



THE ROLE OF PUBLIC SERVICE QUALITY AND SMART GOVERNANCE IMPLEMENTATION IN PUBLIC SATISFACTION: AN EMPIRICAL STUDY AT THE DEPARTMENT OF POPULATION AND CIVIL REGISTRATION OF LANGKAT REGENCY

Muhammad Rafi Indra Putra¹, Meilita Tryana Sembiring², Iskandarini³

^{1,2,3}Universitas Sumatera Utara, Indonesia

*Corresponding Author: muha.rafiip@gmail.com

Article Info

Article history:

Received :

Revised :

Accepted :

Available online

<http://jurnal.uinsu.ac.id/index.php/analytica>

E-ISSN: 2541-5263

P-ISSN: 1411-4380



This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license

ABSTRACT

This study is motivated by the importance of improving public service quality and implementing smart governance to enhance community satisfaction, particularly at the Department of Population and Civil Registration of Langkat Regency. The main problem addressed in this study is the extent to which public service quality and smart governance implementation influence community satisfaction. This research employs a quantitative approach using a survey method involving 205 respondents. Data analysis techniques include validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The results indicate that public service quality has a positive and significant effect on community satisfaction, and smart governance implementation also has a positive and significant effect. Simultaneously, both variables significantly influence community satisfaction, with a model explanatory power of 69%. These findings suggest that service quality remains the dominant factor in improving community satisfaction, while smart governance acts as a supporting factor that enhances the effectiveness of public services. The implication of this study emphasizes that improving community satisfaction requires synergy between high-quality services and the utilization of technology in governance. Therefore, the integration of conventional and digital services is a crucial strategy to achieve effective, efficient, and citizen-oriented public service delivery.

Keywords: *Community Satisfaction, Digital Transformation, Public Service, Public Service Quality, Smart Governance Implementation.*

1. INTRODUCTION

Public service constitutes a fundamental function of government in fulfilling the administrative needs of society and ensuring the realization of citizens' rights. The success of public service delivery is measured not only by the provision of services but also by the level of public satisfaction as service users. Public satisfaction reflects the evaluation of

service experiences received and serves as an important indicator in assessing the performance of public institutions (Chan et al., 2021). Various studies have demonstrated that service quality is a primary factor influencing public satisfaction; therefore, improvements in service quality will lead to increased public satisfaction and trust in government institutions (Danh Nam & Thị Ngọc Lan, 2022; Lamsal & Kumar Gupta, 2021).

Public service quality refers to an organization's ability to meet or exceed the expectations of service users. From the SERVQUAL perspective, service quality is reflected through the dimensions of reliability, responsiveness, assurance, empathy, and tangibles, which collectively shape public perceptions of the services received (Parasuraman et al., 1988). Therefore, service quality constitutes a strategic aspect that determines the success of public organizations in meeting societal needs.

Along with the advancement of digital technology, public expectations of public services have also increased. Citizens demand services that are faster, more transparent, easily accessible, and provide service certainty. Nevertheless, various problems continue to be found in public service delivery, including lengthy service processes, low certainty of information, and inefficient bureaucratic practices. These conditions indicate that conventional service systems are no longer fully capable of addressing the needs of modern society. Therefore, digital transformation in public services has become an urgent necessity to improve service effectiveness, efficiency, and accountability (Gajah & Arifana, 2025).

The government's commitment to digital transformation is manifested through the implementation of the Electronic-Based Government System (SPBE) as stipulated in Presidential Regulation Number 95 of 2018 and Minister of Home Affairs Regulation Number 7 of 2019 concerning Online Population Administration Services. These policies provide the foundation for the implementation of smart governance, an approach to public governance that utilizes information technology to improve service quality, transparency, effectiveness, and public participation in governmental processes (Aldegheishem, 2024). In the context of a smart city, smart governance serves as one of the main pillars integrating technology, institutions, and society in the implementation of a more adaptive and responsive government.

Langkat Regency is one of the regions that has received the Smart City Mentoring Program from the Ministry of Communication and Digital Affairs. The program aims to encourage the utilization of information technology in governance and public service delivery. Nevertheless, population administration services in Langkat Regency still face various challenges. Several public complaints indicate that the process of obtaining population administration documents is considered slow and has not optimally met community needs (KejarFakta, 2023). This condition indicates the need for efforts to improve service quality while strengthening digital transformation in the provision of population administration services.

In response to these various challenges, the Government of Langkat Regency, through the Department of Population and Civil Registration, developed the Lapak Online digital service innovation based on the Regent of Langkat Decree Number 470-05/K/2023 concerning Population Administration Service Innovation. This innovation utilizes the WhatsApp application as a medium for population administration services, including the processing of Family Cards, Identity Cards, Birth Certificates, Death Certificates, and

updates to population data. The development of this service is based on the relatively vast geographical conditions of Langkat Regency and the community's need for more accessible services. In addition to reducing service queues, Lapak Online is also expected to improve service efficiency and minimize brokerage practices (Department of Population and Civil Registration of Langkat Regency, 2025).

Previous studies have shown that public service quality influences public satisfaction (Butkus et al., 2023; Lamsal & Gupta, 2021). On the other hand, the implementation of smart governance through the utilization of digital technology has also been proven to enhance transparency, service effectiveness, and public satisfaction (Iskandar, 2025; Latip et al., 2025). Nevertheless, studies examining the simultaneous influence of public service quality and smart governance implementation on public satisfaction in population administration services remain relatively limited, particularly at the Department of Population and Civil Registration of Langkat Regency.

Based on the foregoing discussion, this study aims to analyze the influence of public service quality and the implementation of smart governance on public satisfaction at the Department of Population and Civil Registration of Langkat Regency. The findings of this study are expected to provide an empirical contribution to the development of public service studies and serve as input for local governments in improving the quality of population administration services.

2. RESEARCH METHOD

This study employed a quantitative approach with an explanatory research design to analyze the influence of public service quality and the implementation of smart governance on public satisfaction at the Department of Population and Civil Registration (Disdukcapil) of Langkat Regency. The study was conducted at the Department of Population and Civil Registration of Langkat Regency, North Sumatra.

The study population consisted of all individuals who had utilized population administration services at the Department of Population and Civil Registration of Langkat Regency. The sampling technique employed was purposive sampling with the following respondent criteria: (1) residing in Langkat Regency; (2) having used population administration services at the Department of Population and Civil Registration of Langkat Regency within the last 1–2 years; (3) being at least 17 years of age or already possessing an Identity Card (KTP); (4) having used services either directly or through digital services (Lapak Online); and (5) being willing to complete the questionnaire in its entirety. The sample size was determined based on the approach proposed by Hair et al. (2010), namely 5–10 times the number of research indicators. With 41 statement items, the minimum sample size used was 205 respondents.

The research data consisted of primary and secondary data. Primary data were obtained through the distribution of questionnaires to respondents, while secondary data were collected from scientific literature, institutional documents, and other sources relevant to the study. Data collection was conducted through questionnaires and documentation.

This study employed three variables, namely public service quality (X_1), smart governance implementation (X_2), and public satisfaction (Y). Public service quality was measured based on the dimensions of reliability, responsiveness, assurance, empathy, and

tangibles. Smart governance implementation was measured through indicators of transparency, public participation, accountability, service effectiveness and efficiency, and the utilization of information technology. Meanwhile, public satisfaction was measured based on the congruence between expectations and service performance, satisfaction with the service process, satisfaction with service outcomes, and overall satisfaction. All indicators were measured using a five-point Likert scale.

Data analysis was conducted using quantitative statistical techniques, including instrument validity and reliability testing, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, hypothesis testing through t-tests and F-tests, and the coefficient of determination (R^2) to measure the ability of the independent variables to explain variations in public satisfaction.

3. RESULT AND ANALYSIS

Overview of the Research Object

This study was conducted at the Department of Population and Civil Registration (Disdukcapil) of Langkat Regency, which is responsible for the administration of population and civil registration services. As an institution that interacts directly with the public, Disdukcapil plays a strategic role in providing population documents such as Identity Cards (KTP), Family Cards (KK), birth certificates, death certificates, and various other population administration services. In addition to carrying out service functions, Disdukcapil is also responsible for managing population data, which serves as the basis for planning and policy-making by the local government.

In support of the digital transformation of public services and the implementation of the Electronic-Based Government System (SPBE), the Department of Population and Civil Registration of Langkat Regency developed the Lapak Online digital service innovation. This service is based on the WhatsApp application and enables citizens to process various population administration documents online without having to visit the service office directly. The introduction of Lapak Online represents a form of smart governance implementation aimed at improving the efficiency, transparency, responsiveness, and accessibility of public services.

Respondent Characteristics

The study involved 205 respondents who had previously used population administration services at the Department of Population and Civil Registration of Langkat Regency. Based on gender, respondents were predominantly female (56.1%), while males accounted for 43.9%. Based on age, the majority of respondents were in the 17–25-year age group (35.1%) and the 26–34-year age group (26.8%). In terms of educational background, most respondents held a bachelor's degree (38.0%), followed by senior high school or equivalent graduates (28.3%) and diploma graduates (26.8%). Based on occupation, respondents were predominantly private-sector employees (28.3%), housewives (21.5%), and students (20.5%).

The most frequently utilized services were Family Card and Transfer Certificate services (33.7%), followed by Identity Card services (27.3%) and Birth Certificate/Death Certificate services (24.4%). The majority of respondents had used the services only once

(62.0%), indicating that most respondents were relatively infrequent service users. Nevertheless, their experiences remain relevant for assessing the quality of services provided by the Department of Population and Civil Registration of Langkat Regency.

Descriptive Analysis of Research Variables

Based on the descriptive analysis, public service quality obtained a mean score of 3.95 and was categorized as good. This result indicates that the public perceived the services provided by the Department of Population and Civil Registration of Langkat Regency as meeting service users' expectations, particularly in terms of service reliability, staff responsiveness, service assurance, empathy, and supporting service facilities.

The smart governance implementation variable obtained a mean score of 3.90 and was categorized as good. This finding indicates that the public gave positive evaluations regarding the utilization of information technology, service transparency, service effectiveness, and various digital innovations implemented by the Department of Population and Civil Registration of Langkat Regency through the Lapak Online service.

Meanwhile, the public satisfaction variable obtained a mean score of 4.08 and was categorized as good. This result indicates that, in general, the public was satisfied with the service process, service outcomes, and the alignment between expectations and the service performance received.

Validity, Reliability, and Classical Assumption Tests

The validity test results indicated that all statement items related to public service quality, smart governance implementation, and public satisfaction had significant correlations with the total score and were therefore considered valid. Furthermore, the reliability test results showed Cronbach's Alpha values of 0.725 for public service quality, 0.608 for smart governance implementation, and 0.638 for public satisfaction. All values exceeded the minimum threshold of 0.60, indicating that the research instruments were reliable.

The normality test results showed that the regression model residuals were normally distributed. The multicollinearity test indicated a tolerance value of 0.950 and a Variance Inflation Factor (VIF) value of 1.053 for all independent variables, demonstrating the absence of multicollinearity. In addition, the heteroscedasticity test results indicated that the regression model did not experience heteroscedasticity problems. Therefore, all classical assumptions were satisfied, and the regression model was suitable for hypothesis testing.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis produced the following equation:

$$Y = 18.090 + 0.170X_1 + 0.127X_2 + e$$

The equation indicates that public service quality (X_1) and smart governance implementation (X_2) have positive relationships with public satisfaction (Y). The positive regression coefficients indicate that improvements in public service quality and smart governance implementation are associated with increases in public satisfaction among users of services provided by the Department of Population and Civil Registration of Langkat Regency.

The Influence of Public Service Quality on Public Satisfaction

The partial test results indicated that public service quality had a positive and significant effect on public satisfaction, with a t-value of 3.048 and a significance level of 0.003. Since the significance value was less than 0.05, the first hypothesis was accepted. Thus, improvements in public service quality were proven to increase public satisfaction among users of services provided by the Department of Population and Civil Registration of Langkat Regency.

This finding indicates that the public places considerable importance on the quality of service interactions they receive. The reliability of staff in providing accurate services, responsiveness to public needs, ability to provide service assurance, empathetic attitudes, and adequate service facilities are factors that shape public satisfaction. When services are delivered professionally and in accordance with expectations, the public tends to provide positive evaluations of the service-providing institution.

The results support the SERVQUAL theory developed by Parasuraman et al. (1988), which explains that service quality is the result of users' evaluations of the congruence between expectations and the performance of services received. These findings are also consistent with the studies of Butkus et al. (2023) and Lamsal and Gupta (2021), which concluded that public service quality is a primary factor influencing public satisfaction.

In the context of the Department of Population and Civil Registration of Langkat Regency, these results indicate that although digital transformation continues to be developed, the quality of services provided by government personnel remains the dominant factor in shaping public satisfaction. Therefore, enhancing personnel competencies, simplifying procedures, and strengthening a culture of service excellence should continue to be pursued to maintain public satisfaction levels.

The Influence of Smart Governance Implementation on Public Satisfaction

The test results showed that smart governance implementation had a positive and significant effect on public satisfaction, with a t-value of 2.459 and a significance level of 0.015. These results indicate that the second hypothesis was accepted. Therefore, the implementation of smart governance through the utilization of information technology and digital service innovations was proven to increase public satisfaction.

This finding indicates that the public perceives benefits from the implementation of digital services that facilitate access to population administration services. The presence of Lapak Online enables citizens to obtain services without having to visit the Disdukcapil office directly, thereby saving time, costs, and effort. In addition, the utilization of information technology enhances service transparency and facilitates public access to the information required.

The results support the concept of smart governance, which emphasizes the importance of utilizing digital technology to improve the effectiveness, efficiency, and quality of public services. These findings are also consistent with the studies of Iskandar (2025), Latip et al. (2025), Nasrullah et al. (2025), and Kafrawi et al. (2025), which found that the digitalization of public services can enhance service experiences and public satisfaction.

Nevertheless, the regression coefficient for smart governance implementation was lower than that of public service quality. This indicates that the success of digital

transformation still requires the support of high-quality services provided by government personnel. Technology functions as a supporting tool that strengthens service quality rather than replacing it.

The Simultaneous Influence of Public Service Quality and Smart Governance Implementation on Public Satisfaction

The simultaneous test results showed an F-value of 9.851 with a significance level of 0.000. These results indicate that public service quality and smart governance implementation simultaneously have a positive and significant effect on public satisfaction. Therefore, the third hypothesis was accepted.

This finding indicates that public satisfaction is determined not only by the quality of services directly provided by government personnel but also by the effectiveness of technology implementation in public service delivery. Citizens expect services that are fast, accurate, easily accessible, and supported by digital systems that facilitate service processes.

The results also showed a coefficient of determination (R^2) value of 0.690. This means that 69.0% of the variation in public satisfaction can be explained by public service quality and smart governance implementation, while the remaining 31.0% is influenced by other factors outside the research model.

These findings reinforce the view that improving public satisfaction requires an integrated approach combining human-centered services and technology-enabled services. In the context of the Department of Population and Civil Registration of Langkat Regency, the synergy between the quality of services provided by government personnel and digital innovation through Lapak Online constitutes an important factor in achieving effective, responsive, and citizen-oriented public services.

4. CONCLUSION

This study demonstrates that public service quality and the implementation of smart governance have positive and significant effects on public satisfaction at the Department of Population and Civil Registration of Langkat Regency. Partially, public service quality has a positive and significant effect on public satisfaction, indicating that aspects of reliability, responsiveness, assurance, empathy, and tangible service elements remain the primary factors in shaping service users' satisfaction.

The implementation of smart governance was also found to have a positive and significant effect on public satisfaction. This finding indicates that the utilization of information technology through service digitalization, information transparency, and improvements in administrative efficiency can enhance the public's service experience. Nevertheless, its contribution remains lower than that of public service quality, indicating that digital transformation must be supported by high-quality services provided by government personnel.

Simultaneously, public service quality and the implementation of smart governance have a significant effect on public satisfaction. These results confirm that improving public satisfaction requires synergy between services oriented toward community needs and the effective utilization of digital technology. Therefore, the success of population administration services is determined not only by the quality of service interactions but

also by the organization's ability to integrate digital innovation into public service processes

References

- Dalimunthe, Aldegheishem, A. (2024). Assessing progress towards smart governance in Saudi Arabia. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/S41599-024-03235-7>
- Anthopoulos, L. G. (2015). *Understanding the smart city domain: A literature review*. Springer.
- Butkus, M., Rakauskiene, O. G., Bartuseviciene, I., Stasiukynas, A., Volodzkiene, L., & Dargenyte-Kacileviciene, L. (2023). Measuring quality perception of public services: Customer-oriented approach. *Engineering Management in Production and Services*, 15(2), 96–116. <https://doi.org/10.2478/emj-2023-0015>
- Chan, F. K. Y., Thong, J. Y. L., Brown, S. A., & Venkatesh, V. (2021). Service design and citizen satisfaction with e-government services: A multidimensional perspective. *Public Administration Review*, 81(5), 874–894. <https://doi.org/10.1111/puar.13308>
- Criado, J. I., & Gil-Garcia, J. R. (2019). Creating public value through smart technologies and strategies: From digital services to artificial intelligence and beyond. *International Journal of Public Sector Management*, 32(5), 438–450. <https://doi.org/10.1108/IJPSM-07-2019-0178>
- Danh Nam, N., & Thị Ngọc Lan, U. (2022). Impact of public service quality on citizen satisfaction and trust with state administrative agencies: An empirical investigation in Hanoi.
- Dinas Kependudukan dan Pencatatan Sipil Kabupaten Langkat. (2025). *Lapak online: Layanan penerbitan dokumen kependudukan berbasis aplikasi WhatsApp*. <https://disdukcapil.langkatkab.go.id/menu/lapak-online>
- Gajah, N., & Arifana. (2025). Inovasi pelayanan publik berbasis digital di Pemerintah Kabupaten Langkat. *Jurnal Ilmiah Muqoddimah*. <http://jurnal.um-tapsel.ac.id/index.php/muqoddimah>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2020). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Iskandar, A. (2025). Public service innovation in the smart governance era: Strategies to increase transparency and accountability in Indonesia. *CosmoGov*, 11(1). <https://doi.org/10.24198/cosmogov.v11i1.62484>
- Kafrawi, M., Samsu, A.-K., & Khaerani, T. R. (2025). Smart governance in the digital era: Models and global practices, 17(3).
- KejarFakta. (2023). HMI soroti kinerja dan dugaan pungli di Disdukcapil Langkat. <https://sumut.kejarfakta.co/news/41804/hmi-soroti-kinerja-dan-dugaan-pungli-di-disdukcapil-langkat>
- Kim, S., & Lee, J. (2021). E-government and citizen satisfaction: Evidence from OECD countries. *Government Information Quarterly*, 38(1), 101–120.
- Kim, S., & Minjung, K. (2022). *Elgar encyclopedia of public management*. Edward Elgar Publishing.
- Lamsal, B. P., & Gupta, A. K. (2021). Citizen satisfaction with public service: What factors drive? <https://doi.org/10.30589/PGR>

- Latip, Mirza, D., Lastri, N., & Aditiya, V. (2025). Optimizing digital public services for enhanced citizen satisfaction and transparent governance. *Jurnal Ilmiah Manajemen Kesatuan*, 13(6), 4563–4574. <https://doi.org/10.37641/jimkes.v13i6.4100>
- Meijer, A., & Bolívar, M. P. R. (2016). Governing the smart city: A review of the literature on smart urban governance. *International Review of Administrative Sciences*, 82(2), 392–408. <https://doi.org/10.1177/0020852314564308>
- Nasrullah, & Rijal. (2025). Digital governance and public service accountability: Insight from the population and civil registration office in Makassar, Indonesia. *Otoritas: Jurnal Ilmu Pemerintahan*, 15(1), 189–204. <https://doi.org/10.26618/ojip.v15i1.17840>
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17.
- Oliver, R. L. (2019). *Satisfaction: A behavioral perspective on the consumer*. Routledge.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64, 12–40.
- Pau, C.-L. (2025). Smart governance: A framework for the future. In *Resilient Communities Empowered by Collective Intelligence*.
- Prihartono, D. (2023). Penerapan pelayanan publik berbasis e-governance pada era Revolusi Industri 4.0. *Jurnal Ilmu Administrasi*, 14(2).
- Putri, D. A., Rahman, A., & Setiawan, B. (2022). Pengaruh kualitas pelayanan terhadap kepuasan masyarakat pada sektor publik. *Jurnal Administrasi Publik Indonesia*, 12(2), 145–158.
- Salome, I. O. (2022). From service quality to e-service quality: Measurement, dimensions and model. *Journal of Management Information and Decision Sciences*, 25(1), 1–15.
- Samawi, A. (2025). Inovasi Lapak Online dalam pelayanan akta kelahiran di Dinas Kependudukan dan Pencatatan Sipil Kabupaten Langkat Provinsi Sumatera Utara.
- Sari, M., & Pratama, R. (2021). Integrasi pelayanan publik berbasis digital dan konvensional. *Jurnal Kebijakan Publik*, 10(1), 55–67.
- Satu Data Komdigi. (2025). Daftar pemerintah daerah yang mendapatkan pendampingan smart city tahun 2017–2022. <https://data.komdigi.go.id/opendata/dataset/daftar-pemerintah-daerah-yang-mendapatkan-pendampingan-smart-city-tahun-2017-2022>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). John Wiley & Sons.
- Suryanto, & Nugroho, Y. (2021). Dimensi kualitas pelayanan publik dalam meningkatkan kepuasan masyarakat. *Jurnal Manajemen Pelayanan Publik*, 5(3), 210–225.
- Wulandari, R. (2020). Digital public service and citizen satisfaction. *Jurnal Ilmu Administrasi Negara*, 8(2), 98–110.
- Rahayu, E. (2019). Pengaruh e-service quality terhadap e-customer satisfaction dan e-customer loyalty pada Toko Online shopee (studi kasus pada pengguna Toko

- Online Shopee). Jakarta: Fakultas Ekonomi dan Bisnis UIN Syarif Hidayatullah Jakarta.
- Ritonga, A. R., Dalimunthe, M. A., & Januarini, E. (2024). Utilization Of Digital Media in Improving Student Literacy (Case Study at SDN 10 Rantau Selatan). *CONTENT: Journal of Communication Studies*, 2(02), 01-08.
- Ritonga, A.R., Dalimunthe, M.A., Veronica, A., Ginting, & L. D. C. U (2023). The Effectiveness of Social Media As A Promotional Medium Of The University Of Sumatera Utara (USU) Library. *Talenta Conference Series: Local*
- Sebayang, S. K., & Situmorang, S. H. (2019). Pengaruh Nilai Pelanggan, Kepuasan Pelanggan dan Kepercayaan terhadap Loyalitas Pelanggan pada Kedai Kopi Online di Kota Medan. *INOBI: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 2(2), 220–235. <https://doi.org/10.31842/jurnal-inobis.v2i2.86>.
- Sinulingga, N. A. B., & Sihotang, H. T. (2021). *Perilaku Konsumen: Strategi dan Teori* (Vol. 1). Iocs Publisher.
- Sudarso, Andriasan. (2016). *Manajemen Pemasaran Jasa Perhotelan (Dilengkapi dengan Hasil Riset Pada Hotel Berbintang di Sumatera Utara)*. Yogyakarta: Deepublish.
- Sugiyono (2019). *Metode Penelitian Kuantitatif, kualitatif, dan R&D*. Bandung: Penerbit Alfabeta
- Wulandari, N., & Sugiharto, S. (2015). Analisa Pengaruh Customer Value Terhadap Repurchase Intention Dengan Customer Satisfaction Sebagai Variabel Intervening
- Simanjuntak, D. C., & Purba, P. Y. (2020). Peran Mediasi Customer Satisfaction dalam Customer Experience Dan Loyalitas Pelanggan. *Jurnal Bisnis Dan Manajemen*, 7(2), 171–184. <https://doi.org/10.26905/jbm.v7i2.4795>
- Zulkarnaen, W., & Amin, N. N. (2018). Pengaruh Strateg Penetapan Harga Terhadap Kepuasan Konsumen (Studi Terhadap Rema Laundry Da. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 2(1), 106–128