

Influence Of Offline And Online Service Facilities To Community Satisfaction In Population And Civil Registration Office Kutai Kartanegara Regency East Kalimantan

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ABSTRACT

This study aims to analyze the influence of offline and online service facilities on community satisfaction in Kutai Kartanegara Regency, East Kalimantan. This study is a quantitative research by taking data through a questionnaire given to 100 respondents (samples) from a population of 788,113 who are occupied by Kutai Kartanegara district, East Kalimantan. The independent variable in this study is offline and online service facilities while the bound variable is the level of community satisfaction. The data obtained was analyzed with SPSS. The results of the study stated that the Offline Service Facility variable (X1) had a partial influence on the Community Satisfaction variable (Y) because the T value of X1 (7.768) > T table (1.98472) and Online Service Facility (X2) had a partial influence on the Community Satisfaction variable (Y) because the T value of X2 (5.867) > T table (1.98472). From the results of the F Test, it was obtained that the variables of Offline Service Facilities (X1) and Online Service Facilities (X2) had a simultaneous influence on the variables of Community Satisfaction (Y) because the results of the F value calculated (202.307) > F table (3.09). Meanwhile, from the results of the termination test (R Square), it was explained that the influence of the independent variable on the bound variable was 80.7%.

Keywords: *Community Satisfaction; Offline Service Facilities; Online Service Facilities,*

INTRODUCTION

Every community needs services to meet various needs that cannot be met alone, it can even be said that services cannot be separated from people's lives. This is because in essence people are social creatures who need each other, and not all people have expertise in the same field in social life. So of course services are very much needed by each community to meet the needs in certain fields in accordance with expectations.

The Decision of Ministry of State Apparatus Utilization and Bureaucratic Reform Number Number 63 of 2003 states that "The measure of the success of service implementation is determined by the level of satisfaction of service recipients. Service satisfaction is achieved if the service recipient obtains the service according to the needs and expectations".

According to the Regulation of the Regent of Kutai Kartanegara Regency Number 92 of 2023 concerning Online Population Administration Services, in order to achieve efficiency and effectiveness of services in the context of accelerating population administration services in Kutai Kartanegara Regency, it is necessary to carry out clean, effective, transparent and accountable governance as well as quality and reliable public services so that an electronic-based population administration service system is needed.

Based on this, it has been confirmed that the Population and Civil Registration Office as a public service agency in the field of government, in the implementation of its services is also carried out by facilitating and assisting the community in receiving services according to the needs desired by the community. To be able to fulfill good

services, and the community can feel satisfied and comfortable in receiving services, the government must also improve and fulfill the quality of service facilities that are no less important in each of its agencies, as a fulfillment in the implementation of services.

Offline Service Facilities

Offline service facilities are means of service providers that are physically available in a certain place, which can be accessed without using an internet connection. Offline service facilities include various types of services that require the physical or in-person presence of the user at the location to receive the required services.

The following are the indicators of the facilities, namely :

1. Comfortable, clean and tidy *Lobby Room* for use *The lobby* is a terrace space near the entrance of the building (cinema, office building, and others) which is usually equipped with various table and chair devices, which function as a sitting room or waiting room.
2. Comfortable waiting room *facilities* . The waiting room is a place for humans to do the most boring activity, namely waiting.
3. Availability of adequate parking spaces Based on the Decree of the Directorate General of Land Transportation Number: 272/HK.105/DRJD/96 concerning Technical Guidelines for the Implementation of Parking Facilities states that parking is a state of immobility of a vehicle that is not temporary. A parking facility is a location that is determined as a place to stop vehicles that are not temporary to carry out activities during a period of time.
4. Supporting facilities and infrastructure, which help meet the satisfaction and expectations of the community who use service facilities.

Online Service Facilities

Online service facilities refer to services or facilities available online, which allow users to get help without having to interact in person.

In the context of technology, a facility refers to the features or services available online, which allow users to efficiently carry out various activities over the internet. So in this case, online service facilities are part of the set of features offered in an application or *website*.

The indicators that measure the features of online service facilities are as follows

1. Easy access to information about products or services
Service features provide convenience to users in accessing information about products or services.
2. Diversity of transaction services
The service facilities provided have diversity in the process of serving transactions or other interests such as user administration.
3. Feature diversity
Service features in the information system of an application or *service website* have diversity so that they can help users meet their needs.
4. Product innovation
There are additional features that are interesting and informative so that users can access *the website* comfortably.

Community Satisfaction

Public satisfaction is a public perception of how well a product or service meets customer expectations. If the customer's expectations are met, then they are happy or even very happy.

Based on the Ministerial Regulation of PAN No. 14 of 2017, the indicators of community satisfaction at least include:

1. Service procedures, procedures in services that are established for both service providers and service recipients, including during the process of complaints, criticisms, and suggestions.
2. Service time, the period of time required to complete services proposed by the community by the government.
3. Service fee, related to service costs while managing and/or obtaining services from the government.
4. Service products, the community or the public receive service results that are in accordance with what has been determined by the government.
5. Implementing competencies, abilities possessed by employees include; knowledge, expertise, skills, and experience.
6. Facilities and infrastructure, facilities are everything that is used as a tool and support in service to the community.

RESEARCH METHODS

This research focuses on Community Satisfaction at the Population and Civil Registration Office of Kutai Kartanegara Regency which is influenced by *Offline* and *Online Service Facilities*.

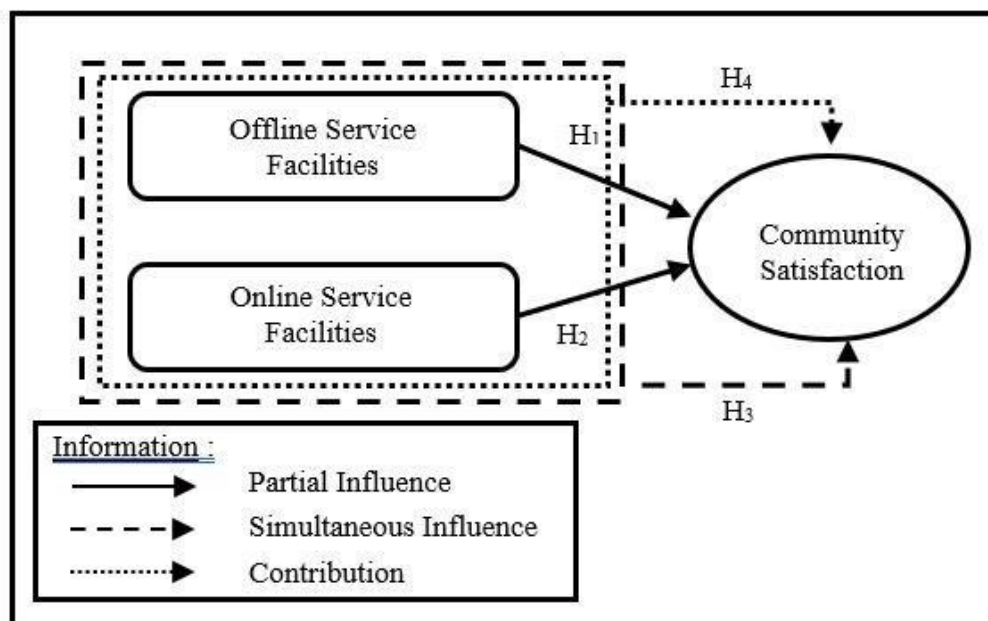


Figure 1. Research Outline
(Source: Primary Data, Processed 2024)

Community satisfaction will increase if the quality of *Offline* and *Online Service Facilities* at the Population and Civil Registration Office of Kutai Kartanegara Regency functions properly. So the research hypothesis is as follows:

Hypothesis

1. H₁ is suspected to have a partial influence on community satisfaction (Y) at the Population and Civil Registration Office in Kutai Kartanegara Regency, East Kalimantan.
2. H₂ is suspected to have a partial influence on community satisfaction (Y) at the Population and Civil Registration Office in Kutai Kartanegara Regency, East Kalimantan.

3. H3 is suspected that the Offline Service Facility variable (X1) and the Online Service Facility variable (X2) have a simultaneous influence on community satisfaction (Y) at the Population and Civil Registration Office in Kutai Kartanegara Regency, East Kalimantan.
4. H4 is suspected to have a strong contribution to community satisfaction (Y) at the Population and Civil Registration Office in Kutai Kartanegara Regency, East Kalimantan.

Population and Sample

The population in this study is the community in the Kutai Kartanegara Regency area as of 2023, with a population of 788,113 people. The sampling in this Final Project research uses *Probability Sampling* with a *simple random sampling technique*.

The formula used to determine the size of the sample in this study is the Slovin formula which has the following formula :

$$n = \frac{N}{1 + Ne^2}$$

Information:

N = Total Population

n = Number of Samples

e = Sample Error Rate (10% = 0.10)

The population in this study is the community in Kutai Kartanegara Regency, East Kalimantan, the sample calculation uses the Slovin formula from the population as follows :

$$n = \frac{788.113}{1 + 788.113(0,10)^2}$$

$$n = \frac{788.113}{1 + 788.113(0,01)}$$

$$n = \frac{788.113}{1 + 7.881,13}$$

$$n = \frac{788.113}{7.882,13}$$

n = 99,987 rounded up to 100 respondents

Data Analysis Techniques

The scale used in this questionnaire is the Likert scale. The Likert scale is used to indicate the value of an attribute to be measured. The scale used is from a value of 1-5 or strongly disagree to strongly agree.

The following is the assessment scale in Likert:

Table . Scale Likert

No.	Information	Positive Scale
1.	Strongly disagree (STS)	1
2.	Disagree (TS)	2
3.	Doubtful (RG)	3
4	Agree(s)	4
5.	Strongly Agree (SS)	5

(Source: Primary Data, Processed 2024)

In addition to questionnaires, research is also carried out through literature studies as a basis for formulating hypotheses and as a reference for compiling research instruments. The literature used is journals and books.

After the data for this study is collected, then data analysis is carried out. The data analysis in this study uses a quantitative approach. Quantitative research is research whose goals are systematic, planned, and clearly structured from the beginning of the research design, and requires the use of many numbers, starting with data collection, data interpretation, and publication of the results. Based on the results of the hypothesis that has been formulated previously, this study uses SPSS software. The process starts from collecting data by distributing questionnaires to respondents, inputting data into SPSS and testing hypotheses.

Instrument Test

In the Instrument Test, several stages are carried out as follows:

1. Check the questionnaire that has been filled out by the respondents to ensure the completeness of the questionnaire content.
2. Conducting tabulation tests related to the calculation of questionnaire results.
3. The tests that have been carried out are related to the validity test to find out whether the questionnaire questions are appropriate and relevant to the purpose or not.
4. The tests carried out related to the reliability test to find out that the questionnaire still gives relatively similar results (consistency) if measurements are made on the same subjects.
5. The tests carried out are related to the normality test to find out if the data is normally distributed or not.

Validity Test

Basically, validity tests measure the validity or not of any question or statement used in research. The validity test criteria is to compare the R value of the calculation with the R value of the table.

Reliability Test

Basically, the Reliability Test measures the variables used through the questions or statements used. The Reliability Test was carried out by comparing the value of *Cronbach's Alpha* with the level or level of significance used.

Normality Test

The normality test can use *the One-Sample Kolomogorov-Smirnov Test* where if the significance value > 0.05 , then the data is declared to be normally distributed.

Hypothesis Test

In the Hypothesis Test, several stages are carried out as follows:

1. The test is related to multiple linear regression testing to find out whether the model built really has an influence or not.
2. The tests that have been carried out are related to the T (Partial) test to find out whether each independent variable has a partial influence on the bound variable.
3. The tests that have been carried out are related to the F (Simultaneous) test to find out whether all independent variables have a simultaneous influence on the bound variables.

Multiple Linear Regression Test

Regresi linier berganda digunakan untuk mengetahui pengaruh antara dua atau lebih variabel bebas terhadap satu variabel terikat. Model persamaan regresi linier berganda sebagai berikut :

$$Y = a + b_1X_1 + b_2X_2$$

Where:

- Y = bound variable (Community Satisfaction)
- A = Constant Value
- b1 & b2 = Independent variable regression coefficient
- X1 = independent variable1 (Offline Service Facility)
- X2 = independent variable2 (Online Service Facility)

T Test (partial)

The T test aims to find out whether the independent variable has an influence on the partially bound variable (individually). The following are the assessment criteria for the T Test:

1. If T counts > T table, then the free variable tested has a partial influence on the bound variable
2. If T counts < T table, then the independent variable tested has no partial effect on the bound variable

F Test (Simultaneous)

The F test aims to find out whether the independent variables have an influence on the bound variables simultaneously (simultaneously). The following are the assessment criteria for the F Test based on the F table:

1. If the value of F is calculated > F of the table, then the independent variable tested has a simultaneous influence on the bound variable.
2. If the F value is calculated < F table, then the independent variables tested have no simultaneous effect on the bound variables

RESEARCH RESULTS AND DISCUSSION

Characteristics Responden

The results of the frequency of respondents' answers based on gender who came to the Population and Civil Registration Office of Kutai Kartanegara Regency, East Kalimantan are shown in the following table:

Table 2 Characteristics of Respondents by Gender

Gender of Respondents					
Valid		Frequency Percent		Valid Percent	Cumulative Percent
Valid	Male	59	59.0	59.0	59.0
	Female	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

(Source: Primary Data, Processed 2024)

From the data of table 2, the results of the study of 100 respondents based on gender can be concluded that 59.0% or 59 respondents are male and 41.0% or 41

respondents are female. So it can be stated that the respondents are more male than female.

Table 3 Characteristics of Respondents by Age

Age of Respondents					
		Frequency		Valid Percent	Cumulative Percent
Valid	≤20 Years	50	50.0	50.0	50.0
	21-30 Years	20	20.0	20.0	70.0
	31-40 Years	15	15.0	15.0	85.0
	41-50 Years	11	11.0	11.0	96.0
	>50 Years	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

(Source: Primary Data, Processed 2024)

Based on the age of the respondents in table 3, they are divided into 5 groups, ≤20 years, 21-30 years, 31-40 years, 41-50 years, and >50 years. Therefore, the results of the research data conducted on 100 respondents based on age, it can be concluded that 50.0% or 50 respondents are ≤20 years old, 20.0% or 20 respondents are 21-30 years old, 15.0% or 15 respondents are 31-40 years old, 11.0% or 11 respondents are 41-50 years old, 4.0% or 4 respondents are >50 years old.

Table 4 Characteristics of Respondents by Job

Respondent's Job					
		Frequency		Valid Percent	Cumulative Percent
Valid	Students	43	43.0	43.0	43.0
	Student	11	11.0	11.0	54.0
	A.S.N	13	13.0	13.0	67.0
	Entrepreneur	17	17.0	17.0	84.0
	Housewives	10	10.0	10.0	94.0
	Others	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

(Source: Primary Data, Processed 2024)

Based on the work of the respondents in table 4, they are divided into 6 groups, Students, Students, Civil Servants, Self-Employed, Housewives and Other Occupations. so that the results of research data conducted on 100 respondents based on age, it can be concluded that 43.0% or 43 respondents are students, 11.0% or 11 respondents are students, 13.0% or 13 respondents work as civil servants, 17.0% or 17 respondents work as self-employed, 10.0% or 10 respondents work as housewives, 6.0% or 6 respondents work in other professions.

Instrument Test Validity Test

Table 5 Validity Test Results

Variable	R Calculate	R Table	Sig	N	Information
X1	0,686	0.3610	0,000	30	Valid
	0,630	0.3610	0,000	30	
	0,622	0.3610	0,000	30	
	0,548	0.3610	0,002	30	
	0,384	0.3610	0,036	30	
	0,597	0.3610	0,001	30	
	0,541	0.3610	0,002	30	
	0,423	0.3610	0,020	30	
X2	0,613	0.3610	0.000	30	
	0,647	0.3610	0.000	30	
	0,457	0.3610	0.011	30	
	0,513	0.3610	0.004	30	
	0,685	0.3610	0.000	30	
	0,467	0.3610	0.009	30	
	0,497	0.3610	0.005	30	
	0,559	0.3610	0.001	30	
And	0,698	0.3610	0.000	30	
	0,648	0.3610	0.000	30	
	0,674	0.3610	0.000	30	
	0,483	0.3610	0.007	30	
	0,581	0.3610	0.001	30	
	0,558	0.3610	0.001	30	
	0,468	0.3610	0.009	30	
	0,450	0.3610	0.013	30	
	0,477	0.3610	0.008	30	
	0,418	0.3610	0.021	30	

(Source: Primary Data, Processed 2024)

Table 5 shows that all question items have R calculated > from R of the table, which is 0.3610. This means that all of the respective items in the variables of offline service facilities (X1), online service facilities (X2), and community satisfaction (Y) are declared valid.

Reliability Test

Table 6 Reliability Test Results

Variable	<i>Cronbach Alpha</i>	<i>Alpha Strandard</i>	N of Items	Information
X1	0,673	0,60	8	Reliable
X2	0,679	0,60	8	
And	0,717	0,60	10	

(Source: Primary Data, Processed 2024)

Table 6 shows that all question items have a *Cronbach's Alpha* value of 0.60 > so it can be concluded that all question items in the variables of offline service facilities (X1), online service facilities (X2), and community satisfaction (Y) are declared Reliable.

Normality Test

Table 7 Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test			
Unstandardized Residual			
N			30
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.17648535
Most Extreme Differences	Absolute		.095
	Positive		.095
	Negative		-.094
Test Statistic			.095
Asymp. Sig. (2-tailed)			.200 ^{c,d}

(Source: Primary Data, Processed 2024)

Table 7 shows that the result of *the value of Asymp.Sig(2-tailed)* is obtained as 0.200, so the value is greater than 0.05, so it can be concluded that the data is normally distributed.

Hypothesis Test

Multiple Linear Regression Test

Table 8 Multiple Linear Regression Test Results

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	3.864	2.069		1.867	.065
	Offline Service Facilities	.638	.082	.543	7.768	.000
	Online Service Facilities	.522	.089	.410	5.867	.000

a. Dependent Variable: Community Satisfaction

(Source: Primary Data, Processed 2024)

Based on the results of the Multiple Linear Regression analysis test in table 8 of the study which aims to determine the influence of *Offline* and *Online* Service Facilities on community satisfaction at the Population and Civil Registration Office of Kutai Kartanegara Regency, East Kalimantan using primary data obtained from a questionnaire by 100 respondents, which are as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 3.864 + 0.638X_1 + 0.522X_2$$

So that it can be described:

1. The positive constant of 3,864 shows that if the variables of Offline Service Facilities (X1) and Online Service Facilities (X2) are valued at 0 or do not change, then the value of Community Satisfaction (Y) remains at 3,864.
2. Based on the X1 variable, the regression test results show that X1 has a positive regression coefficient for Y with a value of $b = 0.638$, which means that if there is an increase in the value of the X1 variable by 1 unit, there will also be an increase in the Y variable of 0.638.
3. Based on the X2 variable, the regression test results show that X2 has a positive regression coefficient for Y with a value of $b = 0.522$, meaning that if there is an increase in the value of the X2 variable by 1 unit, there will also be an increase in the Y variable of 0.522.

T Test

Table 9 T Test Results (Partial)

		Coefficients^a			
		Unstandardized		Standardized	
		Coefficients		Coefficients	
Model		<u>B</u>	<u>Std. Error</u>	<u>Beta</u>	<u>T</u>
1	(Constant)	3.864	2.069		1.867
	Offline Service Facilities	.638	.082	.543	7.768
	Online Service Facilities	.522	.089	.410	5.867
					.000

a. Dependent Variable: Community Satisfaction

(Source: Primary Data, Processed 2024)

In the T test in table 9 above, the table T value is obtained by the following formula:

$$df = n - k - 1 = 100 - 2 - 1 = 97$$

obtained the value of T of the 97th table = 1.98472

1. The results of the analysis of table 4.11 above obtained a T value of $7.768 > T$ table 1.98472 and sig $0.000 < 0.05$, then it was concluded that X1 had a positive and significant effect on Y. meaning that H1 was accepted.
2. The results of the analysis of the table above obtained a T value of $5.867 > T$ table 1.98472 and a sig of $0.000 < 0.05$, so it was concluded that X2 had a positive and significant effect on Y. meaning that H2 is accepted.

F Test

Table 10 Test Results F (Simultaneous)

		ANOVA			
Model		<u>Sum of Squares</u>	<u>Df</u>	<u>Mean Square</u>	<u>F</u>
1	Regression	1443.945	2	721.972	202.370
	Residual	346.055	97	3.568	
	Total	1790.000	99		

a. Dependent Variable: Community Satisfaction

b. Predictors: (Constant), Online Service Facilities, Offline Service Facilities

(Source: Primary Data, Processed 2024)

In the F test in table 10 above, the F value of the table is obtained by:

$$df_1 = k-1 = 3-1 = 2$$

$$df_2 = n-k = 100-3 = 97$$

Obtained F of the 97th table is 3.09

Based on the analysis of the table, the F value was calculated at 202,307 > the F table was 3.09 and the significant value was $0.000 < 0.05$, so it was concluded that there was a positive and significant influence on the variables X1 and X2 together or simultaneously on the variable Y so that H3 was accepted

Coefficient of Determination Test

Table 11 Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898a	.807	.803	1.889

a. Predictors: (Constant), Online Service Facilities, Offline Service Facilities

(Source: Primary Data, Processed 2024)

Based on table 11 above, it can be seen that the results of the Coefficient of Determination test where the *R Square* value shows a value of 0.807. Therefore, it can be concluded that the *offline* (X1) and *online* (X2) service facility variables affect strongly the community satisfaction variable (Y) by 80.7%, while the remaining 19.3% is influenced by other variables outside the regression equation or other variables that are not studied.

CONCLUSION

From the results of the research conducted and in accordance with the SPSS calculations, it can be concluded that community satisfaction will be fulfilled when the indicator components of offline service facilities are well available, namely the existence of lobby room facilities, waiting rooms, parking lots, and other supporting infrastructure facilities such as bathrooms, toilets, and prayer rooms.

Public satisfaction will be fulfilled when the indicator components of online service facilities related to the internet are fulfilled which include easy access to information about products or services, diversity of transaction services, diversity of features, and product innovation.

The variable components of offline service facilities and online service facilities have a strong contribution which is shown by a contribution of 80.7% to community satisfaction where community satisfaction indicators related to service facilities include easy service procedures, fast and appropriate service times, appropriate service products, affordable service costs, sufficient service implementation competence, and availability facilities and infrastructure that are complete, clean and comfortable.

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