

## The Effect of Student Satisfaction on Administrative Services of Faculty of Economics and Business, State University of Jakarta

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### ABSTRACT

This study aims to analyze the effect of administrative service quality on student satisfaction in the Office Administration Education program at the Faculty of Economics and Business, State University of Jakarta. The variables studied include reliability, responsiveness, assurance, empathy, and physical evidence. Using a quantitative approach with a survey method. The data were analyzed using regression analysis to examine the relationship between service quality dimensions and satisfaction. The results show that all five dimensions significantly influence student satisfaction. These findings highlight the need for continuous evaluation and improvement of administrative services to enhance the academic experience and institutional performance in higher education.

## **INTRODUCTION**

Education is an important part of human life and should be able to bring various changes to everyone. One such change is a shift in the social strata of individuals, where access to education must be equal and equitable. To achieve national education goals such as educating the nation's life and creating social justice, clearly requires the support of an integrated and collaboratively built system. In accordance with Law No. 20/2003 on the National Education System, education is defined as a deliberate and well-organized effort to create a conducive learning environment and an effective teaching-learning process. The goal is for each student to proactively maximize the potential within themselves, including strengthening religious spiritual values, self-control, character building, intellectual improvement, good moral development, and mastery of skills that are beneficial to themselves, others, the wider community, nation and state. In higher levels of education, especially through lectures at universities or colleges, as stated in Government Regulation of the Republic of Indonesia Number 12 of 2012 concerning Higher Education, higher education takes a crucial role in improving the quality of life of the nation, developing science and technology while adhering to human values, preserving culture, and empowering sustainable communities.

In the education system, there are several factors that support the quality of education, one of which is educational facilities. In higher education, educational facilities are very important to provide services to students to take care of academic matters and matters related to campus activities. Administrative services are one of the educational facilities that are quite a lot needed by students because administration is very important in campus life. Administration in higher education offers a variety of assistance for students, including registration, tuition payments, learning assistance, and counseling (Harmuliani 2022). For the administration to run smoothly, the service must be fast, responsive, and easily accessible to students. Convolved and inefficient administrative processes can cause student disappointment and disrupt their concentration in learning (Suheriyanto 2024). Therefore, improving and developing administrative service systems is a crucial step in improving student experience and satisfaction in the campus environment. Students cannot be separated from the role of administration which helps students in their study activities and academic activities smoothly. Because the role and services of academic administration are very important, various parties must collaborate to improve the quality of higher education (Suheriyanto 2024). Therefore, improvement and innovation in the administrative service system is an important step. Student response is an important aspect as input for campus managers. Campus managers will ensure and assess the quality of the services offered, followed by evaluating them to formulate a strategy for improving the quality of administrative services that is as sustainable as possible. When an institution provides quality services, those who feel it will easily share and advocate their feelings to others. With this, a good institution will attract people to be part of the institution. Quality services are evaluated not only based on the performance of administrative staff, but also by considering the comfort of

students and lecturers while performing administrative tasks, which includes the environmental services provided to them.

When providing services, the top priority is of course ensuring customer satisfaction. Customer satisfaction measures how well a company meets the needs, wants and expectations of its customers, which affects their likelihood to repurchase or develop loyalty to the brand that meets their dietary or daily needs. In addition, companies strive to ensure customer satisfaction by providing excellent service. Providing excellent service to each customer fosters a sense of satisfaction, which in turn strengthens their loyalty and commitment to the company. In that process, administrative services play an important role and are one of the key factors that can affect the level of customer satisfaction. Based on research conducted by Widawati, E. (2020), it can be analyzed that campus administrative services greatly affect consumer satisfaction, especially students. According to this study, things like reliability responsiveness, and empathy of administrative staff affect learner satisfaction. This has a positive impact on learners' loyalty to the institution. The Faculty of Economics and Business, State University of Jakarta has an admin service office located in the SFD Building, this admin service at the FEB faculty provides assistance to students to take care of letters related to scholarships, graduation certificates, permits to conduct research or interviews and other academic needs. The services provided by the SFD administration staff are quite good even though sometimes in some cases it takes more time in the process but it can still be said to be good. Therefore, this research will center on an in-depth analysis related to the effect of the level of satisfaction of UNJ Office Administration Education study program students class of 2023 on the quality of administrative services received at SFD Tower B. This problem encourages researchers to examine further, whether student satisfaction with administrative services at SFD Tower B has met their expectations, how the quality of administrative services presented, and how students convey their complaints or suggestions.

## LITERATURE REVIEW

### Basic Concept of Student Satisfaction

Academic satisfaction is very crucial when a student is satisfied, they tend to serve their university. In addition, satisfied students will recommend their college to family and friends, which in turn will attract others to enroll. This also gives the institution better bargaining power and, ultimately, strengthens the institution's reputation in the eyes of the wider community. Academic satisfaction in higher education depends more on the students as colleges depend on their students. All educational processes in higher education involve students directly, starting from the input process, through the selection process, to the process of creating intra- and extracurricular activities and outputs. Student satisfaction is a student's affective or cognitive response to their experience in the context of higher education. According to Oliver (2020), satisfaction is an aftermarket evaluation that reflects that customer expectations or needs have been met or exceeded. In the context of higher education, student satisfaction includes their evaluation of various aspects of the learning experience, including

the quality of teaching, facilities, and especially, administrative services. Research by Kusumawati (2021) shows that student satisfaction has a significant impact on their engagement and retention. Satisfied students tend to be more motivated, active in academic activities, and have a greater likelihood of completing their studies on time. In addition, student satisfaction is also positively correlated with institutional image and graduate recommendations because with a good experience from students, it will also improve the image of the institution in the outside eye and attract prospective students.

### **Relationship between Student Satisfaction and Quality of Administrative Services**

There is a clear relationship between the quality of administrative services and the level of student satisfaction. Good administrative services can increase student satisfaction. Conversely, poor services can lead to dissatisfaction and frustration. There is a clear relationship between the quality of administrative services and the level of student satisfaction. Good administrative services can increase student satisfaction. Conversely, poor services can lead to dissatisfaction and frustration. Research by Rahman (2023) found that the reliability and responsiveness features of SERVQUAL have the greatest relationship to student satisfaction in higher education. Students value administrative services that are accurate, fast, and responsive to their needs. With administrative services that are efficient and helpful, it will create satisfaction or comfort for students in the campus environment because they feel helped in carrying out their needs related to administrative activities. Theory According to the Expectancy Disconfirmation Model (also known as Expectancy Disconfirmation Theory) says that consumers form opinions about a product or service based on their prior perceptions of the features or benefits offered by that product or service. In the literature on satisfaction, expectations refer to the expectations set by customers regarding the potential outcomes of a transaction or, alternatively, what they think a service provider should deliver as opposed to what will actually be offered. Parasuraman outlines the various elements that indicate service quality: regularity, responsiveness, physical evidence, care, and confidence on a scale of testing and refinement. These dimensions are indicators of service quality for all service industries. Service function is determined by service quality. When a consumer buys a product, they have concerns about how the product will work. This is made clear by Expectancy Disconfirmation Theory, or EDT, which was created by Richard L. Oliver in 1980 and is often used to explain how satisfaction or dissatisfaction arises. This theory suggests that after consumers get a product, they will feel satisfaction or dissatisfaction, then compare their expectations with the actual product performance. In addition, the importance of effective communication between administrative staff and students affects how satisfied they are with the service. Clear, transparent, and empathetic communication can improve students' understanding of administrative procedures and reduce the potential for misunderstandings. With quality service, it will improve the relationship between students and the college because they think that the college is able to provide the best service in

helping them complete their affairs and give students confidence in submitting their academic needs to administrative services.

### **Quality of Administrative Services in Higher Education**

The quality of administrative services in higher education includes the efficiency, effectiveness, and responsiveness of services provided by administrative staff to students. Zeithaml, Parasuraman, and Berry (2020) identified five dimensions of service quality (SERVQUAL):

#### **A. Reliability**

In educational services reliability means that an institution can deliver the promised services consistently. New studies show that reliability plays a key role in gaining students' trust in their school. Students are often more satisfied when the services they receive are as promised. For example, if a university promises to provide modern and integrated educational facilities, consistency in providing them will greatly affect students' perception of the quality of education they receive. Studies show that institutions that can meet these expectations make students happier and more loyal.

#### **B. Responsiveness**

Responsiveness indicates that the institution is ready to help students and provide services quickly. Speed and accuracy in meeting students' needs in an increasingly competitive educational environment is crucial. New studies show that students value places that can provide quick solutions. Responsive academic guidance services, for example, can help students better cope with academic difficulties. In addition, high responsiveness makes students feel heard and valued. This can increase their desire to learn and their engagement in lessons.

#### **C. Assurance**

An important component of assurance is the knowledge, manners and skills of the staff in creating a sense of trust. The sense of security that students have in an educational environment can be derived from experienced and friendly teachers and administration. When students feel confident that staff can help them with information, research shows that they are more likely to actively participate in academic activities. In addition, this assurance includes the aspect of security, which allows students to feel safe.

#### **D. Empathy**

Empathy is an aspect that shows the attention and care given to students in particular. In the interaction between teachers and students, an individualized approach can be used to foster a sense of empathy in education. New studies show that students who feel cared for and understood have better learning outcomes. For example, mentoring programs that involve direct interaction between students and teachers can increase the sense of support and connection. Schools pay attention to the unique needs of students and help them achieve their academic and personal goals.

### E. Tangibles

The appearance of the physical furnishings, devices, and delivery materials used by the institution are examples of physical evidence. Studies show that a clean, well-maintained and contemporary environment can enhance the quality of services provided. The student learning experience can be enhanced by good facilities and infrastructure, for example, a comfortable classroom atmosphere, a well-stocked library, and adequate access to technology. In addition, students' perception of the institution's credibility is also enhanced through professional and informative communication materials. Therefore, to improve students' perception, it is crucial to provide good infrastructure and communication.

In terms of SFD Tower B, the quality of administrative services is essential to make a good student experience. These administrative services include the enrolment process, grade transcript management, library services, and IT support. Each of these components is not only part of the administrative system but also interacts with each other to influence how students perceive the institution. An effective enrollment process, for example, can reduce wait times and give new students a good first impression. Similarly, having clear and accurate transcripts of grades is essential to ensure that students can easily track their academic progress. Digitalization of administrative services is essential to improve efficiency and accessibility for students. Digitalization speeds up administrative processes and allows students to access services anytime and anywhere. This reduces the challenges they may face during their studies. By incorporating technology into administrative services, SFD Tower B has the ability to create a more open and responsive learning environment. As a result, students will be more satisfied and more engaged in their learning.

### **Factors Affecting Student Satisfaction with Administrative Services**

In college administrative services, there are several important elements that affect students' satisfaction. First, services must be available and easily accessible. They want administrative services to be easily accessible when needed, either through online platforms or in person. Students will find it easier to complete administrative tasks such as course registration, grade transcript submission, or academic consultation if these services are available and accessible at all times. Therefore, educational institutions should ensure that these services are available and accessible to all students, including students with time or mobility constraints. Furthermore, the student experience is greatly influenced by the ability and professionalism of administrative staff. Experienced, professional and friendly staff can make a campus a supportive and enjoyable place. When students feel listened to and valued by employees, they are more confident to ask questions or request assistance. Studies show that overall student satisfaction can be improved through positive interactions with administrative staff. Therefore, to ensure that administrative staff can provide high-quality services, it is crucial that they are trained and develop interpersonal skills. The third factor that is also very important is the efficiency and effectiveness of the management system. Students, who usually face many demands both academic and non-

academic, can optimize their time and energy through efficient and effective methods. For example, students will concentrate more on their studies if the registration process for courses can be done quickly and without much administration. As a result, institutions need to conduct continuous assessment and improvement of their administrative processes so that all necessary steps are smooth and not burdensome for students. Finally, clear and understandable administrative policies and procedures are crucial to avoid confusion. When students understand the expectations placed on them and what they can anticipate from the institution, they will feel more comfortable and secure in their studies. Clear policies also play a role in making the campus a fair and accountable environment where students feel valued and treated well. Therefore, institutions need to ensure that administrative policies and procedures are clearly conveyed and easy to understand in all brochures, websites, and new student orientation sessions. Based on Wijaya's study (2020), the application of information technology has a good impact on the level of student satisfaction with administrative services. Students increasingly rely on technology to fulfill their academic and administrative needs in the modern era. Wijaya found that when educational institutions implement sophisticated and easy-to-use information systems, students find it easier to obtain services such as course registration, grade transcript management, and library services. Effective information systems not only speed up administrative processes but also help students who are often caught up in complex bureaucracy. Students can be more satisfied with the services provided by saving energy as well as time with the availability of online services that allow them to make transactions online.

## **METHODOLOGY**

The research used is a quantitative research approach, which involves a type of research analysis that depends on numbers and calculations applied to data, populations, and research samples that need to be verified. In quantitative research, attitudes must be value-free, or "value-less". As a result, the principle of objectivity is strictly applied in research. Using instruments or tools whose validity and reliability are required to produce objective research then, the individual understanding of the researcher, the quality of the information collected, the variables used, and other factors must be reduced if the research results are biased. The research approach used in this study is the survey method, which is carried out through a questionnaire or survey instrument. The questionnaire or survey technique is one of the main tools used to collect data to achieve research objectives. This research also uses descriptive statistical data analysis techniques. Molli Wahyuni states in her book that descriptive statistics involve simplifying research data for better understanding and interpretation. Data is summarized, organized, and arranged in graphical and numerical formats in tables. Researchers usually use descriptive statistics to convey details about the properties of research variables and to support the variables being studied. Determining the mean, median, mode standard deviation, assessing the skewness of the distribution, along with additional activities associated with descriptive statistics. The research design used is correlational research, in which

the researcher will evaluate the relationship between the two variables being studied, specifically the independent variable and the dependent variable. The independent variable is student satisfaction in the Jakarta State University Office Administration Education study program, while the dependent variable or variable Y is the SFD Tower B faculty admin service. The population and sample in this study were students enrolled in the Jakarta State University Office Administration Education Study Program Batch 2023 who had accessed services from the administration staff of the Faculty of Economics and Business, State University of Jakarta at the SFD Tower B Building.

## RESEARCH RESULT

### Characteristics of the Research Sample

Respondents in this study were students of the Office Administration Education Study Program, especially class 2023, totaling 80 people. In this study, the Slovin formula was used, resulting in a total sample of 45 respondents. In this study, the sample was categorized into groups based on gender and frequency of interaction with administrative services.

### Analysis Testing

#### Normality Test

Tabel 1. Normality Test

		Unstandardized Residual
N		45
Normal Parameters <sup>a,b</sup>	Mean	.0000000
Most Extreme Differences	Std. Deviation	4.29431438
	Absolute	.106
	Positive	.106
	Negative	-.106
Test Statistic		.106
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Based on the attached table of normality test results, it shows that Asymp. Sig. (2-tailed) of 0.200 where 0.200 is greater than 0.05, which means that the data obtained in this study are normally distributed.

### Validity Test

Table 2. Validity of Questions

Item	r count	r table level 0.05	Status
X.1	0.822	0.294	Valid
X.2	0.701	0.294	Valid
X.3	0.924	0.294	Valid
X.4	0.556	0.294	Valid
X.5	0.762	0.294	Valid
X.6	0.910	0.294	Valid
X.7	0.892	0.294	Valid
X.8	0.897	0.294	Valid
X.9	0.893	0.294	Valid
X.10	0.873	0.294	Valid

Table 3. Validity of questions

Item	r count	r table level 0.05	Status
Y.1	0.906	0.294	Valid
Y.2	0.868	0.294	Valid
Y.3	0.841	0.294	Valid
Y.4	0.781	0.294	Valid
Y.5	0.909	0.294	Valid
Y.6	0.852	0.294	Valid
Y.7	0.880	0.294	Valid

Based on the results of testing the two variables, it can be said that all questions given in the questionnaire are said to be valid because the value in r count is greater than r table, which is 0.294 for a total of 45 respondents.

### Linearity Test

Table 4. Linearity

			Sum of Squares	df	Mean Square	F	Sig.
Y * X	Between Groups	(Combined)	694.239	21	33.059	2.498	.018
		Linearity	536.246	1	536.246		
		Deviation from	157.993	20	7.900		
	Within Groups	Linearity	304.339	23	13.232	.597	.876
		Total	998.578	44			

According to the attached calculation table, it can be said that variable X or the effect of student satisfaction on variable Y or faculty administration services is linear. This is said to be linear because the Sig calculation result in the table is 0.867 where this figure is greater than 0.05.

### T-test

Table 5. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.079	1.350		3.020	.004
X	.604	.031	.946	19.200	.000

Based on the t test results from the table, two ways of taking the results can be taken, namely using the Sig. in the Sig section in the table shows the number 0.000 where this number is smaller than 0.05, which means that there is an influence between the independent variable and the dependent variable. Then using the t table, the results show t count of 19,200 which is greater than t table, namely 2,018, which of the two results can be said that there is a positive

influence between the satisfaction of Office Administration Education study program students on the administrative services of the Faculty of Economics and Business at SFD Tower B, State University of Jakarta.

**Test f**

Table 6. Anova

Model		Sum of Squares	df	df	F	Sig.
1	Regression	894.268	1	1	368.649	.000 <sup>b</sup>
	Residual	104.309	43	43		
	Total	998.578	44	44		

From the results table above, it can be seen that the Sig produced is 0.00 which is smaller than 0.05, meaning that there is a significant influence between variable X and variable Y in this study.

**Determination Coefficient Test**

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946 <sup>a</sup>	.896	.893	1.557

Based on the table, it shows that the R Square is 0.896, which means that variable X and variable Y in this study have a strong enough relationship because the results are almost close to 1.

**DISCUSSION**

This study aims to test the hypothesis that student satisfaction affects the quality of administrative services at SFD Tower B, Faculty of Economics and Business, UNJ. The results of statistical analysis show that the data collected in the questionnaire distributed to respondents are worthy of further analysis, and there is a strong relationship between student satisfaction and the quality of administrative services. The sample used in this study were students from the Office Administration Education Study Program, Class of 2023 at the Faculty of Economics and Business, State University of Jakarta, totaling 45 respondents from the test results using the Slovin formula to determine the research sample. The following is an explanation of the results that have been tested previously using statistical data through SPSS media The normality test conducted shows the value of Asymp. Sig. (2-tailed) value of 0.200, exceeding 0.05, this indicates that the research data has a normal distribution. The resulting validity test also ensures that all questions included in the questionnaire meet the valid requirements, with the results of the calculated r value greater than r table (0.294) for a total of 45 respondents. The validity of this instrument is crucial to ensure the accuracy and reliability of data in measuring student satisfaction and the quality of administrative services. Furthermore, the linearity test revealed a linear relationship between the variables of student satisfaction (X) and faculty

administrative services (Y), with the resulting Sig value of 0.867 thus exceeding 0.05 which is the decision-making limit. This indicates that the simple linear regression model is suitable for analyzing the correlation between variables. Then the test carried out is the t test which produces a Sig value of 0.000, this value is smaller than 0.05 which is the condition for the results and uses another discussion through t count. From this test, a number of 19,200 was obtained, which exceeds the criteria in the predetermined t table of 2,018. These results consistently show a positive and significant influence between student satisfaction of the Office Administration Education Study Program on administrative services at SFD Tower B, Faculty of Economics and Business, State University of Jakarta. The test results for the coefficient of determination (R Square) produced a figure of 0.896, this figure indicates that about 89.6% of variations in student satisfaction can be influenced by the quality of administrative services and indicates a very close relationship between the two variables. The remaining 10.4% can be explained by other aspects outside the research model. Meanwhile, the F-test also corroborates this finding with a Sig value of 0.000 which is below 0.05, meaning that there is a significant influence between the variables of administrative service quality (X) and student satisfaction (Y) simultaneously.

In general, the findings of this study validate the hypothesis that there is a significant and positive effect of student satisfaction on the services offered by administrative services. The quality of administrative services, assessed through aspects such as reliability, responsiveness, assurance, empathy, and tangible evidence, was found to be a significant element in influencing the level of student satisfaction. The research focuses on the specific context under study, specifically administrative services at the Faculty of Economics and Business UNJ, which has never been thoroughly researched using the SERVQUAL dimensional approach before. In addition, this study offers a new contribution by emphasizing the direct impact of administrative service quality on students' overall perceptions of the institution, rather than focusing solely on academic services. This indicates that outstanding administrative services affect not only student satisfaction, but also the overall reputation and competitiveness of the institution. The results of this study provide a strong basis for the Faculty of Economics and Business UNJ to improve the quality of its administrative services to achieve greater student satisfaction, which will ultimately benefit the reputation and standing of the institution. Quality services will generate positive value for the university, while poor services will generate negative value. The findings of this study suggest that service quality is critical in helping students achieve an optimal academic experience.

## CONCLUSIONS AND RECOMMENDATIONS

This study examines in depth how the satisfaction of Office Administration Education students class of 2023 affects the quality of administrative services at SFD Tower B, Faculty of Economics and Business, State University of Jakarta. This study uses a quantitative approach with the method of distributing questionnaires to respondents, from the questionnaire

successfully collecting data as many as 45 respondents, which were then analyzed using statistical tests through SPSS. From the results of the research conducted, a conclusion can be drawn, based on the normality test the data obtained can be said to be normally distributed with a value of 0.200. Then for validity testing it was found that all questions in the questionnaire were said to be valid and accurate so that they could carry out further data testing, the next test was the linearity test, the result of which was a linear relationship between variable X and variable Y in this study. The explanation above is the result of testing the analysis requirements, next is hypothesis testing where in this hypothesis testing there is a t test, f test and coefficient of determination test. In the t test, the results show that there is an influence between variable X, namely the effect of student satisfaction in the Office Administration Education study program at State University of Jakarta on variable Y, namely the SFD Tower B faculty admin service and the f test also shows the same thing that there is a contribution of student satisfaction to the quality of service provided by faculty administrative staff, and the coefficient test shows the result that there is a strong relationship between the two variables. So that from all the test results that have been carried out in this study, it can be concluded that there is an influence and strong relationship between student satisfaction from the Office Administration Education study program on the quality of administrative services of the Faculty of Economics and Business, State University of Jakarta. The research shows that the two variables are interconnected and mutually influential by convincing the hypothesis that there is a positive and meaningful correlation between student satisfaction and service from administrative staff. The results of this study confirm that quality administrative services are not just a complement, but an important part that directly affects the student learning experience and campus reputation.

### **ADVANCED RESEARCH**

From the results of research conducted by researchers with the aim of knowing how the influence between student satisfaction of the Office Administration Education study program on the quality of administrative services of the Faculty of Economics and Business, State University of Jakarta at SFD Tower B, it is realized that this research still has shortcomings and is not a perfect writing which is the first time this research has been conducted so that researchers feel there are still many limitations in this study. This study indicates that the quality of administrative services affects the level of student satisfaction, but there is still 10.4% of variation that cannot be explained. Therefore, future research needs to investigate other factors that can affect student satisfaction. The use of mixed methods, both quantitative and qualitative, can provide deeper insights. In addition, studies with a wider range of campuses are needed to produce more generalized findings. Research with a longitudinal approach is also recommended to see how student satisfaction changes over time and its effect on loyalty and retention.

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