen understanding to satisfaction customer the more comprehensive.

Discussion

Influence Quality Service To Satisfaction Customer

Results study show that the quality variable service own influence positive and significant to satisfaction PDAM Tirta customers Manakarra Mamuju. T - value by 2,164 more big than the t- table 1.984 with significance $0.033 < 0.05$. Coefficient regression of 0.147 indicates that every improvement quality service will improve satisfaction customers. This finding is in line with with hypothesis the first to state existence influence positive quality service to satisfaction. This assertion is reinforced with theory (Fandy, 2015) about five dimensions quality service — reliability, power responsiveness, assurance, empathy, and evidence physical —which provides a scientific basis that good service strengthen perception customers. In in this context, quality service proven No just meet technical standards, but Also form trust and positive experiences that support satisfaction term long.

Juwandi, (2021) add that quality consistent service will build loyalty customers. In line with this in mind, research (Yudra & Suwitho, 2024) as well as

(Purba et al., 2023) support that service quality combined with trust capable increase satisfaction at a time loyalty. With Thus, PDAM needs to more emphasize stability water supply, speed of response to complaints, as well as improvement facility support For strengthen aspect service. Implementation of this strategy will ensure that customer No only satisfied in a way a moment, but Also pushed For still loyal in term length. Increase sustainable on quality service will create effect double, namely minimize dissatisfaction and strengthening PDAM's reputation as provider reliable public services.

Influence Quality Product To Satisfaction Customer

Results study show that quality product Also influential positive and significant to satisfaction customer with t - value $5.333 > 1.984$ and significance $0.000 < 0.05$. Coefficient regression of 0.310 indicates contribution substantiality of quality product to improvement satisfaction. In in the context of PDAM, the product in question is clean water that is clear, safe, and according to applicable health standards. This finding confirms hypothesis second that quality product influential significant to satisfaction customers. Consistency these results are in line with (Artiza & Juwita, 2021) as well as (Yudra & Suwitho, 2024) which emphasizes that quality well- maintained products capable strengthen loyalty customers. In addition, (Fakhrezy et al., 2022) Also confirm importance reliability water supply as an important factor in create a positive experience. By Thus, the quality product No only give satisfaction term short, but Also become the basis for sustainability connection between customers and PDAM.

(Finlay et al., 2022) add that quality superior product can become superiority competitiveness that differentiates PDAM from other providers service others. By

because of that, PDAM Tirta Manakarra Mamuju need guard water quality with consistent quality standards, improving accuracy distribution through repair network, as well as develop innovation management infrastructure that adaptive to need public. These steps will ensure satisfaction customer in term long at a time strengthen PDAM's image as professional and trusted institution. With combine empirical findings and theoretical support, clearly that quality product hold strategic role in maintain satisfaction as well as build loyalty customer in a way sustainable.

Influence Trust To Satisfaction Customer

Results test partial show that trust customer is the most variable dominant with t - value $4.674 > 1.984$ and significance $0.000 < 0.05$. Coefficient regression 0.423 shows that every improvement One unit trust will increase satisfaction customer in a way significant. This finding is in line with with hypothesis the third one stated that trust influential positive to satisfaction. (Tjiptono in Isabella, 2022) defines trust as belief consumer on integrity company, while Kotler & Keller (2022) emphasized that trust is willingness customer For depends on provider services. These empirical findings also strengthened by (Purba et al., 2023) which shows role trust as mediator between quality service and quality product with satisfaction customers. (Artiza & Juwita, 2021) even confirm that trust capable increase loyalty, so that the more clear that this variable plays a role as connector important between quality service and satisfaction.

Factors that influence trust customer covering reliability water distribution, integrity communication, as well as transparency in every activity service. When PDAM is able guard consistency water supply, to be honest in convey information, and transparent to constraint operational, customers will feel safe and secure trust

institutions. With Thus, PDAM Tirta Manakarra Mamuju need emphasize importance communication open and consistent quality For strengthen trust that has been There is. This strategy does not will only keep satisfaction customer on level high, but Also ensure ongoing loyalty in term long. Trust is built with good will create foundation sturdy for harmonious relationship between PDAM and the community users clean water services.

Influence Quality Service, Products, and Trust Simultaneously

Results simultaneous test shows that quality service, quality products and trust in a way together influential significant to satisfaction customer. F - count value by $179,454$ more large from F - table 2.78 with significance $0.000 < 0.05$, so model regression used proven feasible. Adjusted R Square of 0.845 indicates that the three variables are capable explains 84.5% of the variation satisfaction customers, while the rest influenced by other factors outside the model like price, image brand, or customer experience. These results are in line with hypothesis the fourth one that confirms existence simultaneous influence, showing that combination quality service, product, and trust give contribution substantial to level the satisfaction felt. In theoretically, this finding strengthens thinking (Fandy, 2015) about importance quality services, as well as results study (Artiza & Juwita, 2021; Purba et al., 2023) which emphasizes role quality products and trust as the main pillar in form satisfaction customers in the public service sector.

The implication of these results is that PDAM Tirta Manakarra Mamuju need designing a holistic strategy that does not only focus on one variable, but rather integrate all three in a way simultaneously. Increase quality service through reliability, power responsive and empathetic must walk along with maintenance quality water

products that meet health standards as well as effort build trust past transparency and consistency services. Integrated strategy the potential create satisfaction more customers high, strengthening loyalty, and support sustainability connection term long with public users service. With blend theory and empirical results, PDAM can ensure that every aspect service, product, and trust give contribution real in guard satisfaction customer at a time increase reputation company in the public eye

D. Conclusion

Based on the research results and discussions that have been described, the following conclusions can be drawn:

1. Service quality (X1) has a positive and significant effect on customer satisfaction at PDAM Tirta Manakarra Mamuju. Improved service quality, including timeliness, responsiveness to complaints, and attention to customer needs, can increase customer satisfaction levels.
2. Product quality (X2) has a positive and significant effect on customer satisfaction. The quality of water provided by PDAM Tirta Manakarra Mamuju, including its clarity, availability, and consistency, has a significant impact on customer satisfaction.
3. Trust (X3) has a positive and significant effect on customer satisfaction. Customer trust in PDAM Tirta Manakarra Mamuju in terms of its integrity and commitment greatly influences customer satisfaction.
4. Service quality, product quality, and trust simultaneously significantly influence customer satisfaction at PDAM Tirta Manakarra Mamuju. The combination of these three variables significantly contributes to customer satisfaction and must be continuously

monitored to improve overall service quality.

References

- Artiza, D. D., & Juwita, S. (2021). The Influence of Service Quality, Product Quality, and Consumer Satisfaction on Consumer Loyalty at PDAM Tirta Ratu Samban. *Journal of Human Capital Management and Business (JMMIB)*, 2(2), 146–155.
- Caniago, A. (2022). Analysis of Trust and Service Quality on Customer Satisfaction. *Lentera Bisnis Journal*, 11 (3), 219. <https://doi.org/10.34127/jrlab.v11i3.652>
- Christin, H., & Sembiring, E. E (2023). Implementation of the Balanced Scorecard in Performance Measurement at the Bekasi Regency Transportation Agency. *Monex Journal Research Accounting Tegal Polytechnic*, 12 (2), 151–163. <https://doi.org/10.30591/monex.v12i2.4339>
- Fakhrezy, Z. J. N., Saroh, S., & Zunaida, D. (2022). The Influence of Service Quality and Product Quality on Customer Satisfaction (A Case Study of PDAM Customers in Malang City). *JiAGABI (Journal of Business Administration)*, 11(2), 53–61.
- Fandy, T. (2015). *Marketing Strategy* 4th ed. Yogyakarta: ANDI Publisher.
- Finlay, A. H., Lloyd, S., Lake, A., Armstrong, T., Fishpool, M., Green, M., Moore, H.J., O'Malley, C., & Boyland, E.J. (2022). An analysis of food and beverage advertising on bus shelters in a deprived area of Northern England. *Public Health Nutrition*, 25(7), 1989–2000.

- <https://doi.org/10.1017/S1368980021005048>
- Ghozali, I. (2018). *Multivariate Analysis Application with IBM SPSS 25 Program*. Diponegoro University Publishing Agency.
- Ginting, F. F (2021). *The Effect of Service Quality and Price Discount on Customer Satisfaction at Reddoorz Near Mikie Holiday*. Quality University Berastagi.
- Juliana, J., & Keni, K. (2020). Prediction of Service Quality and Trust on Customer Loyalty: Customer Satisfaction as a Mediating Variable. *Journal of Managerial and Entrepreneurship*, 2(1), 110. <https://doi.org/10.24912/jmk.v2i1.7451>
- Juwandi, R. (2021). *Participatory public policy: Transformation of public services and bureaucratic reform in the perspective of good governance*. books.google.com. https://books.google.com/books?hl=en&lr=&id=oWFIEAAAQBAJ&oi=fnd&pg=PP2&dq=biku+reformasii+biro+krasi+pemerintah+daerah&ots=HYiQi2l6Rt&sig=8ztuenKkjDrLklwGcRR06OP4_fA
- Maryadi, M. (2022). The Influence of Service Quality, Price, and Location on Consumer Satisfaction (Case Study at the 3b Fried Chicken Restaurant (Clean, Nutritious, Blessing) in Pringapus District). *UNDARIS*.
- Nugroho, A. P., Sunarto, S., & Prasetya, H. (2024). Communication Strategy of PT Angkasa Pura I in Building Public Trust in Using Aviation Services Through the 'Fly Again' Campaign. *Journal of Communication Science Dynamics*, 10(1), 52–75.
- Purba, M., Nasution, AP, & Harahap, A. (2023). The Effect of Service Quality, Product Quality, and Company Reputation on Consumer Satisfaction with Trust as a Moderating Variable. *Remik: Research and E-Journal of Computer Informatics Management*, 7(2), 1091–1107.
- Puti, M. E (2023). *The Role of Service Recovery and Transaction Security on Consumer Satisfaction with Trust as an Intervening Variable in E-Commerce (Survey on Shopee and Tokopedia Customers in Central Java)*. Sultan Agung Islamic University, Semarang.
- Putra, P. A, Hermana, MA, & ... (2020). Implementation of Regional Autonomy Policy in Article 18 of the 1945 Constitution from the Perspective of Legal Politics in Indonesia. *Journal (Law Studies)*. <http://journal.pdbengkulu.org/index.php/bataradarma/article/view/165>
- Randika, F., & As'ad, A. G. (2022). The Influence of Product Quality, Trust on Purchasing Decisions with Consumer Satisfaction as an Intervening Variable at the Lancar Motor Workshop, Klabang, Bondowoso. *Journal of Economics and Business Growth (JEBG), Faculty of Economics, Abdurachman Saleh University, Situbondo*, 20(1).
- Sapioper, H. C. M., & Flassy, M. (2021). Quality of Land Ownership Certificate Services at the Jayapura Regency Land Office. *Borneo Administrator Journal*, 17(1), 89–110.
- Sayuti, A. M., Asrilisyak, S., & Rafdinal, W. (2021). English. *Journal of Secretary & Business Administration (Jsab)*,

- 5(1), 39.
<https://doi.org/10.31104/jsab.v5i1.194>
- Situmorang, J., Silaban, K., & Simangunsong, E. (2022). The Influence of Motivation, Work Discipline, and Work Environment on Employee Performance at Lotte Mart Center Point Medan. *National Seminar on Management and Accounting*, 1, 97–108.
- Sugiyono, S., & Lestari, P. (2021). *Communication research methods (Quantitative, qualitative, and easy ways to write articles in international journals)*. Alvabeta Bandung, CV.
- Usman, U., Idris, M., & Gusti, DH (2022). The Influence of Leadership Style, Organizational Climate, and Personnel Management Information Systems on the Service Quality of Employees at the Maros Regency Regional Development Planning Agency Office. *Journal of Business and Entrepreneurship*, 11(3), 271–276.
- Wijaya, C. R., & Bernardo, I. (2022). The Effect of Product Value, Service Quality, and Customer Satisfaction on Customer Loyalty at Kedai Kopi Kenangan Mall of Indonesia. *International Journal of Economics Business and Accounting Research (Ijebbar)*, 6 (1), 80.
<https://doi.org/10.29040/ijebbar.v6i1.2957>
- Winasih, T., & Hakim, L. (2021). The Role of Satisfaction as a Mediating Variable Between Service Quality and Customer Trust on Customer Loyalty in Islamic Banks. *Iqtishadia Journal of Islamic Economics & Banking*, 8(2), 205–221.
- <https://doi.org/10.19105/iqtishadia.v8i2.4152>
- Yudra, A. D., & Suwitho, S. (2024). The Effect of Service Quality and Product Quality on Customer Loyalty Mediated by Customer Satisfaction at PDAM Surya Sembada, Surabaya City. *Journal of Management Science and Research (JIRM)*, 13(7).