

## THE INFLUENCE OF AIRPORT QUALITY ON CUSTOMER SATISFACTION YOGYAKARTA INTERNATIONAL AIRPORT (YIA) IN KULON PROGO YOGYAKARTA

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**Abstract:** This research aims to determine the effect of airport quality on customer satisfaction at Yogyakarta International Airport (YIA) in Kulon Progo Yogyakarta. This research uses validity tests, reliability tests, and the analysis used is multiple linear regression. Test the hypothesis using the t test, f test and R2 test. The results of this research show that the variables: Tangibles X1, Reliability X2, Responsiveness X3, Assurance In this research, the sampling technique used was non-probability sampling using purposive sampling, the number of samples in this research was 100 respondents.

**Keywords:** *Airport Quality (Tangibles X1, Reliability X2, Responsiveness X3, Assurance X4, Empathy X5 and Consumer Satisfaction.*

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### 1. Introduction

Currently, air transportation has become an important thing in today's human life. In Indonesia, air transportation has become a common necessity used by people to travel from one area to another. Airports are not only used as a means of transportation from one area to another but have developed into economic and business centers such as the emergence of goods delivery service companies and airline companies in each region.

An airport is a facility where airplanes take off and land, while the definition of an airport according to PT (Persero) Angkasa Pura is an airfield, including all buildings and equipment which constitute the minimum equipment to ensure the availability of facilities for air transportation for the public. The simplest airport at least has a runway or helipad (for helicopter landings) whereas large airports are usually equipped with various other facilities for both flight service operators and users. Apart from being the main gateway to a city and a means of civil and goods aviation, airports also shape perceptions about the area so that airports are strongly linked to the image of the region or city. One type of transportation that is often used by tourism to the city of Yogyakarta is by air transportation.

Yogyakarta Special Region is one of the leading provinces and tourist destinations in Indonesia which continues to experience growth and development in the fields of tourism, economy and education. With the continued increase in the number of tourists coming to Yogyakarta, this has resulted in congestion and a surge in passengers, both domestic and international. The increase in passengers is not accompanied by adequate development. As a result, problems arise at Adisucipto International Airport and this certainly affects the quality of airport services. Therefore, the Yogyakarta government has planned to build a new airport

in Yogyakarta as a solution to these problems. Temon District is a sub-district in Kulon Progo Regency, Yogyakarta Special Region Province which is the location of the new Yogyakarta Airport. Measuring service quality is not only based on consumers but also on management. Here consumers can find out and feel how high the level of consumer satisfaction is. The higher the level of service provided, the higher the level of consumer satisfaction, therefore consumers cannot be separated from the influence of management, where management creates and improves the quality of service and knows the desires and needs of consumers and always makes continuous changes to improve service quality based on consumer expectations. In order to achieve a quality service level, management and consumers should work together. Management must know the extent of the services that have been provided and what services must be provided in order to improve service quality, provide customer satisfaction and know what consumers want at Yogyakarta International Airport (YIA).

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Based on this information and study, it will be looked at from various underlying aspects, including the provision of infrastructure, facilities and infrastructure to balance the growth in the number of airport service users, including airport services to meet the provisions of service providers and guides to serve service users better until to the quality of the airport service itself, whether it meets the established service standards.

## **2. Research Method**

The type of research used is associative quantitative research. Sugiyono (2017) associative research is research that aims to determine the influence or relationship between two or more variables. The relationship used in this research is a causal relationship. According to Sugiyono (2017) a causal relationship is a cause-and-effect relationship consisting of independent variables (variables that influence) and dependent variables (variables that are influenced). This research aims to determine the effect of Yogyakarta International Airport (YIA) airport quality on consumer satisfaction at Yogyakarta International Airport (YIA). The measurement scale is a measurement of two variables, namely the independent variable and the dependent variable, and in this study the researcher used a Likert scale measurement.

The regression model is a model used to analyze the influence of various independent variables on one dependent variable (Ferdinan, 2006). The data analysis method used in this research is multiple regression analysis which is used to find out how much influence the independent variables have, namely: Tangibles (X1). Reliability (X2), Responsiveness (X3), Assurance (Guarantee) (X4), Empathy (Care) (X5), on the dependent variable (Dependent) consumer satisfaction (Y) in the influence of the quality of Yogyakarta Airport International Airport (YIA).

The scale used to measure the independent variable against the dependent variable in this research is the Likert Scale. Sugiyono (2014:133) believes that the scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. For the purposes of quantitative analysis, the author uses a Likert scale with the following answer and score criteria:

**Tabel 1. Likert Scale**

No.	Statement	Code	Scoring
1.	Strongly Disagree	STS	1

2.	Disagree	TS	2
3.	Slightly Agree	CS	3
4.	Agree	S	4
5.	Strongly Agree	SS	5

Source: Dewi (2020)

The Likert scale used has a minimum score of 1 in the study, with the response "Strongly Disagree," and a maximum score of 5 in the study, with the response "Strongly Agree."

### 3. Results and Discussion

#### 3.1. Results

The validity test illustrates that an instrument or measuring tool is truly capable of measuring the variables that will be measured in the research. In this study, the question items are declared valid if the results of  $r_{\text{count}} > r_{\text{table}}$  and are said to be invalid if  $r_{\text{count}} < r_{\text{table}}$  with a significance level ( $\alpha$ ) = 5%. This test uses Person Product Moment and is known to have an  $r_{\text{table}}$  value of 0,1966 ( $n=98$ ) which is obtained from degrees of freedom ( $df$ ) =  $n-2 = 100-2 = 98$  with  $\alpha$  5% where the number of respondents is 100 people. Data analysis using the SPSS 26 program.

**Table 2. Tangibles Validity Test (X<sub>1</sub>)**

Variable	Items	$r_{\text{hitung}}$	$r_{\text{tabel}}$	Remark
<i>Tangibles (X<sub>1</sub>)</i>	1	0,686	0,1966	Valid
	2	0,745	0,1966	Valid
	3	0,739	0,1966	Valid
	4	0,787	0,1966	Valid
	5	0,342	0,1966	Valid

Source: Primary data processed in 2022

The calculated  $r$  values are all positive and the greater the  $r_{\text{table}}$ , it can be concluded that the variable question is valid.

**Table 3. Reliability Validity Test (X<sub>2</sub>)**

Variable	Items	$r_{\text{hitung}}$	$r_{\text{tabel}}$	Remark
<i>Reliability (X<sub>2</sub>)</i>	1	0,680	0,1966	Valid
	2	0,734	0,1966	Valid
	3	0,320	0,1966	Valid
	4	0,444	0,1966	Valid
	5	0,656	0,1966	Valid

Source: Primary data processed in 2022

The calculated  $r$  values all have a positive sign and are greater than the  $r_{\text{table}}$ , so it can be concluded that the variable question is valid.

**Table 4. Responsiveness Validity Test (X<sub>3</sub>)**

Variable	Items	$r_{\text{hitung}}$	$r_{\text{tabel}}$	Remark
<i>Responsiveness (X<sub>3</sub>)</i>	1	0,678	0,1966	Valid
	2	0,740	0,1966	Valid
	3	0,813	0,1966	Valid
	4	0,750	0,1966	Valid
	5	0,711	0,1966	Valid

Source: Primary data processed in 2022

The calculated *r* values all have a positive sign and are greater than the *r* table, so it can be concluded that the variable question is valid.

**Table 5. Assurance Validity Test (X<sub>4</sub>)**

Variable	Items	<i>r</i> hitung	<i>r</i> tabel	Remark
Assurance (X <sub>4</sub> )	1	0,689	0,1966	Valid
	2	0,722	0,1966	Valid
	3	0,866	0,1966	Valid
	4	0,844	0,1966	Valid
	5	0,859	0,1966	Valid

Source: Primary data processed in 2022

The calculated *r* values all have a positive sign and are greater than the *r* table, so it can be concluded that the variable question is valid.

**Table 6. Empathy Validity Test (X<sub>5</sub>)**

Variable	Items	<i>r</i> hitung	<i>r</i> tabel	Remark
Empathy (X <sub>5</sub> )	1	0,789	0,1966	Valid
	2	0,882	0,1966	Valid
	3	0,859	0,1966	Valid
	4	0,877	0,1966	Valid
	5	0,816	0,1966	Valid

Source: Primary data processed in 2022

The calculated *r* values all have a positive sign and are greater than the *r* table, so it can be concluded that the variable question is valid.

**Table 7. Consumer Satisfaction Validity Test (Y)**

Variable	Items	<i>r</i> hitung	<i>r</i> tabel	Remark
Cunsomer Satisfaction (Y)	1	0,679	0,1966	Valid
	2	0,753	0,1966	Valid
	3	0,780	0,1966	Valid
	4	0,720	0,1966	Valid
	5	0,763	0,1966	Valid
	6	0,774	0,1966	Valid
	7	0,574	0,1966	Valid

Source: Primary data processed in 2022

The calculated *r* values all have a positive sign and are greater than the *r* table, so it can be concluded that the variable question is valid.

**Reliability Test** This research uses the Cronbach Alpha test. An instrument is declared reliable if the Alpha coefficient value is greater than the Cronbach Alpha value (0.60). The results of the reliability test can be seen in the following table.

**Table 8. Reliability Test Results**

Variable	Cronbach Alpha	Testing Criteria	Remark
Tangibles (X <sub>1</sub> )	0,609	Mark Cronbach Alpha ≥ 0,60	Reliabel
Reliability (X <sub>2</sub> )	0,380	Mark Cronbach Alpha ≥ 0,60	Reliabel
Responsiveness (X <sub>3</sub> )	0,787	Mark Cronbach Alpha ≥ 0,60	Reliabel
Assurance (X <sub>4</sub> )	0,856	Mark Cronbach Alpha ≥ 0,60	Reliabel

<i>Empathy (X<sub>5</sub>)</i>	0,897	<i>Mark Cronbach Alpha ≥ 0,60</i>	Reliabel
Cunsomer Satisfaction (Y)	0,844	<i>Mark Cronbach Alpha ≥ 0,60</i>	Reliabel

Source: Primary data processed in 2022

Based on the results of the reliability test above, the question items in the questionnaire as an instrument are declared reliable and meet the requirements of having an Alpha coefficient value greater than 0.6 and can be used to continue research.

The data analysis used in this research is Multiple Linear Regression Analysis which functions to determine how much influence Airport Quality: Tangibles, Reliability, Responsiveness, Assurance and Empathy has on Consumer Satisfaction at Yogyakarta International Airport (YIA) in Kulon Progo Yogyakarta.

**Table 9. Multiple Linear Regression Results Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients <sup>a</sup>		Unstandardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,416	,332		-,1254	,213
X <sub>1</sub>	,171	,076	,146	2,231	,028
X <sub>2</sub>	,177	,078	,145	2,255	,026
X <sub>3</sub>	,356	,096	,339	3,701	,000
X <sub>4</sub>	,461	,095	,467	4,843	,000
X <sub>5</sub>	-,068	,108	-,076	-,631	,530

a. Dependent Variabel: Y

Source: Primary data processed in 2022

Based on the regression results above, it can be concluded that the multiple linear regression model equation is as follows:

$$Y = -0.416 + 0.171X_1 + 0.177X_2 + 0.356X_3 + -0.461X_4 - 0.068X_5 - e$$

Based on the equation above, it can be explained in detail as follows:

a. Constant = -0.416

In the regression equation above, a constant of -0.416 is obtained, which means that the independent variables Airport Quality: Tangibles (X<sub>1</sub>), Reliability (X<sub>2</sub>), Responsiveness (X<sub>3</sub>), Assurance (X<sub>4</sub>), Empathy (X<sub>5</sub>) do not exist or are equal to zero (0) then Consumer Satisfaction (Y) -0.416

b. Tangible's regression coefficient (X<sub>1</sub>) = 0.171

This means that the Tangibles variable (X<sub>1</sub>) has a positive influence on Consumer Satisfaction (Y), where every one unit increase in the Tangibles variable (X<sub>1</sub>) will increase Consumer Satisfaction (Y) by 0.171 assuming the other variables are constant.

c. Reliability regression coefficient (X<sub>2</sub>) = 0.177

This means that the Reliability variable (X2) has a positive influence on Consumer Satisfaction (Y), where every one unit increase in the Reliability variable (X2) will increase Consumer Satisfaction (Y) by 0.177 assuming the other variables are constant.

- d. Responsiveness regression coefficient (X3) = 0.356

This means that the Responsiveness variable (X3) has a positive influence on Consumer Satisfaction (Y), where every one unit increase in the Responsiveness variable (X3) will increase Consumer Satisfaction (Y) by 0.356 assuming the other variables are constant.

- e. Assurance regression coefficient (X4) = 0.461

This means that the Assurance variable (X4) has a positive influence on Consumer Satisfaction (Y), where every one unit increase in the Assurance variable (X4) will increase Consumer Satisfaction (Y) by 0.461 assuming the other variables are constant.

- f. Empathy regression coefficient (X5) = -0.068

This means that the Empathy variable (X5) has a negative influence on Consumer Satisfaction (Y), where every one unit increase in the Empathy variable (X5) will reduce Consumer Satisfaction (Y) by -0.068 assuming the other variables are constant.

### **3.2. Discussion**

If  $t \text{ count} < t \text{ table}$ , or  $-t \text{ count} > -t \text{ table}$  then  $H_0$  is accepted, which means the independent variable has no significant effect on the dependent variable. Meanwhile, if  $t \text{ count} \geq t \text{ table}$  or  $-t \text{ count} \leq -t \text{ table}$  then  $H_0$  is rejected, which means the independent variable has a significant influence on the dependent variable.

Based on the results of the analysis, the  $t \text{ count}$  is 2.231, meaning that from these results the  $t \text{ count}$  is greater than the  $t \text{ table}$ , namely  $2.231, \geq 1.985$ , so  $H_a$  is accepted. Thus Tangibles (X1) have a significant effect on Consumer Satisfaction (Y). Meanwhile, the significance level is 0.028, which is smaller than 5% (0.05), meaning it is declared significant. So the initial hypothesis which states "It is suspected that Airport Quality: Tangibles has a significant effect on Consumer Satisfaction at Yogyakarta International Airport (YIA) in Kulon Progo Yogyakarta" is accepted.

If  $t \text{ count} < t \text{ table}$ , or  $-t \text{ count} > -t \text{ table}$  then  $H_0$  is accepted, which means the independent variable has no significant effect on the dependent variable. Meanwhile, if  $t \text{ count} \geq t \text{ table}$  or  $-t \text{ count} \leq -t \text{ table}$  then  $H_0$  is rejected, which means the independent variable has a significant effect on the dependent variable.

Based on the results of the analysis, the  $t \text{ count}$  is 2.255, which means that from these results the  $t \text{ count}$  is greater than the  $t \text{ table}$ , namely  $2.255, \geq 1.985$ , so  $H_a$  is accepted. Thus, Reliability (X2) has a significant effect on Consumer Satisfaction (Y). Meanwhile, the significance level is 0.026, which is smaller than 5% (0.05), meaning it is declared significant. So, the initial hypothesis which reads "It is suspected that Airport Quality: Reliability has a significant effect on Consumer Satisfaction at Yogyakarta International Airport (YIA) in Kulon Progo Yogyakarta" is accepted.

If  $t \text{ count} < t \text{ table}$ , or  $-t \text{ count} > -t \text{ table}$  then  $H_0$  is accepted, which means the independent variable has no significant effect on the dependent variable. Meanwhile, if  $t \text{ count} \geq t \text{ table}$  or  $-t \text{ count} \leq -t \text{ table}$  then  $H_0$  is rejected, which means the independent variable has a significant influence on the dependent variable.

Based on the results of the analysis, the  $t \text{ count}$  is 3.701, meaning that from these results the  $t \text{ count}$  is greater than the  $t \text{ table}$ , namely  $3.701 \geq 1.985$ , so  $H_a$  is accepted. Thus Responsiveness (X3) has a significant effect on Consumer Satisfaction (Y). Meanwhile, the significance level is 0.000, which is smaller than 5% (0.05), meaning it is declared



significant. So, the initial hypothesis which states "It is suspected that Airport Quality: Responsiveness has a significant effect on Consumer Satisfaction at Yogyakarta International Airport (YIA) in Kulon Progo Yogyakarta" is accepted.

If  $t \text{ count} < t \text{ table}$ , or  $-t \text{ count} > -t \text{ table}$  then  $H_0$  is accepted, which means the independent variable has no significant effect on the dependent variable. Meanwhile, if  $t \text{ count} \geq t \text{ table}$  or  $-t \text{ count} \leq -t \text{ table}$  then  $H_0$  is rejected, which means the independent variable has a significant effect on the dependent variable.

Based on the results of the analysis, the  $t$  count is 3.701, meaning that from these results the  $t$  count is greater than the  $t$  table, namely  $3.701 \geq 1.985$ , so  $H_a$  is accepted. Thus Assurance (X4) has a significant effect on Consumer Satisfaction (Y). Meanwhile, the significance level is 0.000, which is smaller than 5% (0.05), meaning it is declared significant. So, the initial hypothesis which reads "It is suspected that Airport Quality: Assurance has a significant effect on Consumer Satisfaction at Yogyakarta International Airport (YIA) in Kulon Progo Yogyakarta" is accepted.

If  $t \text{ count} < t \text{ table}$ , or  $-t \text{ count} > -t \text{ table}$  then  $H_0$  is accepted, which means the independent variable has no significant influence on the dependent variable. Meanwhile, if  $t \text{ count} \geq t \text{ table}$  or  $-t \text{ count} \leq -t \text{ table}$  then  $H_0$  is rejected, which means the independent variable has a significant effect on the dependent variable.

Based on the results of the analysis, the calculated  $-t$  is -0.631, meaning that from these results the calculated  $-t$  is greater than the  $-t$  table, namely  $-0.631 \geq -1.985$ , so  $H_0$  is accepted. Thus, Empathy does not have a significant effect on Consumer Satisfaction (Y). Meanwhile, the significance level is 0.530, greater than 5% (0.05), meaning it is declared not significant. So, the initial hypothesis which stated "It is suspected that Airport Quality: Empathy has a significant effect on Consumer Satisfaction at Yogyakarta International Airport (YIA) in Kulon Progo Yogyakarta" was rejected.

#### **4. Conclusion**

The Influence of Tangibles on Consumer Satisfaction at Yogyakarta International Airport (YIA). The results of the  $t$  test obtained a calculated  $t$  value of 2.231 with a significance of 0.028. The test results showed that tangibles had a positive and significant influence on Consumer Satisfaction at Yogyakarta International Airport (YIA).

The Tangibles variable (X1) has a positive and significant effect on Consumer Satisfaction at Yogyakarta International Airport (YIA) such as neat interior arrangement, neat appearance of officers and comfort of facilities inside the airport.

Tangibles or tangibility influence comfort and smoothness in providing services to each consumer. This can be seen from the majority of respondents who stated that they quite agree, meaning that the conditions of the existence of Yogyakarta International Airport (YIA) are in accordance with consumer wishes. So the more it supports the existence of Yogyakarta International Airport (YIA), it will increase consumer satisfaction. The results of this research are strengthened by journals with previous research conducted by Reza Virgiawan T (2013) in his research stating that the Tangibles variable or tangibility has a significant effect on consumer satisfaction at Yogyakarta International Airport.

The Influence of Reliability on Consumer Satisfaction at Yogyakarta International Airport (YIA). The results of the  $t$  test obtained a calculated  $t$  value of 2.225 with a significance of 0.026. The test results showed that reliability had a positive and significant influence on consumer satisfaction at Yogyakarta International Airport (YIA).

The positive influence shows that the better the quality of airport reliability, the greater the level of consumer satisfaction. The results of this research are in line with previous research conducted by Muhammad Ichsan Sahib (2012) where the Reliability variable has a significant influence on the consumer satisfaction variable at Yogyakarta International Airport.

The Effect of Responsiveness on Consumer Satisfaction at Yogyakarta International Airport (YIA). The results of the t test obtained a calculated t value of 3.701 with a significance of 0.000. The test results showed that Responsiveness or responsiveness had a positive and significant influence on Consumer Satisfaction at Yogyakarta International Airport (YIA).

The positive influence shows that the better the quality of airport responsiveness, the greater the level of consumer satisfaction. The results of this research are in line with previous research conducted by Dwi Aliyaah Apriani and Sunarti (2017) where the Responsiveness variable has a significant influence on the consumer satisfaction variable at The Little A Coffee Sidoarjo.

Therefore, Yogyakarta International Airport (YIA) needs to maintain and even improve the quality of the airport for consumers, so that consumers will always be satisfied and have a high assessment of the services provided.

The Effect of Assurance on Consumer Satisfaction at Yogyakarta International Airport (YIA). The results of the t test obtained a calculated t value of 4.843 with a significance of 0.000. The test results showed that Assurance or guarantees had a positive and significant influence on Consumer Satisfaction at Yogyakarta International Airport (YIA). This shows that the assurance or guarantee provided by Yogyakarta International Airport (YIA) to consumers is quite good. This is because the guarantees provided by Yogyakarta International Airport (YIA) are in accordance with security standards, safety insurance and always being friendly and polite towards consumers. The results of this research are in line with previous research conducted by Ezra Laurentia Widjaja (2014) in his research stating that the Assurance or guarantee variable has a positive and significant effect on passenger satisfaction at Batik Air Airlines.

The Influence of Empathy on Consumer Satisfaction at Yogyakarta International Airport (YIA). The results of the t test obtained a calculated t value of -0.631 with a significant value of 0.530. The test results show that empathy or modesty has a negative and insignificant influence on consumer satisfaction at Yogyakarta International Airport (YIA). The negative and insignificant influence is due to the fact that special attention is not that important for consumers. What is most important for consumers is the good and comfortable physical condition of the airport so that there is a guarantee and certainty of safety for consumers. The results of this research are in line with previous research conducted by Alfiah (2019) and Anito Pereira (2020) which showed that the empathy variable did not have a significant influence on the satisfaction variable. So, Yogyakarta International Airport (YIA) needs to improve the quality of the airport for consumers, so that consumers will always be satisfied and have a high level of appreciation for the services provided.

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