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The Level of Stakeholders/Users Satisfaction (in Tourism Industries) Toward the Graduates of Sekolah Tinggi Pariwisata Mataram

Fathurrahim

Abstract: The target of this research is the alumni/graduates of the Sekolah Tinggi Pariwisata Mataram (STP) who have worked in the field of tourism services (hotels) on the island of Lombok in West Nusa Tenggara. This research is intended to map the level of user satisfaction in terms of aspects (ethics, expertise in the field of science, mastery of technology and information, communication skills, cooperation, self-development, and foreign language skills) alumni/graduates of the STP Mataram Hospitality Study Program on several aspects of ability. This research is focused on the D3 Hospitality program through a survey study of 25 respondents (stakeholders/users) in the tourism service industry (hospitality). Data were collected through observation, filling out questionnaires and documentation studies using descriptive-quantitative analysis. This study found that aspects of integrity, professionalism, understanding of technology, teamwork, and self-development of STP Mataram alumni were at a good level. Meanwhile, their English-speaking ability is still weak. This research is expected to be useful for: (1) increasing the quality of STP Mataram graduates who are moral, ethical, and with integrity according to the tourism culture, (2) strengthening skills, knowledge, and attitudes in the tourism service industry, and (3) strengthening understanding and skills digital tourism (digital tourism) in the millennium era (industry 4.0) with the use of technology which has become a tourism development paradigm. This research is targeted to be carried out for 4 months with the personnel involved, namely three research lecturers.

Keywords: Satisfaction; Users; Hotels; Alumni; STP Mataram

JEL Classification: I23; L83

Introduction

Sekolah Tinggi Pariwisata Mataram (STP) officially became the first Tourism Institute in West Nusa Tenggara according to the Decree of the Ministry of Research *(SK Kemenristek Dikti)* Number: 416/KPT/I/2017 dated 26 July 2017. STP Mataram is a change in form from the Mataram Tourism Academy (AKPAR) which has existed and developed in West Nusa Tenggara for 27 years since its establishment based on the Decree of the Minister of Education and Culture Number: 04/D/O/1996 dated January 16, 1997. STP Mataram is under the auspices of the *Kertya Wisata Mataram* Foundation. This foundation has a strong commitment with extensive experience over a long period of time managing Tourism Education in West Nusa Tenggara. In addition to managing AKPAR Mataram for 25 years, this foundation

previously managed vocational training (Voctra): 3 months, 6 months and 1year programs under the name P4B Mataram branch for 10 years since 1986. The *Kertya Wisata* Foundation was recorded as the first foundation in NTB who have contributed to preparing human resources in the field of tourism as hotel employees since the opening of the Senggigi area as a tourist destination in NTB.

To fulfil the needs of tourism Human Resources in West Nusa Tenggara, STP Mataram provides some program studies such as: (1) S1 Tourism, (2) D3 Hospitality (3) D3 Tourism Travel. Theses program studies is under the Vision of *"Unggul dan berdaya saing global berlandaskan budaya pariwisata""* and then realized in the form of missions, namely: (1) implementing quality education that produces graduates with morals, ethics and integrity in accordance with international tourism culture, (2) carrying out research and research in accordance with the needs of society for the progress of the nation, and (3) building mutually beneficial partnerships. Furthermore, as a form of implementing the Vision and Mission, STP Mataram formulates institutional policies in curriculum development in each study program. The curriculum at the study program level is reviewed periodically in accordance with the dynamics of scientific and technological developments, the needs of users of tourism services (hotels) and future challenges. While the system and quality of learning, learning facilities and infrastructure are managed and supervised specifically by the relevant institutions in a consistent and accountable manner. Real evidence, several STP Mataram alumni work as educators, there is involvement of practitioners, bureaucrats, and tourism experts as extraordinary lecturers in improving the quality of learning.

The fact is that the existence of STP Mataram is well known by the public and especially service users in the tourism industry. Even though everything is in good condition, this research is important to do with the aim of increasing the level of user satisfaction in tourism services (hotels) for alumni/graduates of STP Mataram in several aspects, namely (ethics, expertise in science, mastery of technology and information, communication skills, cooperation, self-development, and foreign language skills).

This research was conducted with the objectives of: (1) mapping the level of user satisfaction for graduates of the Diploma 3 Hospitality Program at the STP Mataram, (2) strengthening the quality of graduates (Skills, Knowledge, and Attitude) at STP Mataram, and (3) synchronizing mutually beneficial programs.

Satisfaction

Satisfaction comes from the word "Static" (good enough/adequate) and "*Facio*" (do or make). And in the Big Indonesian Dictionary, Satisfaction means satisfied, feeling happy, about (things that are satisfied, pleasure, relief and so on). Satisfaction can be interpreted as a feeling of satisfaction can be interpreted as a feeling of satisfaction, pleasure and relief for someone due to consuming a product or service to get a service. Meanwhile, satisfaction according to Kotler & Keller, Lane (2016) is the level of person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's expectation. So, satisfaction is a condition where the desires of others are

fulfilled. So that the important elements of a service, namely efficiency and effectiveness, must be the main concern or focus of attention. Conversely, if the service is not satisfactory, it can be said that the service is not effective and efficient. Thus, Kotler asserts that satisfaction is formed if it fulfills the following elements, namely (Anderson & Mittal, 2000; Lenka et al., 2009; Nielsen, 2010):

(a) Reliability. The ability to provide action right, correct, and in accordance with the promises that have been made and set.
(b) Responsiveness (responsiveness). The ability to respond to various situations or circumstances quickly, precisely and measurably.
(c) Assurance (belief). The ability possessed by a person to provide confidence in various inputs, criticism from others and provide guarantees for taking action.
(d) Empathy (attention). A person's ability to give attention to other people (caring others).
(e) Tangible (real). The ability to show real evidence of something that needs to be proven true.

The Quality of Graduates as the spearhead of User satisfaction of tourism services.

Quality is defined as the overall characteristics and characteristics of goods and services influenced by the ability to meet stated and implied needs or quality as defined as the level of quality to meet consumer needs. Fulfilling consumer expectations for the quality of goods or services offered is also the responsibility of Higher Education as a product of the formation of quality human resources (HR). So that quality or quality is the fulfillment of consumer expectations for the quality of goods/services offered by Hill et al. (2017). Therefore, Kotler emphasized that something/goods of quality are characterized by the nature of the goods according to the needs or expectations of the user. Meanwhile, Akbar & Parvez (2009); Sureshchandar et al. (2002); and Wahyuni et al. (2020) state that quality must start from customer needs and end with customer satisfaction and positive perceptions of service quality. The benefits derived from service quality are: retaining consumers, avoiding competition, retaining quality employees, and reducing costs (Ranaweera & Neely, 2003; Santos, 2003; Zehir & Narcıkara, 2016).

In the world of quality education is a key issue that will ensure the development of schools or institutions. Therefore, schools or institutions must be able to create a quality culture that encourages all academics to contribute to the satisfaction of graduate users. Because user satisfaction is inseparable from the quality of the institution which includes the quality of the lecturers/teaching staff, the facilities and infrastructure provided, a safe and responsive learning environment, and an adequate collection of library books. The problem of product quality, both in the form of goods and services for companies or industry and the quality of graduates in educational institutions is the most important thing. A quality product and graduates enable graduate users to obtain satisfaction. If users are satisfied, they will be loyal to using the institution's graduates. If consumers from educational institutions are increasingly loyal, a company and educational institutions will have a comparative and competitive advantage to exist in production for companies and in carrying out educational processes for educational institutions (Motta, 2020; Ranaweera & Neely, 2003; Waseso Segoro & Debi Nurlita, 2021)

For every institution, quality is the main agenda and improving quality is the most important task. Quality is something that distinguishes between good and vice versa. According to Ranaweera & Neely (2003) and Sirgy (2010) quality is full customer satisfaction. A product is considered quality if it can provide full satisfaction to consumers, namely according to consumer expectations for products produced by the company. In the context of education, a quality school is when the school is able to provide satisfaction to its students so that their learning achievement can increase.

User satisfaction means that the products presented meet or exceed consumer expectations so that maintaining customer satisfaction is very important for maintaining the image of an organization. Bennett & Rundle-Thiele (2004) and Tao (2014) say that satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product/service that is thought of against the expected performance (results) so as to create continued loyalty. Then Benur & Bramwell (2015) and Catteeuw et al. (2007) adds that conscious evaluation or cognitive assessment concerns whether product performance is relatively good or bad or whether the product in question is suitable or not for its purpose/use is part of customer satisfaction. Therefore, satisfied consumers will buy other products sold by institutions as well as become effective marketers through positive word of mouth.

Abd-El-Salam et al. (2013); Hossain et al. (2018); and Srivastava & Sharma (2013) provide an explanation of the dimensions of customer satisfaction as follows: (1) direct evidence (tangibles) including physical facilities, equipment, employees, and means of communication, (2) condition (reliability) ability to provide the promised service immediately, accurately, and satisfactorily, (3) responsiveness, namely the desire of staff and employees to help customers and provide responsive service, (4) assurance (assurance) includes knowledge, ability, courtesy, the trusted nature of staff, (5) empathy (empathy) includes the ease of making good relationships or communication, attention and understanding of customer needs.

Based on the description of quality/quality above, the education of a tertiary institution is said to be of high quality if there is recognition from the community or the world of work for graduates. Community acknowledgment of the quality of Higher Education graduates is seen from (1) organizational skills, (2) honesty, (3) teamwork skills, (4) interpersonal skills, (5) good work ethic, (6) having motivation/initiative, (7) adaptable, (8) analytical skills, (9) computer skills, (10) detail oriented, (11) leadership skills, (12) confident, (13) friendly personality, (14) polite, (15) wise , (16) IP> 3.0, (17) creative, (18) humorous, (19) entrepreneurial skills (Bhuiyana et al., 2010)

Education is a transformation system both input, process and output. The indicator of achieving education is marked by the realization and fulfillment of three main aspects of education, namely knowledge, skills and attitudes. For this reason, in the implementation of education, attention must be paid to the quality of the input (students, lecturers, teaching staff, staff, and facilities and infrastructure), the quality of the process (learning activities) and the quality of the output (competent and qualified graduates according to

user expectations. Graduate users include institutions government, private sector, tourism service industry. In order to realize the quality of graduates of the Diploma Three Program, curriculum synchronization is carried out in accordance with the vision and mission of the study program. The following is a description of the vision and mission of the D3 Hospitality study program. Vision: produce graduates who are competent, superior and cultured. Mission: 1) organizing education, training and professional skills that are competent, superior and cultured, 2) organizing research and research activities for the community that benefit the hotel and tourism industry and society, 3) building mutually beneficial cooperation networks.

Learning Evaluation

Law Number 20 of 2003 article 39 paragraph 2 concerning the National Education System states that educators are professionals whose job is to plan and carry out the learning process, assess learning outcomes, conduct guidance and training, and conduct research and research on the community, especially for educators at tertiary institutions. tall. Thus, one of the competencies that must be possessed by an educator is the ability to conduct evaluations, both in the learning process and in assessing learning outcomes. The ability to carry out learning evaluation is a basic ability that must be mastered by educators and prospective educators as one of their professional competencies. Evaluation of learning is a professional competence of an educator. This competency is in line with the teacher's ability assessment instrument, one of the indicators of which is conducting a learning evaluation.

Thus, learning evaluation becomes important to know the learning process. Evaluation of the learning process includes the suitability of the lesson plans that have been designed. While the forms of evaluation questions include: the cognitive domain (oral questions, objective tests, description questions, open-ended questions), the affective domain (interests and attitudes), and the psychomotor domain (written tests, identification tests, simulation tests, and sample work tests).

Research Method

This research is a type of survey research by combining quantitative and qualitative data obtained from observations and questionnaires. The research population is alumni/graduates of the Diploma Three (D3) Study Program in Hospitality, Sekolah Tinggi Pariwisata Mataram. Meanwhile, the key respondents in this study were 25 STP Mataram partner hotels who use tourism services in the Lombok region, West Nusa Tenggara.

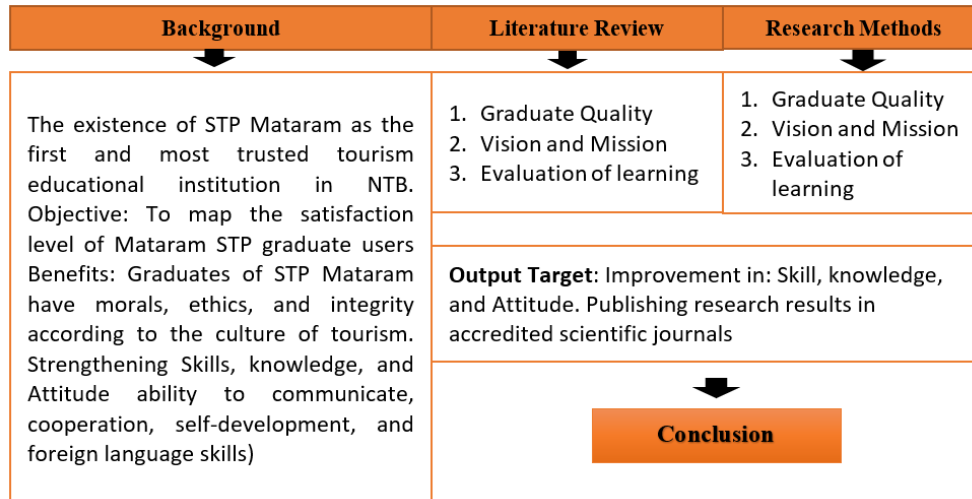The following is a flowchart of the research model.

Figure 1 Research Model

In this study, relevant data was collected through observation and filling out questionnaires that had been prepared by the Center for Career and Tracer Studies (PKTS) STP Mataram.

While documentation is obtained through data reports and written, illustrated, recorded or printed statements. Documentation is also a tool to make it easier for researchers to concentrate on the data collection process without having to stop to record the answers from the subject. Furthermore, data was obtained through a user assessment questionnaire form that was available at the STP Mataram Career and Tracer Center (PKTS) and informal alumni information was also used as reinforcement.

The data obtained from stakeholders/users is then tabulated using a descriptive qualitative analysis based on a Likert scale assessment. Presentation of data is arranged simply from complex information into an easy-to-understand form of analysis. Then, conclusions are drawn through the results of data reduction while still referring to the formulation of the problem and research objectives.

Result and Discussion

The following is a report on user satisfaction from 25 STP Mataram partner hotels (7 user each hotel) on the island of Lombok, West Nusa Tenggara for graduates/alumni of STP Mataram which is documented at the STP Mataram Career and Tracer Study Center (PKTS).

Table 1 Graduate User Satisfaction

No	Hotel's Name	1	2	3	4	5	6	7
		Very Good	Good	Less	Very Good	Good	Less	Very Less
1	Svarga Resort	3	3	1	2	3	3	2
2	Favehotel Langko Mataram	2	2	2	2	2	2	2
3	Novotel Lombok	3	3	1	3	2	3	2
4	Amarsvati Resort Lombok	3	2	1	2		2	3
5	Sudamala Resort Senggigi	3	3	2	2	3	3	2
6	Diva Lombok Resort	3	2	1	3	3	2	3
7	Lombok Raya	3	3	1	2	3	3	2
8	Jeeva klui	2	2	2	2	2	2	2
9	Grand Legi Mataram	3	3	1	3	2	3	2
10	Lombok Plaza	3	2	1	2		2	3
11	Golden Palace	3	3	1	2	3	3	2
12	Santika Mataram	3	2	1	3	3	2	3
13	Prime Park	3	3	1	2	3	3	2
14	Aston In Mataram	2	2	2	2	2	2	2
15	The Jayakarta	3	3	1	3	2	3	2
16	Montana	3	3	1	2	2	2	3
17	Aruna Senggigi	3	3	1	2	3	2	2
18	Merrumata Senggigi	3	3	1	2	3	3	2
19	Sheraton Sengggigi	2	2	2	2	2	2	2
20	Puri Saron Senggigi	3	2	1	3	2	3	2
21	Jeeva Santai	3	2	1	2		2	3
22	Qunci Villas	3	3	1	2	3	3	2
23	Holiday Resort	2	2	2	2	2	2	2
24	Katamaran	3	3	1	3	3	3	2
25	Vila Ombak	3	3	2	3	2	3	2

No	Description		Note	
1	Integrity (ethics and morals)		Very Good	3
2	Expertise based on field of knowledge (professionalism)		Good	2
3	Foreign Language Ability		Less	1
4	Technology Mastery			
5	Technology Mastery			
6	Team Work			
7	Self-development			

Source: PKTS STP Mataram 2021

Note:

Referring to Table 1, the description of each aspect of user satisfaction is as follows:

Ability of Integrity (Ethics and Morals)

Producing qualified human resources (graduates), devoted to God Almighty, broad-minded, continuous learners, capable of self-development, and with high integrity is a strategic objective to be achieved by STP Mataram. From the data collected, it is known that the user's assessment of the integrity (ethics and morals) of STP Mataram alumni is "Very Good (80%) and Good (20%).
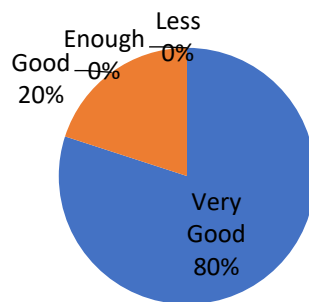

Figure 2 Integrity (Ethics and Morals)

Expertise in the field of science (Professionalism)

Sekolah Tinggi Pariwisata Mataram (STP) as the first tourism educational institution in NTB has a strong commitment to increasing and strengthening the competence of graduates, especially in creating competitive tourism human resources. The embodiment of this commitment is demonstrated through learning management which is oriented towards empowering and making students active, disciplined and consistent learners in accordance with clear and measurable competency plans and slogans. Referring to the data collected, it is known that the evaluation of STP Mataram alumni is "Very Good (52%) and Good Users (48%).
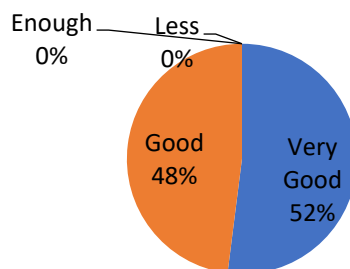

Figure 3 Professionalism

The ability to communicate using English

The ability to communicate using English is now everyone's dream. It is realized that English is the language of communication across nations around the world. Many

reference books in English also serve as reinforcement that everyone must have the ability to speak and write English. So, English as a medium or communication bridge is absolute and must be fulfilled by all tourism service workers. From an educational perspective, English is a communication bridge (verbal and nonverbal) to convey messages, facilitate access and share information, transfer technology, develop science, arts and culture, strengthen interpersonal relations and strengthen bilateral and multilateral relations with the nations of the world. The results of a survey on foreign language abilities of STP Mataram alumni are "Good (28%), and Poor (72%).
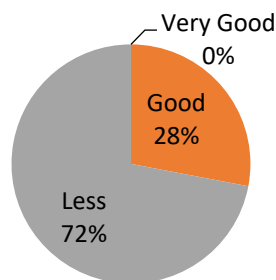

Figure 4 Foreign Language Ability

The Use of technology and information

The use of technology has become a way to introduce and promote tourism in various countries. In addition, technology in the field of tourism is not only used as a promotional medium, seeing these conditions it is necessary to make efforts to formulate a national tourism development plan based on an information technology system that introduces all tourism potential, supporting facilities and infrastructure, ease of access and transportation, packages offered tours, costs, routes and distances as well as matters relating to tourism in each region. The information provided is not just a database of the number and types of tourist objects, but also visualization of objects and facilities, so that this information can be used by tourists to determine tourist destinations, schedule of tourist activities, selected tour packages, time required, costs, capital to be used as well as ease of other transactions.

STP Mataram has implemented an E-Tourism system, namely providing information about tourist objects and tour packages with all its supporting components through a tourism website and is interactive with tourists who need information. Apart from being a media provider of information, E-Tourism aims to book hotel rooms, travel tickets, show tickets and others. The data collected shows that the ability to use technology and information of STP Mataram alumni is "Very Good (32%) and Good (68%) as shown in the following pie chart.
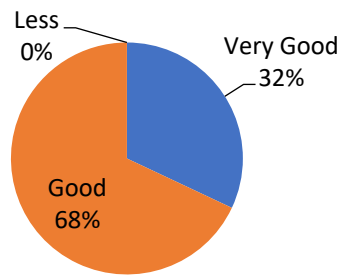
Figure 5 Technology Mastery

Communication Skills

The ability to communicate aims to communicate or express certain ideas and messages. Communication skills are more focused on communicative competence, namely the accuracy of using the social codes of a speech community, namely what is called a shared understanding of rights and obligations, rules of interaction, forms of authority, and preferences. In learning STP Mataram always emphasizes the communicative abilities of students through increasing academic excellence such as seminars, workshops, symposiums and scientific work competitions, etc. Alumni's ability to communicate is equivalent to the survey results of "Very Good (100%) as shown in the following pie chart.

Good communication skills are one of the skills that can increase visitor satisfaction at a hotel. This has implications for the accuracy and satisfaction of tourists with the services requested (Kovalenko et al., 2021; Mikhailitchenko et al., 2009; Noy, 2005; Tiago et al., 2021).
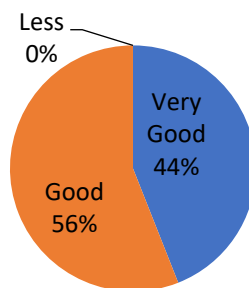

Figure 6 Communication Skill

Teamwork Ability

Good cooperation is created by growing mutual trust, sincerity, mutual understanding, and tolerance. STP Mataram promotes teamwork through student extra-curricular activities. The collected data indicates that the responses of graduate users are very good (46%), good (49%) and poor (5%). User ratings are dominant at a good level because graduates/alumni have high commitment and totality towards their work.
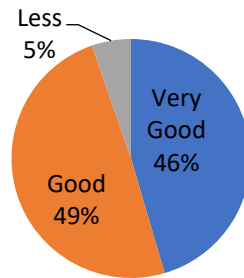
Figure 7 Team Work

Self-development

One of the strategic goals of STP Mataram is to produce human resources (graduates) who have entrepreneurial attitudes and mentality (soft and technical skills entrepreneurs) which are accommodated in entrepreneurship courses so that they become the most important part of personal development. The formation of student UKM is clear evidence of STP's concern for developing students' talents and interests. From the collected data it is known that it is very good (24%) and good (76%) as shown in the following diagram.
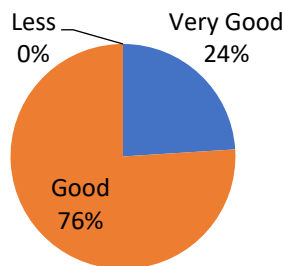

Figure 8 Self-Development

Conclusion

The implementation of research on user satisfaction surveys for STP Mataram graduates has been carried out. This research was conducted on 25 STP Mataram partner hotels on the island of Lombok. Then, the researcher describes the research results for each aspect of the assessment, namely: (1) Very good Integrity (Ethics and Moral) ability, (2) Good expertise in the field of science (professionalism), (3) Poor foreign language skills, (4) Very good mastery of technology and information (5) good communication skills, (6) poor teamwork skills and (7) very good self-development (100%). This study found that aspects of integrity, professionalism, understanding of technology, teamwork, and self-development of STP Mataram alumni were at a good level. Meanwhile, their English-speaking ability is still weak. It is known that the aspect of foreign language proficiency is

a finding that is of priority concern and must be followed up by making English classes more effective based on practice.

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