



THE IMPACT OF FACILITIES AND SERVICE QUALITY ON OUTPATIENT SATISFACTION IN THE NERVE POLY, CARDIAC POLY, AND INTERNAL POLY OF RUMAH SAKIT UMUM DAERAH PROF. DR. H. ALOEFI SABOE GORONTALO

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ABSTRACT

This research aims to analyze the impact of facilities and service quality on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of Rumah Sakit Umum Daerah Prof. Dr. H. Aloei Saboe Gorontalo either partially or simultaneously. The research approach is quantitative. The research method is ex post facto. The research design is causality. The data analysis technique used is double regression. The research findings are that: (1) Service quality has a positive and significant impact on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of Rumah Sakit Umum Daerah (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo (the coefficient of determination is 43.00%); (2) Facilities have a positive and significant impact on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of Rumah Sakit Umum Daerah (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo (the coefficient of determination is 12.20%); and (3) Facilities and quality service simultaneously have a positive and significant impact on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of Rumah Sakit Umum Daerah (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo (the coefficient of determination is 55.20%). Meanwhile, the other 44.80% can be explained by other variables; such as patients' physiological, psychological, and social factors and health workers and hospital administrative staff's commitments.

Keywords: Patient Satisfaction, Service Quality, Facility

INTRODUCTION

Satisfaction or dissatisfaction with service delivery will contribute to the future satisfaction level (Kotler and Armstrong, 2001:36). Patients will be satisfied when been fulfilled expectations and responded complaints, either physical or service ones. Kenedy and Young, in Supranto (2006:107), mention the indicators of satisfaction i.e. the availability of service, responsiveness of service, timeliness of service, and professionalism of service. Service quality must be always maintained by a corporate or institution that delivers services as by the means of quality service delivery, a corporation or institution can appraise the performance level achieved (Setiawan, 2014:14 in Harfika and Abdullah, 2017:47).

We must not rule out the availability of facilities that support health service delivery. A facility is anything, in the form of object or service, that accompanies service delivery in a corporate, service corporate, trade corporate, or industrial

corporate. It can also be regarded as the facility and infrastructure available in a corporate environment or office that provides optimal services that satisfy consumers. Also, it is a supporting factor for product activity (Sukino, 2005:98).

Table 1 indicates the data regarding outpatient visits in the Nerve Poly, Cardian Poly, and Internal Poly of *Rumah Sakit Umum Daerah* Dr. H. Aloei Saboe Gorontalo in 2017-2019.

Table 1 Outpatients in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* Prof. Dr. H. Aloei Saboe Gorontalo 2017-2019

No.	Poly	2017	2018	2019
1	Nerve Poly	7,196	7,944	5,758
2	Cardiac Poly	5,138	6,126	4,683
3	Internal Poly	6,970	6,502	2,541
	Total	19,304	20,572	12,982

Source: *Rumah Sakit Umum Daerah Prof. Dr. H. Aloei Saboe Gorontalo*

According to Table 1, the annual number of outpatients in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* Prof. Dr. H. Aloei Saboe Gorontalo fluctuate. An increase of 19,304 patients took place in 2017. Meanwhile, in 2017-2018, the number of patients significantly increased by 20,572 but sharply declined by 12,982 in 2019. Based on the evidence, outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* Prof. Dr. H. Aloei Saboe Gorontalo fluctuates and degenerates due to outpatient dissatisfaction of its service delivery.

Referring to the observation, costs/tariffs are a satisfying element. It is a positive impact of the policy issued by the central government regarding the excellent program where the Gorontalo government finances medical costs. Moreover, the facility and infrastructure element acquire the lowest score because several respondents concede that the facilities and infrastructures in terms of service delivery are poor and inadequate. That situation is due to the limited budget that causes the improvement of facilities and infrastructures to make in a stepwise way.

One of the issues mainly complained by patients in *Rumah Sakit Umum Daerah* Prof. Dr. H. Aloei Saboe Gorontalo is its poor service delivery. Regarding the poor service delivery, as confirmed by the patients, some health workers are impolite and unfriendly. Besides, health workers give unequal treatment based on patients' social status. Furthermore, service delivery, including services delivered by doctors and

nurses, in the hospital is ineffective, not to mention the complicated administrative service delivery. Another major issue is in terms of facility fulfillment; such as medicine provision and service delivery time in the hospital pharmacy. Patients regret the shortage of the medicine they need and long waiting time in polyclinics and the pharmacy. They demand that convenience and sanitation in the hospital and wards should be concerned too. They convey that the less-concerned convenience and sanitation impacts on their rest time.

Concerning the issues and referring to previous research, we are interested in conducting research titled “The Impacts of Facilities and Service Quality on Outpatient Satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah Prof. Dr. H. Aloei Saboe Gorontalo*”.

THEORETICAL FRAMEWORK

Patient Satisfaction

Patient satisfaction is the central concept in marketing theories and practices and one of the essential objectives of business activities (Tjiptono, 2014:353). It implies that satisfaction is the key factor motivating consumers to repurchase, which is the largest portion of the sales volume of corporate.

Service Quality

. Service quality must be always maintained by a corporation or institution that delivers services as by the means of quality service delivery, a corporate or institution can appraise the performance level achieved (Setiawan, 2014:14 in Harfika and Abdullah, 2017:47).

Facility

According to Tjiptono (2012:317), facilities are physical resources that must be provided before the service is offered to consumers. Furthermore, Kotler and Keller (2016) define facilities as any physical object provided by a service provider to support patients' convenience.

RESEARCH METHODOLOGY

The research location is in a regional public health service agency, specifically *Rumah Sakit Umum Daerah Prof. Dr. H. Aloei Saboe Gorontalo*. The location is

selected because: 1) it can provide data and descriptions regarding the research problems and 2) it is affordable in terms of either time, cost, place, and energy. The statistical analysis used in this research is the double linear regression analysis. Stated by Rangkuty (1997:23), the formula of double linear regression is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

- Y = Patient satisfaction
 X1 = Service quality
 X2 = Facility
 b1 and b2 = Coefficient of regression
 e = Standard error
 b0 = Constanta

RESEARCH FINDINGS AND DISCUSSION

A. Descriptive Analysis of Research Variables

The descriptive analysis of the respective research variable is as follows:

a. Service Quality (X₁)

Respondents' responses regarding their perception of service quality are presented in Table 2.

Table 2 Analysis of Respondents' Responses to Service Quality (X₁)

No.	Indicator	Score			Criteria
		Actual	Ideal	%	
1	Service delivery by doctors	4,000	4,500	88.89%	Quality
2	Service delivery by nurses	3,436	4,500	76.36%	Adequately quality
3	Administrative service	2,452	3,500	70.06%	Adequately quality
Total		9,888	12,500	79.10%	Adequately quality

Source: Processed data, 2020

Based on Table 2, the criteria of service quality variable are "adequately quality" at a score of 79.10%.

b. Facility (X₂)

Respondents' responses regarding their perception of the facility are presented in Table 3.

Table 3 Analysis of Respondents' Responses to Facility (X₂)

No.	Indicator	Score			Criteria
		Actual	Ideal	%	
1	Facilities and medicine	4,220	5,500	76.73%	Fairly adequate
2	Technical and administrative facilities	2,866	4,000	71,65%	Fairly adequate
3	Wards	2,134	3,000	71,13%	Fairly adequate
Total		9,220	12,500	73.76%	Fairly adequate

Source: Processed data, 2020

Based on Table 3, the criteria of facility variable are “fairly adequate” at a score of 73.76%.

c. Patient Satisfaction (Y)

Respondents’ responses regarding their perception of patient satisfaction are presented in Table 4.

Table 4 Analysis of Respondents’ Responses to Patient Satisfaction (Y)

No.	Indicator	Score			Kriteria
		Actual	Ideal	%	
1	Service availability	2,656	3,500	75.89%	Fairly satisfied
2	Responsiveness	2,710	3,500	77.43%	Fairly satisfied
3	Service delivery time	1,572	2,000	78.60%	Fairly satisfied
4	Professionalism	2,826	3,500	80.74%	Fairly satisfied
Total		9,764	12,500	78.11%	Fairly satisfied

Source: Processed data, 2020

Based on Table 4, the criteria of patient satisfaction variable are “fairly adequate” at a score of 78.11%.

B. Double Regression Analysis

1. Partial Testing

After a classical assumption test is conducted and fulfilled, data modeling using the double regression analysis is conducted. The analysis is indicated in Table 5.

Table 5 Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.086	6.675		1.211	.229
1 Kualitas Pelayanan	.582	.060	.655	9.631	.000
Fasilitas	.350	.069	.346	5.084	.000

Source: Data processed using SPSS 21, 2020

Based on the regression analysis in Table 5, the simple linear regression model is:

$$\hat{Y} = 8.086 + 0.582X_1 + 0.350X_2 + e$$

The result of assessing the impacts of independent variables (facilities and service quality) on the dependent variable (outpatient satisfaction in *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo is:

1) Impacts of Service Quality on Outpatient Satisfaction

The analysis shows that the t_{count} score to the service quality variable is 9.631; whereas the t_{table} score at a significance level of 5% and the independent degree $n-k-1$ or $100 - 2 - 1 = 97$ that is 1.985. If the two t scores are compared, the t_{count} score is higher ($9.631 > 1.985$). In conclusion, at a trust level of 95%, service quality has a positive and significant impact on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo. The positive coefficient indicates that the more quality the services delivered by health workers and administrative staff, the higher the outpatient satisfaction level in *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo.

2) Impacts of Facilities on Outpatient Satisfaction

The analysis shows that the t_{count} score to the facility variable is 5.084; whereas the t_{table} score at a significance level of 5% and the independent degree $n-k-1$ or $100 - 2 - 1 = 97$ that is 1.985. If the two t scores are compared, the t_{count} score is higher ($5.084 > 1.985$). In conclusion, at a trust level of 95%, the facility has a positive and significant impact on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo. The positive coefficient indicates that the more adequate the facilities in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo, the higher the outpatient satisfaction level there.

2. Simultaneous Testing

The simultaneous testing in this research is presented in Table 6.

Table 6 Simultaneous Testing

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4450.404	2	2225.202	59.755	.000 ^b
Residual	3612.130	97	37.238		
Total	8062.534	99			

Source: Data processed using SPSS 21, 2020

Table 6 shows that the F_{count} in this research is 59.755; whereas the F_{table} score at a significance level of 5% and df_1 is $k = 2$ and df_2 $N-k-1$ or $100 - 2 - 1 = 97$ that is 3.090. If the two F scores are compared, the F_{count} score is higher. In conclusion, facilities and service quality simultaneously have significant impacts on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo.

3. Coefficient of Determination

The coefficient of determination (R^2) in this research is shown in Table 7.

Table 7 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743 ^a	.552	.543	6.10233

Source: Data processed using SPSS 21, 2020

Referring to Table 7, the impact (the ability of the independent variable in giving definition to the dependent variable) identified using the R-square value is 0.552. The score indicates that 55.20% of the variability of outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo can be defined by facilities and quality services; while the rest 44.80% are defined by other variables unexplained in this research.

A partial coefficient testing is then performed. The partial testing of the coefficient of determination is indicated in Table 8.

Table 8 Partial Coefficient of Determination

Model	Standardized Coefficients	Correlation	Determination	
			Value	%
Service quality	0.655	0.658	0.430	43.00%
Facilities	0.346	0.352	0.122	12.20%
Simultaneous Coefficient of Determination			0,552	52.20%

Source: Data processed using SPSS 21, 2020

Based on Table 8, the impacts of the respective variable are:

1) Service Quality

Based on the analysis, the coefficient of determination is 0.430. Therefore, the ability of the service quality variable in giving impacts on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo is 43.00%.

2) Facilities

Based on the analysis, the coefficient of determination is 0.122. Therefore, the ability of the facility variable in giving impacts on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo is 12.20%.

DISCUSSION

1. Impacts of Service Quality on Outpatient Satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo

The descriptive analysis of service quality reveals that the service quality variable is “fairly quality” at a score of 79.10%. This implies that public service delivery by media and administrative staff in the *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo is not optimal, indicated by complaints proposed by patients and their families. In terms of service delivery by nurses, the majority of patients are complaining of nurses’ attention and attitudes; while in terms of administrative service delivery, patients, especially those resting on BPJS, perceive the service delivery too complicated. If proper responses are not be rendered to that situation, the hospital will elicit a bad image and thereby experiencing a decline in the number of patients and income.

Abdussamad (2016:15) argues that intrinsically, quality management is an activity or activity process pertains to quality, therein fulfilling customers’ needs and expectations of a product or service. Service delivery, as a process in which we prepare or manage others’ fulfillment of needs will generate perceptions by the service users.

The regression analysis proves that service quality has a positive and significant impact on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo. The positive coefficient shows that the more quality the service delivered by health workers and administrative staff, the higher the patient satisfaction level in *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo. The coefficient of determination is 0.430. The score implies that the ability of the service quality variable to influence

outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo is 43.00%.

A quality nursing service will result in service users' satisfaction. A quality service will give several benefits; such as a harmonious relationship between nurses and patients. Attempts made to improve nursing service quality are crucial to measuring patient satisfaction, allowing us to identify to what extent the service quality dimension can meet the patient expectation. Public service delivery should be well regulated and managed accordingly. Public service management is the process of science and art implementation to arrange and implement a plan and finish all activities regarding service delivery to achieve service objectives, especially health service objectives.

2. Impacts of Facilities on Outpatient Satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly in *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo

The descriptive analysis reveals that the facility variable is “fairly adequate” at a score of 73.76%. It means that patients in *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo perceive that the hospital management should make improvements in some services. Despite the adequate number of technical and administrative facilities, some of which are not well-functioned and thereby needing more procurement to optimize patient satisfaction. Besides, the wards should be expanded because as a major hospital in Gorontalo, *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo is supposed to accommodate referred patients from either Gorontalo or other provinces bordered with Gorontalo. Adequate facilities will reduce social skepticism towards the hospital and thus increase hospital's financial, operational, and administrative performances.

The regression analysis reveals that facilities have a positive and significant impact on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo. The positive coefficient indicates that the more adequate the facilities provided by the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo, the higher the outpatient satisfaction level there. The coefficient of determination is 0.122. To sum up, the ability of the facility variable to influence

outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo is 12.20%.

This research, finding a positive and significant impact of facilities on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly of *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo, is in line with the research conducted by Mayangsari (2015) that facilities have a positive impact on SPBU customer satisfaction. In a corporation, facilities should always be prioritized. What is perceived by customers connects to the perception of service quality. When customers find incompatibility between the cost they spend and facilities, they will incline to perceive that the service quality of the corporate is poor.

3. Simultaneous Impacts of Facilities and Service Quality on Outpatient Satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly in *Rumah Sakit Umum Daerah* (RSUD Prof, Dr. H. Aloei Saboe Gorontalo)

The descriptive analysis proves that the patient satisfaction variable is “fairly satisfied” at a score of 78.11%. The criterion implies that the patients in *Rumah Sakit Umum Daerah* (RSUD) Prof. Dr. H. Aloei Saboe Gorontalo are not satisfied with its service delivery and facility availability. They have negative stigmas regarding service delivery and the staff’s attitudes. A high level of patient satisfaction will increase the public trust in medical treatments given by both the hospitals and community health centers in Gorontalo. The high satisfaction level will encourage them to be confident with the medical treatments oriented to health affairs in Gorontalo.

The simultaneous testing indicates that facilities and service quality simultaneously have significant impacts on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly in *Rumah Sakit Umum Daerah* (RSUD Prof, Dr. H. Aloei Saboe Gorontalo). The R-square of 0.552 means that 55.20% of outpatient satisfaction variability can be explained by facilities and service quality; while the rest 44.80% is explained by other variables; such as patients’ physiological, psychological, and social factors and health workers and administrative staff’s commitment.

The finding is consistent with Moha and Sjendry (2016:582) clarifying that satisfaction is the ultimate level of facility or service utilization. It is in accordance with the target expectation. In other words, patient satisfaction is the ultimate target of a corporate. A service corporate should make a serious attempt to fulfill customers’

expectations of good facilities and service quality. With the fulfillment, patients can feel satisfaction regarding facilities and service quality.

CONCLUSION

Based on the research findings and discussion, several conclusions that have been drawn are as follows:

1. Partially, there is a positive and significant impact of service quality on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly in *Rumah Sakit Umum Daerah* (RSUD Prof. Dr. H. Aloei Saboe Gorontalo (the coefficient of determination is 43.00%).
2. The positive coefficient indicates that the more quality the service delivered by health workers and administrative staff, the higher the outpatient satisfaction level in *Rumah Sakit Umum Daerah* (RSUD Prof. Dr. H. Aloei Saboe Gorontalo.
3. Partially, there is a positive and significant impact of facilities on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly in *Rumah Sakit Umum Daerah* (RSUD Prof. Dr. H. Aloei Saboe Gorontalo (the coefficient of determination is 12.20%). The positive coefficient indicates that the more adequate the facilities provided by in the Nerve Poly, Cardiac Poly, and Internal Poly in *Rumah Sakit Umum Daerah* (RSUD Prof. Dr. H. Aloei Saboe Gorontalo, the higher the outpatient satisfaction level there.
4. Simultaneously, there is a positive and significant impact of facilities and service delivery on outpatient satisfaction in the Nerve Poly, Cardiac Poly, and Internal Poly in *Rumah Sakit Umum Daerah* (RSUD Prof. Dr. H. Aloei Saboe Gorontalo. The R-square of 0.552 means that 55.20% of outpatient satisfaction variability can be explained by facilities and service quality; while the rest 44.80% is explained by other variables; such as patients' physiological, psychological, and social factors and health workers and administrative staff's commitment.

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