

The Influence Of Reverification Service Quality On Sellers Satisfaction In Lumajang Pasirian Traditional Market

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ABSTRACT

This research aims to determine the influence of reverification service quality consisting of tangibles, reliability, responsiveness, assurance, and empathy on the seller satisfaction in Pasirian Traditional Market with a descriptive quantitative approach. The data used was obtained from 145 questionnaires distributed to sellers who use measuring instrument in their transactions. Previously, the questionnaire had been tested for validity and reliability. The data processing method uses multiple linear regression analysis by SPSS 25 analysis tool. The results show that partially only tangibles, responsiveness, assurance and empathy have an influence on seller satisfaction. Further test results show that the reverification service quality consisting of tangibles, reliability, responsiveness, assurance, and empathy simultaneously affect the seller satisfaction at the Pasirian Traditional Market.

Keywords: Service Quality, Servqual, Customer Satisfaction, Metrology, Reverification

1. INTRODUCTION

Customer satisfaction is the main goal of all production activities and business services. Akroush (2015) explains that satisfaction is a response to meeting customer needs. This is an assessment of the product or service received whether it meets or is below customer expectations. Fecikova (in Akroush, 2015) argues that in order to survive, organizations must produce high-quality products and services so as to produce very satisfied customers. Satisfaction is a function of quality products and services that provide value for money to customers and is seen as an important driver for success and long-term business continuity.

Undang-undang number 2 of 1981 concerning Legal Metrology (Indonesia) has mandated the state to maintain the correctness of the measuring instrument and equipment (UTTP) results in order to protect the general interests. The existence of Legal Metrology Unit (UML) is a consequence of the implementation of Undang-undang number 23 of 2014 concerning Regional Government (Indonesia) which is explained in the appendix DD standardization and consumer protection affairs, which gives authority to Regency/City Regional Governments to carry out legal metrology activities consist of verification, reverification, and supervision. UML Lumajang has received the Certificate of Capability for Verification and Reverification Services (SKKPTTU) from Directorate of Metrology on August 30th 2018.

Pasirian traditional market is a market which has received *Pasar Tertib Ukur* Award in 2019 and 2021 by the Ministry of Trade of the Indonesia Republic. *Pasar Tertib Ukur* title is given to markets that has gone through a series of processes of data collection activities, verification and reverification, socialization and technical guidance on legal metrology, evaluation, assessment and determination. *Pasar Tertib Ukur* is formed in the context of realizing the protection of consumers, business actors and the public in terms of guaranteeing the correctness of the quantity of goods transacted. Thus it can improve the market image in the district/city area and increase competitiveness facing the global trade.

The two-year *Pasar Tertib Ukur* predicate carried out by the traditional market Pasirian shows the assumption that the quality of legal metrology services, in this case the reverification service, has been running well enough to affect the sellers satisfaction as service recipients. However, there is a fact that the number of participating sellers shows a decreasing trend every year as shown in the following table:

Table 1. Results of Pasirian Traditional Market Reverification Service

No.	Year	Amount of participating seller	Amount Of Measuring Instrument	Amount of measuring equipment	Total amount of measuring instrument and equipment (UTTP)
1.	2018	211	263	959	1222
2.	2019	176	186	722	908
3.	2020	198	238	748	986
4.	2021	163	211	621	832
5.	2022	108	166	481	647

Source: Annual Report Legal Metrology Unit of Lumajang Regency

Usman (2013) and Zainuddin et al (2022) research resulted that there is a strong influence and correlation between service quality variables on community satisfaction in reverification service. The same research results also carried out by Kurniawan (2014), Habib (2021) and Chasanah et al (2018). Meanwhile, Prayitno (2018) in his research concluded that among the five dimensions of service quality, only the assurance dimension has a significant influence on satisfaction.

Heri (2017) concluded that the dimensions of service quality have negative value by comparing perceptions and expectations. While research by Minarsih et al (2016) shows that the dimensions of service quality in the form of tangibles, reliability, assurance, and empathy are said to be good with a moderate level of quality. Different results are shown by Utami (2020), which concluded that service quality in general obtained a score of 4.31 which was categorized as very good. Alamsyah et al (2021) also examined the satisfaction variable using the service quality dimensions with the conclusion that the best performance has been shown by the service provider to the mandatory verification and the benefits have been felt by the community.

Based on fact and the difference results of the research above, further research is needed to analyze the influence of reverification service quality on seller satisfaction at Pasirian traditional market, Lumajang. This research use servqual approach which was introduced by Parasuraman (1988) that measured service quality by tangibles, reliability, reponsiveness, assurance and empathy.

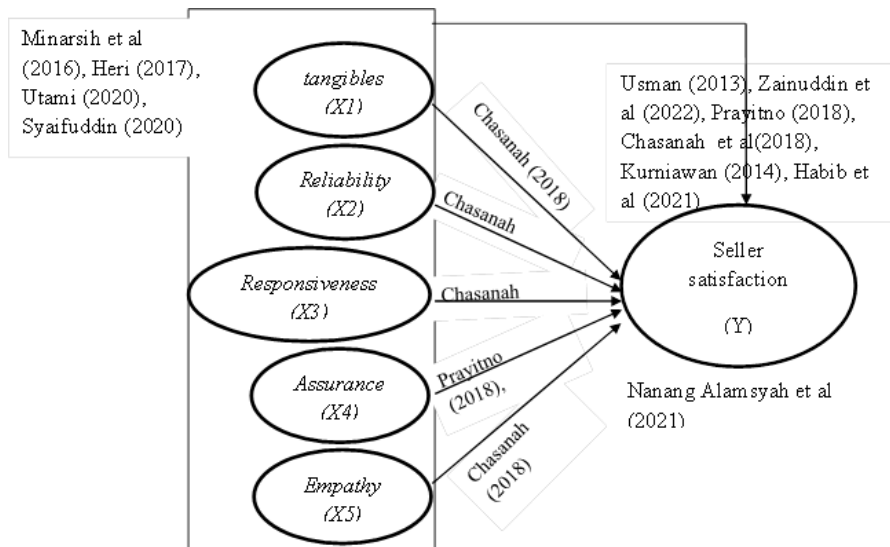


Figure 1. Conceptual Research Framework

2. RESEARCH METHOD

This research uses descriptive quantitative approach. The primary data is obtained through an instrument in the form of questionnaires, using a Likert scale which is denoted from a scale of 1 to 5 in Pasirian traditional market. The population is 219 sellers who use measuring instrument and equipment in their transactions. The number of samples defined by slovin formula :

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

whereas

n = number of samples

N = total population

e = margin of error

by entering te amount of popultion and marginof error 5%, the slovin formula results 141,52 so that the number of samples taken in this research is 145 sellers by accidental sampling method.

This research uses multiple regression analysis tools, also implementing t-test and F-test to test the hypothesis.,.

Operational Variables Definition

By making the tangibles, reliability, responsiveness, assurance, and empathy as the independent variables to measure the reverification service quality, this research wants to know the influence on seller satisfaction as the dependent variable.

Table 2. Operational Variables Definition

Variables	Indicator	Items	Source
Tangibles (X1) consist of physical facilities, equipment, and personnel appearance	Physical Infrastructure	<ul style="list-style-type: none"> - The reverificaion service location is easy to reach - The service place using a convenient place - There are adequate equipment for servicing 	Parasuraman (1988), Usman (2013), Prayitno (2018), Chasanah (2018), observations
	appearance of employees	<ul style="list-style-type: none"> - The service officers wear neat clothes - The service officers wear clear identity 	
Reliability (X2) is ability to perform the promised service dependably and accurately	Reverification service procedure/SOP	<ul style="list-style-type: none"> - The measuring instrument and equipment are finished on time - Implementation of reverification service activities according to procedures/SOP 	Parasuraman (1988), Usman (2013), Prayitno (2018), Chasanah (2018), observations
	HR Competence	Officers have expertise/competence in their field	
Responsiveness (X3) is willingness to help customers and provide prompt service	The officer response to the incoming seller	The officer response to direct the seller according to the stages of the reverification service	Parasuraman (1988), Usman (2013), Prayitno (2018), Chasanah (2018), observations
	The officer response to UTTP complaints	<ul style="list-style-type: none"> - The officers responded to complaints about the UTTP carefully - Officers were able to deal with the UTTP's complaints properly 	
Assurance (X4) is knowlege and courtesy of employees and their ability to inspire trust and confidence	Legality guarantee and correctness of measurement results	<ul style="list-style-type: none"> - The performance of the balance shows the correct measurement results after reverification - The scales have a guarantee/legality mark after reverification 	Parasuraman (1988), Usman (2013), Prayitno (2018), Chasanah (2018), observations
	Officer behavior	Officers always behave politely in service	
Empathy (X5) is caring, individualized attention the firm provide its customers	The care and concern of the officers	<ul style="list-style-type: none"> - The officers appreciates every seller who comes to reverification service - The officers pay attention to seller - There is no discriminatory treatment of sellers during the reverification service process 	Parasuraman (1988), Usman (2013), Prayitno (2018), Chasanah (2018), observations
Satisfaction (Y) is psychological state that results when	Product or Service quality	My measuring instrument and equipment show consistently correct	Tjiptono in Sabrina (2015), Observation

emotions surrounding expectations are combined with consumers' feelings about consumption experiences		measurement results	
	<i>Price</i>	The cost of retribution for scales is affordable	Tjiptono in Sabrina (2015), Observation
	<i>Service Quality</i> (service quality perception)	In my opinion, the reverification service quality has been going well	Tjiptono in Sabrina (2015), Observation
	<i>Emotional Factor</i>	<ul style="list-style-type: none"> - I feel comfortable doing transactions using the measuring instrument and equipment that have reverified - I feel safe in making transactions using the measuring instrument and equipment that have reverified 	Tjiptono in Sabrina (2015), Observation
	<i>Efficiency</i> (Tohopefully)	I can easily get access to the reverification service	Tjiptono in Sabrina (2015), Observation

3. RESULTS

Widagdo (2021) explains that an instrument is said to be good if it meets validity and reliability.

3.1 Validity Test

The research instrument in form of questionnaires are test for validity and reliability to 30 respondents. The result as shown by the table below

Table 3. Validity Test Result

Item Statement	<i>Pearson Correlations</i>	r table (df 28)	Sig	conclusion
P1	0.617	0.361	0.000	Valid
P2	0.753	0.361	0.000	Valid
P3	0.748	0.361	0.000	Valid
P4	0.675	0.361	0.000	Valid
P5	0.604	0.361	0.000	Valid
P6	0.723	0.361	0.000	Valid
P7	0.717	0.361	0.000	Valid
P8	0.858	0.361	0.000	Valid
P9	0.715	0.361	0.000	Valid
P10	0.947	0.361	0.000	Valid
P11	0.914	0.361	0.000	Valid
P12	0.815	0.361	0.000	Valid
P13	0.825	0.361	0.000	Valid
P14	0.665	0.361	0.000	Valid
P15	0.868	0.361	0.000	Valid
P16	0.832	0.361	0.000	Valid
P17	0.702	0.361	0.000	Valid
P18	0.680	0.361	0.000	Valid
P19	0.404	0.361	0.027	Valid
P20	0.702	0.361	0.000	Valid
P21	0.770	0.361	0.000	Valid

P22	0.531	0.361	0.000	Valid
P23	0.604	0.361	0.000	Valid

Source : primary data processed, 2023

The validity test result shows that all statement items have a value of r_{count} bigger than r_{table} 0.361 which means the research instrument can be said to be valid. As well the significance level shows a value below 0.05 which also confirms that each statement item is valid so that the existing statement items are able to represent the variables being measured.

3.2 Reliability Test

Tabel 4. Reliability Test Result

Variables	Cronbach Alpha	r table (N = 30)	conclusion
X1	0.710	0.349	Reliable
X2	0.644	0.349	Reliable
X3	0.830	0.349	Reliable
X4	0.655	0.349	Reliable
X5	0.723	0.349	Reliable
Y	0.666	0.349	Reliable

Source : primary data processed, 2023

Furthermore, the reliability test result shows that each variable has a Cronbach Alpha value more than 0.6 and exceeds the r table value so that it is declared reliable which means that the research questionnaire instrument shows consistency even though it is used repeatedly.

After going through the validity-reliability test to 30 respondents and the instrument is declared valid-reliable, the questionnaires continued to be distributed to 145 respondents. Then a series of classical assumption tests covers normality, multicollinearity, and heteroscedasticity are held to meet the requirements of multiple linear regression analysis.

3.3 Normality Test

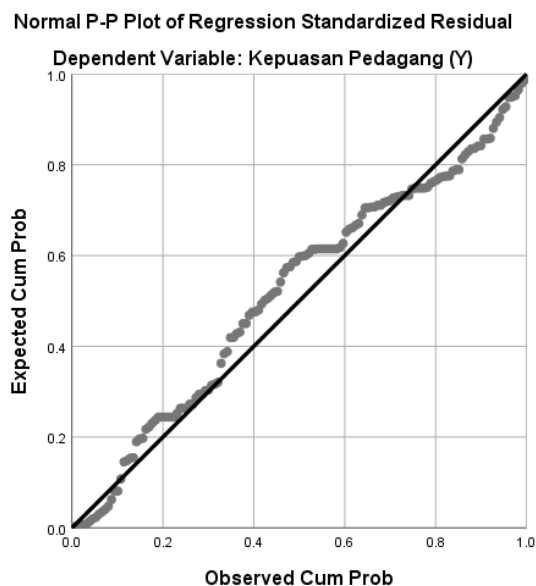


Figure 2. Normal P-P Plot

Figure Normal P-P plot of Regression Standardized Residual shows the distribution of data (points) around the line and follows the direction of the diagonal line of the graph so that the regression model meets the normality assumption (Ghozali, 2001 in Widagdo, 2020)

3.4 Multicollinearity Test

Table 5. Coefficients of Regression Linear Analysis Output By SPSS 25
Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
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		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.103	2.658		3.049	.003		
	X1	.230	.086	.215	2.690	.008	.774	1.292
	X2	.191	.118	.117	1.620	.107	.945	1.059
	X3	.221	.108	.151	2.052	.042	.908	1.102
	X4	.360	.125	.245	2.875	.005	.681	1.468
	X5	.270	.125	.165	2.157	.033	.849	1.178

a. Dependent Variable: Y

Source : Source : primary data processed, 2023

The regression linear result shows that the values in the colinearity tolerance are above 0.1. While overall VIF value are less than 10. This shows that there is no correlation between the independent variables.

3.5 Heteroscedasticity Test

One of the methods used to heteroscedasticity test is the Spearman's Rho correlation coefficient test, which is to correlate the independent variables with their residuals. If the independent variable has a significance level value exceeding 0.05, it can be concluded that there is no heteroscedasticity problem in the research data (Purnomo, 2016: 125).

Table 6. The Spearman's Rho Correlation Coefficient Test Result By SPSS 25 Correlations

			X1	X2	X3	X4	X5	Unstandardized Residual
Spearman's rho	X1	Correlation Coefficient	1.000	.079	.174*	.537*	.185*	.057
		Sig. (2-tailed)	.	.343	.037	.000	.026	.495
		N	145	145	145	145	145	145
X2		Correlation Coefficient	.079	1.000	.015	-.014	.241*	.080
		Sig. (2-tailed)	.343	.	.856	.865	.004	.340
		N	145	145	145	145	145	145
X3		Correlation Coefficient	.174*	.015	1.000	.270*	.033	-.043
		Sig. (2-tailed)	.037	.856	.	.001	.690	.610
		N	145	145	145	145	145	145
X4		Correlation Coefficient	.537**	-.014	.270**	1.000	.315**	.027
		Sig. (2-tailed)	.000	.865	.001	.	.000	.745
		N	145	145	145	145	145	145
X5		Correlation Coefficient	.185*	.241**	.033	.315**	1.000	.066
		Sig. (2-tailed)	.026	.004	.690	.000	.	.430
		N	145	145	145	145	145	145
Unstandardized Residual		Correlation Coefficient	.057	.080	-.043	.027	.066	1.000
		Sig. (2-tailed)	.495	.340	.610	.745	.430	.
		N	145	145	145	145	145	145

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Source : primary data processed, 2023

The Correlations heteroscedasticity test table shows the overall significance value exceeds 0.05 so it is concluded that there is no heteroscedasticity problem.

3.6 Multiple Regression Analysis

Table 5 shows the coefficients of multiple regression linear model as follows:

$$Y = 8.103 + 0.23 X1 + 0.191 X2 + 0.221 X3 + 0.36 X4 + 0.27 X5$$

Based on the above equation it can be shown that:

1. The regression coefficients of all independent variables consisting of tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) show a positive value, this means that all independent variables have a positive influence on the seller satisfaction as dependent variable (Y);
2. The constant value has a positive value of 8.103. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if all the independent variables which include tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) are 0 or do not change, then the value of seller satisfaction is 8.103;

3. The regression coefficient value for the tangibles variable (X1) is 0.23. This value indicates a positive influence between tangibles and seller satisfaction. This means that if it is assumed that the other variables remain constant, if the tangibles variable increases by one unit, then the seller satisfaction variable will increase by 0.23;
4. The regression coefficient value for the reliability variable (X2) is 0.191. This value indicates a positive influence between reliability and seller satisfaction variable. This means that if the reliability variable increases by one unit, then the seller satisfaction variable will also increase by 0.23 assuming that the other variables remain constant;
5. The regression coefficient value for the responsiveness variable (X3) is 0.221. This value has a positive influence between the responsiveness variable and seller satisfaction. This means that if the responsiveness variable increases by one unit, then the seller satisfaction variable will also increase by 0.221 assuming that the other variables remain constant;
6. The regression coefficient value for the assurance variable (X4) is 0.36. This value has a positive influence between assurance and seller satisfaction. This means that if the assurance variable increases by one unit, then the seller satisfaction variable will also increase by 0.36 assuming that the other variables remain constant;
7. The regression coefficient value for the empathy variable (X5) is 0.27. This value has a positive influence between empathy and seller satisfaction. This means that if the empathy variable increases by one unit, then the seller satisfaction variable will also increase by 0.27 assuming that the other variables remain constant.

3.7 Hypothesis Test

Widagdo (2021) defines a hypothesis as a temporary allegation of a phenomenon. This research uses t-test and F-test to examine the hypothesis partially and simultaneously.

3.7.1 Partially Test (t-test)

The t test is used to determine whether partially the independent variables have a significant influence or not on the dependent variable. The hypothesis built is:

H_0 : Service quality consisting of tangibles(X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) partially has no influence on seller satisfaction (Y).

$H_{1,x}$: Quality of service consisting of tangibles(X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) partially influence on seller satisfaction (Y).

Table 5 shows the t_{count} value for each independent variable. Parasuraman (1988) explains that tangibles variable (X1) consists of physical facilities, equipment, and personnel appearances. It has a t count greater than t table ($2.690 > 1.97718$) with a significance value of 0.008 or less than 0.05. Thus Hypothesis $H_{1.1}$ is accepted and it is concluded that the tangibles variable (X1) has a partially significant influence on the seller satisfaction variable (Y).

Reliability variable (X2) has a t_{count} of 1.620 or less 1.97718 (t_{table}). This refers to the rejection of $H_{1.2}$ with the conclusion that the reliability variable (X2) has no influence on seller satisfaction (Y). A significance value that is greater than 0.05 ($0.107 > 0.05$) confirms the rejection of $H_{1.2}$, that the reliability variable has no influence on the dependent variable of seller satisfaction.

Responsiveness variable (X3) has t_{count} value of 2.052 which is greater than the t table value of 1.97718 with a significance value of 0.042 or less than 0.05. Thus confirms that $H_{1.3}$ is accepted with the conclusion that the responsiveness variable (X3) has a significant influence on seller satisfaction as the dependent variable (Y).

Assurance variable (X4) has the largest t_{count} value of 2.875 ($2.875 > 1.97718$) and the smallest significance value of 0.005 ($0.005 < 0.05$). so that it fulfills the requirements for accepting $H_{1.4}$ that the assurance variable (X4) has a significant influence on seller satisfaction (Y).

Empathy variable (X5) has t_{count} value of 2.157. This value is greater than the t table of 1.97718 with a significance value of 0.033. A significance value of less than 0.05 also confirms the acceptance of $H_{1.5}$ that the empathy variable (X5) has an influence on the seller satisfaction (Y).

3.7.2 Simultaneously Test (F- test)

Purnomo (2016: 169) explains that ANOVA or analysis of variance is a joint regression coefficient test (F test) to test the significance influence of several independent variables on the dependent variable. The hypothesis built on this simultaneous test is:

H_0 : Service quality consisting of tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) simultaneously has no influence on seller satisfaction (Y).

H_2 : Quality of service consisting of tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) simultaneously influence on seller satisfaction (Y).

The criteria used in the F test is if F count $<$ F table or significance $>$ 0.05 then it is interpreted that H_0 is accepted and H_a is rejected with the conclusion that the independent variables simultaneously have no influence on the dependent variable. Conversely, if F count $>$ F table or significance $<$ 0.05, it is interpreted that H_0 is rejected and H_a is accepted with the conclusion that the independent variables simultaneously influence on the dependent variable.

Table 7. ANOVA Test Result By SPSS 25

Model	ANOVA ^a					
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	192.981	5	38.596	12.619	.000 ^b
	Residual	425.129	139	3.058		
	Total	618.110	144			

a. Dependent Variable: Kepuasan Pedagang (Y)

b. Predictors: (Constant), Empati (X5), Daya Tanggap (X3), Keandalan (X2), Bukti Fisik (X1), Jaminan (X4)

Source : primary data processed, 2023

Table 7 of ANOVA shows that the F_{count} value of the regression model is 12.619 and a significance value of 0.00. While the F table value is 2.28. As the criteria in the F test that when $F_{table} > F_{count}$ ($12.619 > 2.28$) and a significance value of $0.00 < 0.05$ then H_2 is accepted with the conclusion that the five independent variables of service quality consisting of tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) simultaneously has significance influence on seller satisfaction as dependent variable (Y).

4. DISCUSSION

The research results show that tangibles, responsiveness, assurance and empathy have a positive influence on seller satisfaction, while reliability partially has no influence on seller satisfaction. This conclusion is contrary to Chasanah et al (2018) who stated that tangibles, reliability, responsiveness, assurance and empathy have significance influence on satisfaction. This result also contrary to Prayitno (2018) who stated that only assurance has influence on customer satisfaction.

Sellers as service recipients tend to comply with whatever process must be carried out and accept whenever time it takes in the reverification process. Sellers understand that the processing time can sometimes exceed the set time because measuring instrument (UTTP) requires repair. UTTP repairs can be done repeatedly as long as the test still does not meet the applicable technical requirements. Seller also do not care about the competence of the officers whether they are truly experts in their field or not. The most important thing for seller is that their UTTP gets a valid year stamp by an authorized officer.

On the other side, the F test result shows that tangibles, reliability, responsiveness, assurance and empathy have significance influence simultaneously on seller satisfaction. In this case, when the the quality dimension joint together collectively can significantly influence the seller satisfaction. The service provider should consider to use the quality service dimension simultaneously prefer than partially to determine strategies increasing seller satisfaction.

5. CONCLUSION

This research proves the influence of reverification service quality on seller satisfaction in the Pasirian traditional market as follows :

1. Partially the influence of reverification service quality consisting of tangibles, reliability, responsiveness, assurance, and empathy on seller satisfaction are:
 - a. Tangibles has a partial influence on seller satisfaction.
 - b. Reliability has no partial influence on seller satisfaction.
 - c. Responsiveness has a partial influence on seller satisfaction.
 - d. Assurance has a partial influence on seller satisfaction.
 - e. Empathy has a partial influence on seller satisfaction.
2. Reverification service quality consisting of tangibles, reliability, responsiveness, assurance, and empathy simultaneously has a significant influence on seller satisfaction.

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