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## How the Quality of Plut Services and Assistance can Increase MSME Sales in Tulungagung

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### ABSTRACT

This study aims to determine the effect of PLUT service quality and assistance on increasing MSME sales in Tulungagung. This research uses a mix method research type (mixed method) quantitative and qualitative. The test results prove that the results of data analysis 1) Service Quality Variable (X1) has no effect on Sales Increase (Y). Evidenced by the results of the t test which obtained a tcount of 2.649 > ttable of 2.05183 with a significance value smaller than the probability value of 0.015 < 0.05 so it can be concluded that service quality has no effect on increasing sales. 2) There is a positive influence on the mentoring variable (X1) on increasing sales (Y). Evidenced by the results of the t test which obtained a tcount value of 1.877 > ttable 1.703 so it can be concluded that Mentoring has an effect on increasing MSME sales in Tulungagung. 3) Quality of Service and Assistance together have no effect on Sales Increase as evidenced by the results of the fcount test 2.146 > ftable 3.35 and a significance value of 0.136.

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## 1. Introduction

At the moment, Indonesia's economy is expanding. The development of micro, small, and medium-sized firms (MSMEs), which are crucial to the expansion of the national economy, is one of the causes of this increase in the economy. Micro, small, and medium-sized enterprises (MSMEs) are tiny companies that are owned and run by an individual or a small group of individuals with a particular level of wealth and income. They are also a major contributor to the national economy and one of its main drivers [1].

With 99% of all business units being MSMEs, they play a significant role in the expansion of the Indonesian economy. Additionally, as of right now, there are 65.4 million MSMEs in Indonesia, employing 114.7 million people, or roughly 56% of the country's workforce. The government's unwavering support is essential to the MSMEs' quick development. Numerous government initiatives, including free support, training, regular special MSME exhibits, and the creation of PLUT-KUMKM as a forum and institution offering comprehensive services for business players, are very beneficial to MSME actors.

Integrated Business Service Center for Cooperatives, Micro, Small and Medium Enterprises is shortened to CIS SMEsCO/PLUT-KUMKM. The Department of Cooperatives and Micro Enterprises, in conjunction with the Ministry of Cooperatives, established PLUT-KUMKM, an organization whose mission is to support the growth of cooperatives and MSMEs (micro, small, and medium-sized businesses) in Indonesia. In addition, they give business players a forum to talk about the dangers, difficulties, and problems they encounter when growing their enterprises.

One issue that business owners deal with is the difficulties MSMEs have in getting their products in front of consumers. The difficulties MSMEs face can include those related to production, capital and financing, product branding, and product marketing strategies that boost sales. The success of MSMEs is measured by their sales volume [2]. All parties involved, including business owners, will benefit from raising sales figures. A good impact on MSME sales can be derived from PLUT-KUMKM's high-quality service and support.

PLUT-KUMKM Tulungagung Regency plays a pivotal role in strengthening MSMEs in Tulungagung Regency by offering coaching and mentoring services to MSME actors. There are no unique prerequisites for MSME players to join PLUT-KUMKM; all they need to do is operate their own company and consistently produce. MSME players may readily obtain coaching information, including training, technical guidance, business discussions, and more, by joining PLUT-KUMKM [3]. Technical training, workshops, comparative studies, forming partnerships with other businesses, and giving MSMEs the chance to participate in national and international marketing campaigns are a few examples of coaching and training methods.

The PLUT-KUMKM service and assistance program, which is part of the government's empowerment efforts, offers MSME players numerous advantages in growing their enterprises. Giving advice on MSMEs' management—particularly in the area of human resources (HR)—is essential when starting a firm. Inadequate understanding of a variety of management and HR topics, as well as inadequate proficiency with financial report recording. The reason these reports are weakly recorded is that a lot of MSMEs believe that just keeping basic financial records is sufficient.

According to research by [4], [5], customer loyalty can also be influenced by pricing, product quality, and service quality all at once. Only product and service quality, however, have an impact on consumer loyalty in partial testing [6]. It hasn't been demonstrated that price increases consumer loyalty, though [7]. This suggests that when customers buy at nano stores, they are more concerned with the quality of the goods and services they receive. According to research employing quantitative methodologies [8], all variables have a strong positive influence on MSME revenue, as demonstrated by hypothesis testing.

According to research by [9], using five service quality metrics demonstrates an excellent category. In the meantime, research by [10] demonstrates that all factors significantly increase the inclination to buy. The results of testing the impact of receiving coaching from PLUT-KUMKM have a positive and significant influence on raising income prior to accepting coaching at PLUT-KUMKM, according to research by [8]. Therefore, if MSME players are required to participate in all of the PLUT-KUMKM coaching. Testing the difference in revenue between before and after coaching has positive results.

The following theory can be developed in light of the background, problem formulation, supporting theory, and conceptual framework that were previously discussed:

- a. Partially, the quality of service and assistance has an effect on increasing sales
- b. Simultaneously the quality of service and assistance has an effect on increasing sales

The limitation of the problem in this research is whether there is an influence on the quality of service and assistance from PLUT on increasing sales of MSMEs in Tulungagung. The formulation of the problem in this research is whether there is an influence of service quality (X1) on increasing sales (Y), is there an influence of mentoring (X2) on increasing sales (Y), is there an influence of service quality (X1) and mentoring (X2) on increasing sales (Y). The aim of this research is to find out whether service quality (X1) and mentoring (X2) have an effect on increasing sales (Y).

## 2. Method

This study used a mixed methods research design, which links or integrates qualitative and quantitative research techniques. All of the MSMEs included in this study received assistance from PLUT-KUMKM Tulungagung Regency. In the meanwhile, the population includes the sample that was used in this study. Thirty respondents were selected as the study's sample from a population of 168 MSMEs. Primary data obtained from field studies served as the research's data source. Measuring tools, or research instruments, are used to get quantitative data on the variables under study. In this study, questionnaires and interviews were the instruments employed.

The purpose of descriptive analysis is to give a description or summary of the subject under study. The SPSS 26 (Statistical Package for Social Science) program was the data analysis method employed in this study. It is an analytical tool used to test the hypothesis regarding the impact of PLUT-KUMKM service quality and assistance on increasing MSME sales in Tulungagung.

## 3. Results and Discussion

### Respondents

- a. Scale Enterprise

**Table 1. Scale Enterprise Respondents**

No	Scale Enterprise	Qty	Percentage
1	Ultra Mikro	17	56,7%
2	Micro	12	40%
3	Small	1	3,3%
<b>Total</b>		<b>30</b>	<b>100%</b>

Source: primary data, 2023

The business scale of research participants is displayed in Table 1. Respondents are business actors with support from Tulungagung Regency's PLUT-KUMKM. According to the above data, there were 17 respondents on the ultra-micro business scale, or 56.7%, 12 respondents on the micro business scale, or 40%, and 1 responder on the small business size, or 3.3%.

- b. Business Field

Table 2 displays the business fields of the respondents, indicating that fifteen individuals, or fifty percent of the total respondents, are Tulungagung MSMEs operating in the food and beverage industry.

**Table 2. Business Fields**

No	Business Field	Qty	Percentage
1	Food and Beverage	15	50%
2	Fashion	4	13,3%
3	Craft	6	20%
4	Batik	1	3,3%
5	Metal	1	3,3%
6	Accsesories	3	10%
<b>Total</b>		<b>30</b>	<b>100%</b>

Source: primary data, 2023

### Descriptive Analysis

To get a broad picture of the data, descriptive analysis measurements of this variable, specifically Service Quality (X1), Assistance (X2), and Increase in Sales (Y), must be performed. These measurements include the average value (mean), the highest value (max), the lowest value (min), and the standard deviation of each variable.

**Tabel 3. Deskriptif Analysis Test Result**

	N	Minimum	Maximum	Mean	Std. Deviation
X1	30	24	40	30.40	<b>3.820</b>
X2	30	23	40	30.73	<b>4.135</b>
Y	30	24	40	32.43	<b>4.673</b>
Valid N (listwise)	30				

Source: primary data, 2023

It is evident from the results of the descriptive analysis test, which were processed with SPSS 26, that the data distribution produced can be described as follows:

1. Based on the data, the Service Quality Variable (X1) has an average value of 30.40, a maximum value of 40, and a minimum value of 24. There is a 3.820 standard deviation.
2. The Assistance Variable (X2) has an average value of 30.73, a maximum value of 40, and a minimum value of 23 according to the data. There is a 4.135 standard deviation.
3. The third variable, Sales Increase Variable (Y), has an average value of 32.43, a maximum value of 40, and a minimum value of 24. These findings can be explained. 4.673 is the standard deviation.

### Instrument Test

#### a. Validity Test

Every variable utilized in this study has ten statements that respondents must react to; these statements are tested as part of the validity test. The item is considered legitimate if the correlation coefficient (calculated  $r$ ) value is higher than the  $r$  table. Using  $N = 28$  and  $r = 0.3610$  in the table.

**Tabel 4. Service Quality Variable Validity Test Results**

	<b>Scale Mean if Item Deleted</b>	<b>Scale Variance if Item Deleted</b>	<b>Corrected Item- Total Correlation</b>	<b>Cronbach's Alpha if Item Deleted</b>
X1_1	27.33	13.195	.477	.898
X1_2	27.40	12.386	.522	.896
X1_3	27.53	11.430	.586	.896
X1_4	27.30	11.528	.744	.881
X1_5	27.43	12.185	.634	.889
X1_6	27.33	11.333	.743	.881
X1_7	27.43	11.702	.679	.886
X1_8	27.27	11.995	.801	.881
X1_9	27.20	12.372	.718	.886
X1_10	27.37	11.413	.674	.887

Source: primary data, 2023

The results of the validity test of the Service Quality variable instrument show that the calculated  $r$  is more than the  $r$  table (0.3610). Thus, the data is said to be valid.

**Tabel 5. Mentoring Variable Validity Test Results**

	<b>Scale Mean if Item Deleted</b>	<b>Scale Variance if Item Deleted</b>	<b>Corrected Item- Total Correlation</b>	<b>Cronbach's Alpha if Item Deleted</b>
X2_1	27.53	14.120	.754	.888
X2_2	27.70	14.631	.725	.892
X2_3	27.57	14.668	.628	.896
X2_4	27.67	13.954	.644	.894
X2_5	27.70	13.459	.593	.900
X2_6	27.67	14.299	.558	.900
X2_7	27.67	13.126	.769	.885
X2_8	27.63	14.240	.619	.896
X2_9	27.67	14.092	.609	.896
X2_10	27.80	13.407	.785	.885

Source: primary data, 2023

The results of the validity test of the Mentoring variable instrument show that the calculated  $r$  is more than the  $r$  table (0.3610). Thus, the data is said to be valid.

**Tabel 6. Sales Increase Variable Validity Test Results**

	<b>Scale Mean if Item Deleted</b>	<b>Scale Variance if Item Deleted</b>	<b>Corrected Item-Total Correlation</b>	<b>Cronbach's Alpha if Item Deleted</b>
Y1	29.17	18.626	.655	.943
Y2	29.20	17.545	.744	.940
Y3	29.23	17.426	.716	.942
Y4	29.10	17.817	.807	.937
Y5	29.23	18.254	.810	.937
Y6	29.13	17.913	.804	.937
Y7	29.10	17.748	.729	.940
Y8	29.20	17.752	.903	.933
Y9	29.13	18.395	.807	.938
Y10	29.40	16.524	.822	.937

Source: primary data, 2023

The results of the validity test of the dependent variable instrument Sales Increase show that  $r_{count} > r_{table}$  (0.3610). Thus, the data is said to be valid.

b. Reability Test

**Table 7. Reliability Statistics of Service Quality**

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.898	10

Source: primary data, 2023

Based on the calculation results in the table above, it can be seen that the Service Quality variable obtained a Cronbach's Alpha value of 0.898. With reliability  $> 0.6$ , it shows that the Service Quality variable is considered reliable.

**Table 8. Reliability Statistics of Mentoring**

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.903	10

Source: primary data, 2023

Based on the calculation results in the table above, it can be seen that the Mentoring variable obtained a Cronbach's Alpha value of 0.903. With reliability  $> 0.6$ , it shows that the Mentoring variable is considered reliable.

**Table 9. Reliability Statistics of Sales Increase**

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.944	10

Source: primary data, 2023

Based on the calculation results in the table above, it can be seen that the Sales Increase variable obtained a Cronbach's Alpha value of 0.944. With reliability  $> 0.6$ , it shows that the dependent variable Sales Increase is considered reliable.

### Classic Assumption Test

#### a. Normality Test

Testing can be done using Kolmogorov-Smirnov to find out whether the data distribution on variables is normal or not. The normality test is said to be normal if the significance value is  $> 0.05$ . The following are the results of the normality test using SPSS 26.

**Table 10. Normality Test**

		Unstandardized Residual
N		30
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.34104014
Most Extreme Differences	Absolute	.146
	Positive	.146
	Negative	-.108
Test Statistic		.146
Asymp. Sig. (2-tailed)		.104 <sup>c</sup>

Source: primary data, 2023

From the table above it is known that the value of Asymp. Sig (2-tailed) is 0.104 so it is greater than the significance value of 0.05. So it can be concluded that the data is normally distributed.

#### b. Multicollinierity Test

The multicollinearity test in this research was carried out by looking at the tolerance and VIF values. If the VIF value is below or  $< 10$  and the Tolerance value is above  $> 0.1$  then multicollinearity does not occur. The following are the results of multicollinearity testing using SPSS 26, namely:

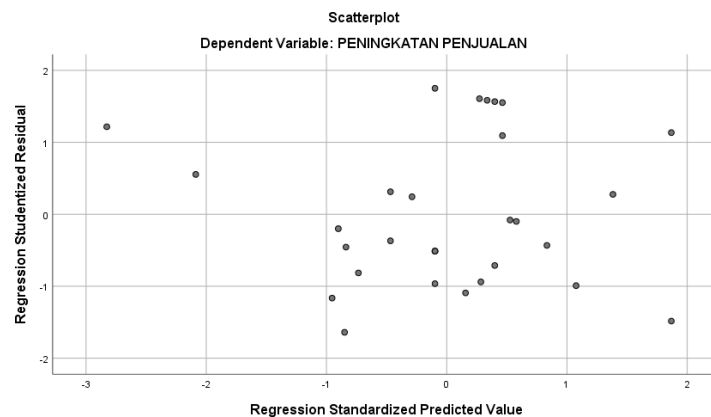
**Table 11. Multicollinierity Test**

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	35.568	6.851		5.191	.000		
	Service Quality	-.751	.369	-.614	-2.032	.052	.350	2.853
	Mentoring	.641	.341	.567	1.877	.071	.350	2.853

Source: primary data, 2023

From the table above it can be seen that the VIF value for the Service Quality variable (X1) and the Mentoring variable (X2) is  $2.853 < 10$ . And the Tolerance value for the Service Quality variable (X1) and the Mentoring variable (X2) is  $0.350 > 0.1$ . From the explanation above, it can be concluded that the data in this study did not occur multicollinearity.

c. Heterokedasticity test



Based on the Scatterplot image above, it can be seen that the dots are spread out and do not form a clear pattern. So, it can be concluded that there is no heteroscedasticity problem.

**Hypothesis Test**

a. Multiple Linear Analysis

**Table 12. Multiple Linear Analysis Result**

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	35.568	6.851		5.191	.000
	Service Quality	-.751	.369	-.614	-2.032	.052
	Mentoring	.641	.341	.567	1.877	.071

Source: Primary Data, 2023

Based on the results of multiple linear analysis tests, it can be seen the relationship between the independent variable and the dependent variable with the following regression equation:

$$Y = 35.568 + (-0,751) + 0,641 + e$$

It makes sense in light of the regression equation as follows:

- 1) Since 35,568 is a constant, the dependent variable—increased sales—will have a value of 35,568 if the independent variable—quality of service and mentoring—has a value of 0.
- 2) The dependent variable of rising sales will likewise fall by -0.751 if the values of the other independent variables stay constant and service quality drops by one unit. And the other way around.
- 3) 0.641, indicating that a positive correlation exists between mentoring and higher sales and that if the other independent variables remain constant while mentoring grows by units, the resulting increase in sales will also increase by 0.641.

a. t Test

The results of the t test can be seen in the table 12 in the sig (significance) column. If the significance value is <probability 0.05 and the calculated t value is > t table, then it can be said that there is an influence between the independent variable and the dependent variable partially or the hypothesis is accepted. However, if the significance value > probability 0.05 and t count < t table then it can be said that there is no significant influence between each independent variable on the dependent variable partially or the hypothesis is rejected.



b. F Test

**Table 13. F Test Result**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.872	2	43.436	2.146	.136 <sup>b</sup>
	Residual	546.494	27	20.241		
	Total	633.367	29			

Source: Primary Data, 2023

F count = 2.146 F table = 3.35

So Fcount < Ftable (2.146 < 3.35) with a significance value of 0.136 which means it is greater or > 0.050.

So it can be concluded that together Service Quality and Assistance have no effect on Increased Sales (Y).

c. Coefficient of Determination

The coefficient of determination is used to see how much the independent variables Service Quality (X1) and Assistance (X2) contribute to the dependent variable Sales Increase (Y). The higher R<sup>2</sup>, the better the regression model because the independent variable is better able to explain the dependent variable. The following is a table of coefficient of determination test results:

**Table 14. Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.370 <sup>a</sup>	.137	.073	4.49895

Source: Primary Data, 2023

From the table above it is known that the R Square value is 0.137 or 13.7%, meaning that the Sales Increase variable can be explained by the Service Quality and Assistance variable by 0.137 or 13.7%, while the rest is influenced by other variables that are not in this research.

**Discussion**

a. Effect of Service Quality on Increased Sales

If the adjusted item total correlation value of the validity test is more than 0.36, the results are deemed to meet the validity requirements. Because every question on the service quality variable has a corrected item total correlation value > 0.36, the validity test findings are therefore deemed valid. Following that, service quality was deemed trustworthy in the reliability test since it had a Cronbach Alpha value > 0.60 and a Cronbach's Alpha value of 0.898, indicating a very high degree of reliability. Thus, it may be said that the research's variables are appropriate to be used as research tools.

The first hypothesis is rejected based on the test results from the t test, which produced a tcount value of -2.032 < ttable 1.703 with a significance value that is less than the probability value of 0.052 > 0.05. Thus, it can be said that improving service quality has little bearing on raising sales.

b. The Effect of Mentoring on Increasing Sales

The mentoring variable has an influence on growing sales, as indicated by the results of the t test, which are based on the results of the second test. The value of tcount is 1.877 > ttable 1.703 and with a significance value of 0.071 > 0.05, suggesting that it is statistically supported.

Asy'ari (1977) defines mentoring as the process of running a business with the assistance of a professional companion who serves as both a director and a mentor. This ensures that the activity the

prospective entrepreneur is engaged in can be truly mastered, thereby facilitating business development. In order to ensure that the firm to be developed operates efficiently, the mentorship stage is getting stronger.

Thus, it can be inferred that mentorship has an impact on raising sales in line with this research. This aligns with the responsibilities of PLUT KUMKM, which offers support in several areas. One of the most important forms of support is the use of training that raises business actors' human resource competencies, which in turn raises the quality of the products and the anticipated volume of sales.

#### c. The Effect of Service Quality and Assistance on Increasing Sales

The test results show that the hypothesis is rejected because the significance value is 0.0 and  $F_{count} > F_{table}$  ( $2.146 < 3.35$ ). Thus, it can be said that improving assistance and service quality separately have no impact on raising sales.

#### 4. Conclusions

The purpose of this study is to determine how PLUT-KUMKM Tulungagung Regency's support and service quality affect MSME sales in Tulungagung. The following conclusion can be drawn from the study and discussion results that were previously presented:

- 1) There is no relationship between Increased Sales (Y) and the Service Quality variable (X1).
- 2) The dependent variable Sales Increase (Y) is positively influenced by the mentoring variable (X1).
- 3) Providing assistance and quality service together have little bearing on raising sales.

Researchers can offer recommendations or advice that may be helpful based on the conclusions drawn above. These include the following:

- 1) In order for more MSMEs to benefit from the services and support provided by the Integrated Business Service Center for Micro, Small, and Medium Enterprise Cooperatives (PLUT-KUMKM) Tulungagung Regency, it would be preferable for the organization to take a more proactive approach to increasing the number of MSMEs receiving coaching. It is anticipated that this will have a positive effect on society, particularly entrepreneurs.
- 2) In addition to being able and willing to improve the quality of their own human resources, such as self-development, skills and creativity, knowledge regarding how to improve product quality, bookkeeping of financial reports in accordance with SAK EMKM, and etc., it is hoped that MSMEs in Tulungagung will be more proactive in seeking information for the advancement of their business. In addition, it is intended that it will raise the caliber of the products by offering PLUT-KUMKM Tulungagung Regency's services and support, which include technical training, workshops, and comparative studies, as well as by forming partnerships with other businesses and giving MSMEs the chance to engage in marketing initiatives. MSMEs have the ability to boost product sales.
- 3) It is planned that further study samples may be added by later researchers. To provide a more comprehensive picture of the research problem under study, additional variables or indicators must be added in subsequent studies.

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