

Analysis of the quality of service mobile application tukang sayur.co

H .Rismanto¹, W .Susilawati², D .Adiatma³ and Wufron⁴

¹Faculty Of Economy: Management Department, Universitas Garut, Samarang Street, Garut, Indonesia

²Faculty Of Economy: Management Department, Universitas Garut, Samarang Street, Garut, Indonesia

³Faculty Of Economy: Tourism Department, Universitas Garut, Samarang Street, Garut, Indonesia

⁴Faculty Of Economy: Management Department, Universitas Garut, Samarang Street, Garut, Indonesia

Abstract

This research was made with the aim of knowing the service quality and satisfaction of the Tukang Sayur.co App. Tukang Sayur.co it has the advantage of a high rating and its already wide sales reach to various cities compared to other applications. However, behind these advantages there are still many problems and complaints related to the application Tukang Sayur.co from consumers. As for the average consumer complaints due to delays in delivery that do not comply with the specified estimated schedule, lack of service response from the management Tukang Sayur.co, the use of the application is less qualified'E-Service Quality Analysis (SERVQUAL) and Importance Performance Analysis (IPA) are research methods used by App Tukang Sayur.co users. The method used is a non-probability sampling technique, and sampling is by using the method of determining special characteristics, especially the users of the application, and using a sample of 100 people.The results of this study indicate that the service quality of the Tukang Sayur.co App is good, although there are still some indicators that the service is sufficient. Dimensions included in the sufficient category are: Access, Reliability, and Assurance. Meanwhile, the dimensions included in the good category are: Ease of Navigation, Security/privacy, Responsiveness, Site aesthetics, Price knowledge, Efficiency, Flexibility and Personalization. As for satisfaction, it shows that overall there is a gap between the results of reality and consumer expectations of -15.24. From the final result of attribute mapping, there are 3 attributes.

Keywords- Service Quality, SERVQUAL, Importance Performance Analysis, Tukang Sayur.co

I. INTRODUCTION

Technological developments, especially in the digital era as it is today, help entrepreneurs improve their business. Technology is the foundation of the company in innovating, not only as a complement to the business, but also the main key of a business that continues to grow and is able to continue to compete. For this reason, the existence of technology is the foundation of innovation in the company. The role of technology is not only engaged in telecommunications but has developed in the fields of health, education, communication and services (Noor, 2016). An example of the rapid development of information technology is the development of mobile apps which have a major impact on the habits of using these devices.

With the mobile app people are easier to carry out activities such as buying and selling. With the mobile app makes people more happy to make transactions online without having to go directly to the store. Because in the mobile app there are already features that manufacturers can offer consumers to make purchases. Indonesia is one of the fastest growing E-commerce in the world, where the growth reached 78% in 2020, and there are 100 million internet users in Indonesia. That way, there are various types of startups that make applications in agriculture.

Vegetables are one of the food ingredients needed by the body because it provides many benefits and many vitamins. Vegetables can be accepted to consumers because there are steps that start from farmers, sellers, and then come to us as consumers. However, the problem often faced by us as consumers is that the vegetables obtained are not always fresh, and producers also do not always provide and sell fresh vegetables. So, to overcome this, an application is made that can solve that problem, the problem faced by farmers, producers, and consumers. With the

application, it makes it easier for consumers to find fresh vegetables. Currently there are many applications that appear, one of which is the application Tukang Sayur.co.

Based on the ratings and reviews written by previous consumers about the application that they give negative reviews about service complaints Tukang Sayur.co, such as the quality of products that are not Fresh, delivery of goods that do not match the promised estimate, transaction failure, and responsivity in the application Tukang Sayur.co. from these reviews, it should be application Tukang Sayur.co investigate the factors that affect the problem, so as to improve the quality of products and service quality of the application.

The customer complaints Tukang Sayur.co, namely they say " after 3 years of subscription I finally moved to the application next door. Because of Service tukang sayur.co it's getting worse. Packaged products of finished origin. I bought kale 1 kg, fitting came at all not in the tie and the roots are still grounded. Buy salted fish of very poor quality, full of mites and smelly. Moreover, the price of the product does not follow the market and is increasingly expensive. Comparison of curly chillies in other stalls 20rb / kg in this application 40rb / kg.", "Has been a message since yesterday (tgl. 30/3/2020) paid via transfer. Promised to come today (tgl. 31/3/2020) before the clock 19.00. Since 15.00 still on the road, in application mobile chat not read. Until 20.00 did not come either, no news. Can not be traced the whereabouts of The Courier. Although materials are needed immediately. The application is detrimental, the admin is unprofessional, and is not responsible It can be reported to the police, right."The goods sent are not fresh instead tend to be damaged because they are sent already in the afternoon."Those are some of the complaints said by consumers.

Of these complaints, it is necessary for the application Tukang Sayur.co to review the quality of its services. Customer expectations of the application Tukang Sayur.co and hope for the application Tukang Sayur.co, following the results of interviews conducted by researchers:

Table 1.1

Interview Results

No	Statement	Results
1	How information about the product in the application Tukang Sayur.co ?	Based on the results of the mini survey 16 of 20 respondents answered Good and 4 of them answered product information in the application Tukang Sayur.co not compatible with available products.
2	Whether when opening the application Tukang Sayur.co often have errors?	Based on the survey results 18 out of 20 answered Never and 2 others answered never experienced an error.
3	Are the products categorized by Category ?	Based on the survey results, all respondents answered the appropriate category.
4	Is the product ordered in accordance with the order ?	Based on the results of the mini survey 15 of 20 respondents answered not appropriate, such as: the condition of the product is not fresh, there are less products, the presence of product errors. And the other 5 answered according to the order.
5	Is the delivery of the product in accordance with the promised estimate ?	Based on the results of the mini survey 18 out of 20 respondents answered not appropriate, often the

		occurrence of delays in delivery. While 2 answer according to estimate or right.
6	How to respond application Tukang Sayur.co in response to consumer problems ?	Based on the results of the mini survey 16 of 20 respondents answered the response of the Tukang Sayur.co not good and the other 4 answered Good.

Source : research survey

Based on Table 1.1 it is known that respondents stated the quality of Service application Tukang Sayur.co not good because of some errors and lack of response from the management Tukang Sayur.co. not a few consumers are moving to other similar applications.

Customers' expectations of the Tukang Sayur.co App and their expectations of the Tukang Sayur.co App can be measured using Importance Performance Analysis (IPA). This study intends to adopt IPA to determine the service quality analysis of the Tukang Sayur.co App.

Tukang Sayur.co it has the advantage of a high rating and its already wide sales reach to various cities compared to other applications. However, behind these advantages there are still many problems and complaints related to the application Tukang Sayur.co from consumers. As for the average consumer complaints due to delays in delivery that do not comply with the specified estimated schedule, lack of service response from the management Tukang Sayur.co, the use of the application is less qualified because there are still consumers who have difficulty contacting and discrepancies Courier number that has been listed in the application and the quality of the product is not fresh.

II. LITERATURE REVIEW

2.1 Marketing Management

According to Kotler and Armstrong (2017), Marketing Management is a way carried out by a company from starting to plan, coordinate to carry out marketing activities to achieve the desired goals.

2.2 E-Business

According to Ahmadi and Hermawan (2013: 7), E-Business is an interconnected system that provides information desired by its users, which focuses on strategy and function with technological capabilities.

2.3 E-Commerce

E-Commerce is one of the emerging technologies today where transactions are made through online without having to meet producers and consumers, and payments are made by transfer, and others

2.4 Service Quality

Service quality is an effort made by a person or a company in providing quality or good services to consumers where if consumers are satisfied with the services provided, then consumers will also trust the company, so that the impact occurs consumer loyalty to the manufacturer.

III. RESEARCH METHODOLOGY

The method used in this study is the qualitative method, which is the technique of collecting data by using triangulation or the combination of observation, finding information directly to the object, and documentation. In addition, the method also describes the results of research that has been done by the author, and this study uses Confirmatory factor analysis. Based on the unit of analysis, researchers use individual units of analysis. Population and samples used in this study is the user of artisan applications Sayur.co, and the sample used using non probability sampling by using special characteristics, characteristics in particular are people who have used the Artisan application Sayur.co. analysis conducted by gap Analysis, Performance & Importance and mapping using IPA.

IV. RESULT / FINDING

4.1 Characteristics Of Respondents

The data search procedure carried out by researchers is by distributing questionnaires to 100 respondents, and the distribution of questionnaires is done using google form. Respondents who became a sample in this study should have characteristics such as domicile of Tangerang area which amounted to 26 people with a percentage of 26% it is because of the many enthusiasm of the Tangerang community towards the use of applications Tukang Sayur.co. most who make purchases are women aged 21-25 who are mostly young mothers, with private employee work.

4.2 Descriptive Analysis

The following is a recapitulation of the overall E-Service Quality Score:

Tabel 4.1
Overall E-Service Score Recapitulation

No	Dimensions	% Total Score	% Ideal Score	Category
1	<i>ACCESS</i>	66,3	100	Enough
2	<i>EASE OF NAVIGATION</i>	74,1	100	Good
3	<i>RELIABILITY</i>	65,5	100	Enough
4	<i>SECURITY/PRIVACY</i>	70,5	100	Good
5	<i>RESPONSIVENESS</i>	72,5	100	Good
6	<i>ASSURANCE</i>	65,3	100	Enough
7	<i>SITE AESTHETICS</i>	72,1	100	Good
8	<i>PRICE KNOWLEDGE</i>	73,4	100	Good
9	<i>EFFICIENCY</i>	83,2	100	Good
10	<i>FLEXIBILITY</i>	76,3	100	Good
11	<i>PERSONALIZATION</i>	72,1	100	Good
Average		71,94		Good

Source : research survey

V. DISCUSSION

5.1 Discussion Importance Performance Analysis (IPA)**5.1.1 SERVQUAL analysis by item by item**

SERVQUAL analysis can not only show the quality of service, but also can show customer satisfaction. The following is a table of GAP values based on item by item studied:

Table 4.2
GAP analysis by item by item

No Attribute	Hope Score (Importance)	Reality Score (Performance)	GAP
1	4,2	3,48	-0,72
2	4,26	3,15	-1,11
3	4,2	3,15	-1,05
4	4,26	4,17	-0,09
5	4,21	2,95	-1,26
6	4,2	3,6	-0,6
7	4,18	3,45	-0,73
8	4,31	3,6	-0,71
9	4,31	3,25	-1,06
10	4,13	4	-0,13
11	4,26	3,47	-0,79
12	4,06	3,06	-1
13	4,19	3,91	-0,28
14	4,15	3,3	-0,85
15	4,34	4,16	-0,18
16	4,2	3	-1,2
17	4,23	3,84	-0,39
18	4,48	4,18	-0,3
19	4,39	3,88	-0,51
20	4,39	3,75	-0,64
21	4,23	3,85	-0,38
22	4,29	3,03	-1,26

Source : research survey

Based on Table 4.2 it is seen that the value of SERVQUAL all attributes are negative meaning that the performance of Mobile Application Services Tukang Sayur.co perceived consumers are still less than the value of expectations, although it can be said that the quality of Mobile Application Services Tukang Sayur.co it has been good or has met consumer expectations because the value of the gap is low.

5.1.2 SERVQUAL analysis by Dimension by Dimension

The following is a table of Gap values based on dimension by dimension studied :

Tabel 4.3

GAP analysis by Dimension by dimension

No	Dimensions	Hope (Importance)	Reality (Performance)	Gap (GAP)	Ranking
1	<i>Access</i>	8,46	6,63	-1,83	10
2	<i>Ease of Navigation</i>	8,37	7,41	-0,96	2
3	<i>Reliability</i>	8,41	6,55	-1,86	11
4	<i>Security/privacy</i>	8,49	7,05	-1,44	7
5	<i>Responsiveness</i>	8,44	7,25	-1,19	6
6	<i>Assurance</i>	8,32	6,53	-1,79	9
7	<i>Site Aesthetics</i>	8,34	7,21	-1,13	4
8	<i>Price Knowledge</i>	8,36	7,34	-1,02	3
9	<i>Efficiency</i>	8,41	8,32	-0,09	1
10	<i>Flexibility</i>	8,78	7,63	-1,15	5
11	<i>Personalization</i>	8,52	6,88	-1,64	8

Source : research survey

Based on Table 4.3 it can be seen that the performance value is lower than the expectation value, so the gap value is all negative. This could indicate that the quality of Service application Tukang Sayur.co still low. The largest gap value is in the Reliability dimension with a gap value of -1.86. The value of Gap Reliability illustrates that the form of service quality application Tukang Sayur.co as the product according to the order, the speed in the delivery of the product is still less according to consumers. while the smallest gap value contained in the Efficiency dimension with a gap value of -0.09 illustrates that in terms of innovation, payment methods, ease of use is quite good. Although the value of this Gap is the smallest but the value is still negative and indicates that according to consumers is still less than the service should be improved again.

5.1.3 Overall SERVQUAL analysis

$$Q (\text{Quality of Service}) = X_i(\text{Reality}) - Y_i(\text{Hope})$$

$$Q = 78,8 - 92,9 = -14,1$$

Gap.the negative shows it..Fun..between performance and expectations. consumers. Performance given Application Tukang Sayur.co can not meet consumer expectations. The value of -14.1 gap is not too big because consumers are not satisfied with the performance provided by the application.

5.1.4 Performance Difference Test

The results of different tests that have been done can be seen as follows :

Table 4.4
Performance & Importance Difference Test Requirements

		Paired Samples Test							
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
Pair 1	Importance - Performance	69,818	171,872	36,643	Lower	Upper			
					-6,386	146,022	1,905	21	.071

Source : research survey

Based on Table 4.2 obtained results of the calculation of performance and importance difference test shows that the mean or average value of expectations and reality shows positive results, meaning that there is a difference between expectations and the reality of the quality of Service application tukang Sayur.co.

5.1.5 Analysis Importance Performance Analysis (IPA)

The following is the data distribution score Importance and consumer Performance, that is:

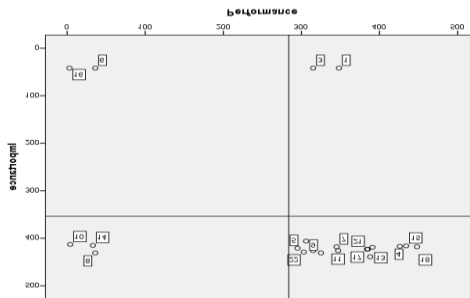
Table 4.5
Importance and Performance score and suitability level

Dimensions	No Atrribute	Reality Score (Xi)	Hope Score (Xi)	Degree Of Conformity (Tki)%
<i>Access</i>	1	348	420	82,9
	2	315	426	73,9
<i>Ease of Navigation</i>	3	315	420	75,0
	4	426	417	102
<i>Reliability</i>	5	295	421	70,1
	6	360	420	85,7
<i>Security/Privacy</i>	7	345	418	82,5
	8	360	431	83,5
<i>Responsiveness</i>	9	325	431	75,4
	10	400	431	96,9
<i>Assurance</i>	11	347	426	81,5
	12	306	406	75,4

Dimensions	No Atrribute	Reality Score (Xi)	Hope Score (Xi)	Degree Of Conformity (Tki)%
<i>Site Aesthetics</i>	13	391	419	93,3
	14	330	415	79,5
<i>Price Knowledge</i>	15	434	416	104
	16	300	420	71,4
<i>Efficiency</i>	17	384	423	90,8
	18	448	418	107
<i>Flexibility</i>	19	388	439	88,4
	20	375	439	85,4
<i>Personalization</i>	21	385	423	91,0
	22	303	429	70,6

Source : research survey

Then, the attributes are mapped into the diagram. The Cartesian diagram can be seen as follows :



Picture 4.1 Kartesius

Source : research survey

For more details what attributes with dimensions can be seen as follows :

Table 4.6

Attribute Mapping Results In Cartesian Diagram

Dimensi	No. Attribute	Reality Score (Xi)	Hope Score (Xi)	Quadrant
<i>Access</i>	1	348	420	D
	2	315	426	B
<i>Ease of Navigation</i>	3	315	420	D

Dimensi	No. Attribute	Reality Score (Xi)	Hope Score (Xi)	Quadrant
	4	426	417	B
<i>Reliability</i>	5	295	421	B
	6	360	420	C
<i>Security/Privacy</i>	7	345	418	B
	8	360	431	A
<i>Responsiveness</i>	9	325	431	B
	10	400	431	A
<i>Assurance</i>	11	347	426	B
	12	306	406	B
<i>Site Aesthetics</i>	13	391	419	B
	14	330	415	A
<i>Price Knowledge</i>	15	434	416	B
	16	300	420	C
<i>Efficiency</i>	17	384	423	B
	18	448	418	B
<i>Flexibility</i>	19	388	439	B
	20	375	439	B
<i>Personalization</i>	21	385	423	B
	22	303	429	B

Source : research survey

1. Quadrant a Concentrate Here (concentration/top priority), where customers as respondents feel these attributes are very important and have high expectations but have not felt the maximum performance. The attributes are as follows:

Table 4.7

Result Attribute In Quadrant A

Attribute In Quadrant A	
No Attribute	Statement
8	In my opinion, the transactions made in the application <i>Tukang Sayur.co</i> safe and trustworthy.
10	<i>Application Tukang Sayur.co</i> provide notification to consumers if the product has been delivered.

14	application system Tukang Sayur.co provides a stable display on all smartphones.
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Source : research survey

2. The table above shows that the attributes are considered important but the performance given has not been able to satisfy the consumer. The results of asanalysis attribute quadrant B can be seen as follows :

Table 4.8
Result Attribute In Quadrant B

Attribute In Quadrant B	
No Attribute	Statement
2	Page on the application Tukang Sayur.co never error
4	The location of the search field is easy to find in the application Tukang Sayur.co
5	Products are delivered quickly and on time
7	I believe my personal data and contacts are protected by the application tukang Sayur.co
9	Application Tukang Sayur.co always be responsive in serving orders
11	Application tukang Sayur.co provide a guarantee if the product does not match the order
12	Application Tukang Sayur.co handle returns well.
13	application display Tukang Sayur.co easy to understand
15	Application Tukang Sayur.co provide products accompanied by the price
17	In my opinion, the application Tukang Sayur.co has good innovation so easy to use
18	application Tukang Sayur.co provide a wide range of payment methods in transactions
19	Features in the application Tukang Sayur.co very easy to understand
20	Products in the application Tukang Sayur.co grouped by Category
21	In my opinion, the quality of the application system Tukang Sayur.co very good because of the availability of service features that can meet the needs.
22	Artisan application Tukang Sayur.co have the ability to always serve quickly

Source : research survey

3. Quadrant C Low Priority (low priority), this quadrant shows about this attribute is less satisfactory, because the influence given less important according to consumers, as for those included in this quadrant are the following attributes :

Table 4.9

Result Attribute In Quadrant C

Attribute In Quadrant C	
No Attribute	Statement
6	Products ordered in accordance with existing in the application TukangSayur.co
16	In my opinion, the products in the application Tukang Sayur.co cheaper compared to other applications.

Source : research survey

4. Quadrant d Possible Overkill(excessive), this quadrant shows attributes that according to consumers are less important but in the realization of the service is considered too excessive. So that this attribute is considered less important but satisfactory in its implementation. The attributes included in this quadrant are:

Table 4.10

Result Attribute In Quadrant D

Attribute In Quadrant D	
No Attribute	Statement
1	Network systems are used For Applications Tukang Sayur.co for hugely accurate and accurate transactions
3	Application System Tukang Sayur.co it is believed to have been more than one of his accounts.

Source : research survey

VI. CONCLUSION AND RECOMMENDATION

Conclusion

After the results that have been presented by the author, it can be taken conclusions as follows :

1. The total score of the Gap between the desired reality and consumer expectations of the service is negative. Negative score indicates the reality of artisan app services Sayur.co can not meet the consumer. This is because the 5th attribute is “the product is delivered quickly and on time” is still low, so there are still many consumers complain because the delivery speed is often late or not in accordance with the promised estimate. Consumer perception of the quality of application services provided is still not good, can be seen with the resulting score is negative. This is because the application has not met the wishes of consumers.
2. Based on the results of the test the difference between kenyatan and expectations. It is known that the mean value is based on reality and positive expectation. This means that there is a difference to the reality and expectations of the quality of Service applications Tukang Sayur.co. which is where consumer expectations are higher compared to the reality of the services provided.

3. By using the method of IPA as a whole obtained results that berpengaruh be in Quadrant A, because it is considered very important but the performance has not been maximized. It can be seen that consumers are still complaining about the services provided by The application Tukang Sayur.co.
4. Attributes that must be improved that is about the service application Tukang Sayur.co still low related to the stability of applications in various types of smartphone, often experience errors including the presence and absence of notifications to users. In addition, the application Tukang Sayur.co also a very important attribute but in fact that consumer confidence in transactions in the application Tukang Sayur.co still low. For attributes that exist in this quadrant should be a top priority to be improved so that satisfaction can be higher than expectations.

Recomendation

1. For applications Tukng Sayur.co should improve the quality of services provided to consumers, can be responsive in providing services, and features in the application is further improved so that consumers are satisfied with the services provided by The application Tukang Sayur.co so that consumers will be loyal and trust in the application.
2. To increase repeat purchases on consumers, this application should provide the right price and affordable with good quality so that consumers will still choose this application and will not choose other applications.

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