The Effect of Service Quality and Facilities on Customer Satisfaction of Waste Management Service Users at BUMDesa (Village-Owned Enterprises) Sima Sari Dana Kesiman Petilan

Gusti Nyoman Tri Purnami Wati[1*], Mahayanti Fitriandari[2]
[1,2] Ngurah Rai University, Bali, Indonesia

(*) Corresponding author: purnamiwati9@gmail.com

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Keywords: Service Quality; Facilities; Customer Satisfaction; **Artikel History:** Received : 13-05-2024 Revised : 20-05-2024 Accepted : 21-05-2024 ***Article DOI :*** *http://dx.doi.org/*	Customer satisfaction is one of the many things that can contribute to achieving the company's vision. Success in efforts to achieve the vision and mission of the company is determined by several factors, namely customer satisfaction, including service quality and facilities. Likewise at BUMDesa (BadanxUsaha MilikxDesa) Sima Sari Dana Kesiman Petilan, the quality of service and facilities that have a role in optimizing customer satisfaction. This research has the aim of proving the partial and simultaneous influence between service quality variables and facilities on customer satisfaction of waste management service users at BUMDesa (Badan Usaha Milik Desa) Sima Sari Dana Kesiman Petilan. Sampling, done using purposive sampling, as many as 79 respondents. The data analysis technique used is quantitative analysis including classical assumption test, multiple linear regression analysis, determination analysis, F test statistical analysis (F-test) and t test statistical analysis (t-tes). The research results provide results that there is a positive and significant influence simultaneously and partially between service quality and facilities on customer satisfaction of waste management service users at BUMDesa (Village-Owned Enterprises) Sima Sari Dana Kesiman Petilan.

INTRODUCTION

The development of development both in urban areas and in urban areas will encounter various problems. The problems faced can be in terms of population migration that continues to increase, causing environmental changes to become denser, slum and cause more waste to be generated in an area or place. Everything that is discarded from the results of an activity called waste has no economic value (Alamsyah & Muliawati, 2013). A program is needed in managing waste in order to effectively maintain

environmental health and prevent all kinds of diseases so as to improve the health of the people living in the area (Munawarah, 2011).

Service is an effort or action where it has no form, cannot be seen but can be felt by planning in an effort to fulfill demand and provide satisfaction to consumers. How fast the development in optimizing the services provided depends on how customers provide value to the quality of service offered. According to Lupiyoadi (2013:7) services are all activities in a business that have results that are not a real product but can be consumed at the same time as they are produced and add value with a level of comfort, pleasure, entertainment, health and or solutions to problems experienced by customers.

As a result of the current intense competition, every service business needs to increase the strength that exists in its business by improving the quality of service and the completeness of its facilities to attract customers. With this, businesses are able to innovate to increase customer interest. Every service provider tries to offer a variety of businesses that can attract customers to provide the best service.

The success of a business in influencing customer satisfaction is strongly supported through efforts to build trust in customers by providing services and facilities that are comfortable for customers when using these services. Supomo & Nurhayati (2018:118) provides a statement that customer satisfaction occurs due to a comparison between the services provided and what consumers expect where consumers feel their expectations can be met. Vice versa, customers do not feel satisfied if the expected service cannot be fulfilled. There are several methods used in an effort to measure the level of customer satisfaction with this service, namely, (1) complaints and suggestions system, (2) ghostshopping, (3) lost customer analysis, (4) customer satisfaction survey.

In response to this, one form of marketing strategy that can be carried out is to improve the quality of service and the best facilities compared to competitors, in order to attract customers. Because people today want comfort in waste management services that are handled properly in a business. This matter is what makes the success of a business in the service sector continue to be included in the needs of the community every day.

One of the things that is thought to contribute to increasing customer satisfaction is the quality of service provided by a company, which in this case is a service company. Service quality is the performance of employees in providing products and services in line with the provisions and measurements that the company has imposed. According to Tjiptono (2014:640) service quality can be interpreted as an effort to provide fulfillment of customer desires, as well as conformity with what customer expectations are. According to Rahmawati et al. (2016), it shows that service quality has a real contribution in optimizing customer satisfaction. From these results it can be seen that customers tend to prefer businesses that provide good service quality.

Apart from service quality factors, facilities are also thought to have a significant share in optimizing customer satisfaction. Facilities are provided to be used in business and enjoyed by customers while using services so as to make customers feel comfortable. Often the existing facilities are not used optimally by officers, this causes customers to be uncomfortable with the services provided. Facility is a physical asset contained in the company in supporting the services provided to consumers. According to Kasmir (2017:60) facilities are a vital object that can provide an increase in consumer satisfaction and comfort, can provide fulfillment of the needs of consumers who enjoy services. If the quality of service performed can meet the requirements, consumers will feel satisfied. The results of research by Kovermann & Wendt (2019), show that facilities have a real share in optimizing customer satisfaction. This provides information that if the facility is one of the factors that trigger customer satisfaction in a service business.

Table 1. Pre-Research Data Interview

No	Question	YES	NOT
1	Have you been a long time garbage subscriber at BUMDesaxSima SarixDana KesimanxPetilan?	30	0
2	Have you ever complained about waste services at BUMDesa SimaxSari Dana KesimanxPetilan during your subscription?	20	10
3	Do you think the waste service managed by BUMDesa Sima Sari Dana Kesiman Petilan is good?	15	15
4	Do you receive adequate facilities from BUMDesa Sima Sari Dana Kesiman Petilan during your subscription?	5	25
5	During your garbage subscription at BUMDesa Sima Sari Dana Kesiman Petilan, is garbage collection scheduled?	6	24

Source: BUMDesa Sima SarixDana Kesiman Petilan, 2022

One of the waste management service businesses in Denpasar is BUMDesa Sima Sari Dana Kesiman Petilan located at Jalan Sulatri II No 9 A, Kesiman Petilan Village, East Denpasar District, Denpasar City. BUMDesa Sima Sari Dana Kesiman Petilan is a business that carries out its activities in the field of services to provide waste management services for the community around the Kesiman Petilan Village area. Facilities are provided by the business in the collection of waste to customers. The completeness of the facilities provided can meet the needs and comfort of customers.

Currently, the tight business of waste management services makes entrepreneurs have to make various innovations and be able to provide the best service to potential customers when getting services. The following shows the number of customers using waste management services at BUMDesa Sima Sari Dana Kesiman Petilan as shown below:

Table 2. Data on the Number of Customers of BUMDesa Sima Sari Dana Waste Management Service Users from 2019 to 2021

No.	Year	Number of Customers
1.	2019	362
2.	2020	395
3.	2021	370

Source: BUMDesa Sima Sari Dana Kesiman Petilan, 2022

It is known that the number of customers of waste management services at BUMDesa Sima Sari Dana Kesiman Petilan fluctuates every year. From 2019 to 2021, it shows that customers who use waste management services at BUMDesaxSima Sari DanaxxKesiman Petilan have decreased. The decline in customers is an indicator of a problem with the company that requires further research so that it provides a clear picture of the problems that occur, which as a result can lead to a decrease in customers at BUMDesa Sima Sari Dana Kesiman Petilan.

Before conducting more in-depth research, preliminary observations were made to explore customer opinions on customer satisfaction at BUMDesa SimaxSari Dana Kesiman Petilan with pre-interview questionnaires distributed to 30 random customers. Based on the results of the pre-interview questionnaire in table 1.1, it is known that the quality of services and facilities is below the expectations desired by customers which affects customer satisfaction. This is due to the lack of services and facilities provided by BUMDesa Sima Sari Dana Kesiman Petilan. Customers have several complaints such as the late schedule for garbage collection, the bucket facility that was discussed was not

given to the customer, and some of the kampil owned by the customer was not returned by the officer. Based on the results of these observations, the quality of service and facilities is one of the important factors that must be considered to prevent the number of customers from decreasing.

Research related to the influence of service quality and facilities in contributing to increasing customer satisfaction was done first by many researchers and there is still an empirical debate. However, from these studies there is still a research gap found. Research conducted by Ying et al. (2017), shows that service quality has a real contribution in optimizing customer satisfaction. According to research conducted by Hassan (2016), it shows that good and complete facilities will contribute significantly to optimizing customer satisfaction.

Meanwhile, research conducted by Aprilya (2013) found that good or bad service quality cannot contribute to optimizing customer satisfaction. And according to research conducted by Komninos et al. (2021) the results of this study indicate that good and complete facilities cannot contribute to increasing customer satisfaction. This shows that there are still problems between variables and the need for further research related to the effect of service quality and facilities on customer satisfaction to provide a comparison between existing theories and the facts that occur in the field.

METHODS

This research uses causal associative research. The approach used in this research is quantitative research with survey methods. This study has the aim of examining the effect of independent variables, namely Service Quality (X^1) and Facilities (X^2) on the dependent variable, namely Customer Satisfaction (Y). Researchers chose to conduct research on BUMDesa (Badan Usaha Milik Desa) SimaxSari DanaxKesiman Petilan which is located at Jalan Sulatri II No 9A, Kesiman Petilan Village, East Denpasar District, Denpasar City. The population in this research is the number of customers using waste management services at BUMDesa (Badan Usaha Milik Desa) SimaxSari DanaxKesiman Petilan in 2021 which consists of 3 banjars with a total of 370 customers. Determining the number of samples in this research, the Slovin formula was used to obtain a research sample of 79 customers at BUMDesa (Badan Usaha Milik Desa) SimaxSari DanaxKesiman Petilan.

The techniques used to collect data in this research consist of observations that contain questions or statements that will contain the problem formulation of the activities to be studied, interviews, namely direct questions and answers to customers who regularly use waste management services at BUMDesa (Badan Usaha Milik Desa) SimaxSari DanaxKesiman Petilan which provides information or data, literature study, which is done by searching for E-books and E-Journals via the internet. The next data collection technique is to use a questionnaire. The questionnaire used in this research is a closed questionnaire, where the questionnaire answer options have been provided and given five answer options using the Likert Scale. The data in this research were analyzed using multiple linear regression analysis, determination analysis, F test and t test.

RESULTS AND DISCUSSION

Validity and Reliability Tests

Validity test is used to test each statement item so that it is known whether a questionnaire is valid or not. To determine the level of validity of an instrument can be seen by looking at the comparison of the correlation coefficient value (Pearson Correlation) of the instrument. The test criteria are described as follows (Kasmir 2017:173):

"If the correlation coefficient value is> 0.30 then the statement item is valid.
If the correlation coefficient value <0.30 then the statement item is declared invalid".

The validity test was carried out using a computer program where the results showed that all statement items for each variable had a correlation coefficient value above 0.30 so the conclusion was that all statement items for each variable were valid.

Next is the reliability test of the research instrument, which is to determine the reliability of a questionnaire. "The instrument is referred to as reliable if it has a CronbachoAlpha> 0.60 value. (Sujarweni, 2015: 110). The results of the Instrument Reliability Test based on SPSS output where the results show that all factors have a Cronbach'soAlpha value above 0.60 so it is concluded that the variables in this research are reliable.

Classical Assumption Test

Classical assumption test is a requirement that must be passed before analyzing data with multiple linear regression analysis so that the research model used can be ensured to be in line with the models and concepts used in this research. The following are parts of the assumption test which are explained as follows:

Normality Test

The test is based on the significance value in the KolmogorovoSmirnov normality method. This test is used to ensure that the data used in this research is normally distributed or not. The following are the results of the normality test in the following table:

Table 3. Normality TestzOne-samplezKolmogorov-SmirnovTest

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		79
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	1.58811781
Most Extreme Differences	Absolute	.067
	Positive	.058
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200c,d

Source: Data processed, 2022

The figure of 0.200 in the table indicates that in this research the normal assumptions related to the data can be fulfilled properly, so the research can be continued to the next test.

Multicollinearity Test

The right regression model is that there is no correlation between independent variables. This test is conducted to determine whether or not there is a correlation between the independent variables in the study. The Tolerance value must be higher than 0.10 and the VIF value is lower than 10 so that it can be said that the model is free from multicollinearity.

Table 4. Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constantz)		
	Service Quality	.413	2.420
	Facilities	.413	22.420

Source: Data Processed, 2022

Based on the test results obtained from the SPSS results, it appears that there is no multicollinearity between the independent variables in this research.

Heteroscedasticity Test

This test is to see the significance of the regression model in other observations. If the significance value between the independent variable and its absolutoresidual (ABS_RES) > 0.05, it means that there is no heteroscedasticity problem. The Glejser test results are shown in Table 5 as follows.

Table 5. Heteroskedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constantz)	2.242	.683		3.282	.002
	Service quality	-.051	.068	-.132	-.748	.457
	Facilities	-.015	.064	-.041	-.232	.817

a. DependentzVariable: ABS_RESz

Source: Dataz Processed, 2022

The significance value of the independent variables, namely service quality motivation (0.457), facilities (0.817), on abs_res. This shows that the value of all independent variables in this research has a probability value greater than 0.05. So that the data in this research is homokedastistas.

ANALYZE DATA

Multiple Linear Regression Analysis

Whether or not there is an influence between the independent variables on the dependent variables and determine the direction of the relationship, multiple linear regression analysis is used. The results of this analysis assisted with the help of SPSS are described below:

Table 6. Result of Double Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constantz)	6.036	1.148
	Service Quality	.528	.114
	Facilities	.359	.108

Source: Data Processed, 2022

It is known that a = 6.036 b_1 = 0.528 b_2 = 0.359 so that the multiple linear regression line equation is obtained: Y = a + b X11 + b X22 or Y = 6.036 + 0.528 (X1) + 0.359 (X2), thus providing information that:

α = 6.036 this value is the constant value of the regression equation above. This means that the value of customer satisfaction will be 6.036 if the service quality variable is zero and the facility is zero.

β1 = 0.528, this value is called the regression coefficient on the service quality variable. If the facility score is zero, and other influencing variables are considered zero, then the score on customer satisfaction is equal to the regression constant value plus the score on service quality multiplied by 0.528. This means that when service quality increases, customer satisfaction will increase.

β2 = 0.359, this value is called the regression coefficient on the facility variable. If the service quality score is zero, and other influencing variables are considered zero, then the score for customer satisfaction is equal to the regression constant value plus the score for facilities multiplied by 0.359 This means that when the facility increases, customer satisfaction will increase.

Analysis of the coefficient of determination

Determination is one part of regression analysis in an effort to determine the contribution of a variable to other variables in this case, namely the contribution of Service Quality and Facilities to Customer Satisfaction of waste management service users at BUMDesa (Village-Owned Enterprises) Sima Sari Dana Kesiman Petilan. The results of the analysis can be seen in Table 7 below:

Table 7. Output Determination Test Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Errorzof the Estimate
1	.800a	.640	.630	1.609

Source: Dataz Processed, 2022

The results of calculations with SPSS obtained a number (R Square) of 0.640. Based on this value, the determination value D = R2 ×100% = 0.640 x 100% = 64.0%. contribution / contribution of Service Quality and Facilities to Customer Satisfaction of waste management service users at BUMDesa (Village-Owned Enterprises) Sima Sari Dana Kesiman Petilan is worth 64.0%. While the remaining 36.0% is contributed by factors not examined.

F test

The F-test is used in an effort to find information related to the significance of the effect of Service Quality and Facilities simultaneously in increasing Customer Satisfaction of waste management service users at BUMDesa (BadanxUsaha MilikxDesa) SimaxSari DanaxKesiman Petilan.

Table 8. Results of the F-test

ANOVAª

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	349.452	2	174.726	67.501	.000b
Residuals	196.725	76	2.588		
Total	546.177	78			

Source: Data Processed, 2022

After data processing, it was found that the Fxcount value was 67.501> from the F table value of 3.12 and by looking at the significance value, which was 0.000 <0.05. It can be concluded that Service Quality and Facilities simultaneously have a real and unidirectional contribution in increasing Customer Satisfaction of waste management service users at BUMDesa (Badan Usaha Milik Desa) SimaxSari Dana KesimanxPetilan (H0 is rejected and Ha is accepted).

Uji ot

The t-test is used in an effort to find information on the significance of the effect of Service Quality and Facilities partially on Customer Satisfaction of waste management service users at BUMDesa (Badan Usaha Milik Desa) SimaxSari DanaxKesiman Petilan.

Table 9. Results of t-test

Coefficientsª

Model	Unstandardied Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constantz)	6.036	1.148		5.257	.000
Service Quality	.528	.114	.495	4.620	.000
Facilities	.359	.108	.355	3.314	.001

a. Dependent Variable: Customer Satisfaction

Source: Data Processed, 2022

Based on the results of the calculation of the SPSS application program, it was found that the calculated t value was 4.620> from the t table value = 1.665. In addition, the significance value of the Service Quality variable is 0.000 <0.05, so the decision is made that Service Quality has a real and unidirectional contribution in providing an increase in Customer Satisfaction of waste management service users at BUMDesa (BadanxUsaha MilikxDesa) Sima SarixDana KesimanxPetilan (H0 is rejected and Ha is accepted).

Based on the results of the calculation of the SPSS application program, it was found that the t value2 calculated was 3.314> from the t table value = 1.665. In addition, the significance value of the Facility variable is 0.001 <0.05, then Facilities have a real and unidirectional contribution in providing an increase in Customer Satisfaction of waste management service users at BUMDesa (Badan Usaha Milik Desa) Sima SarixDana Kesiman Petilan (H0 is rejected and Ha is accepted).

Interpretation of Research Results

This research was conducted in an effort to obtain an overview of the effect of service quality and facilities on customer satisfaction of waste management service users at BUMDesa Sima Sari Dana Kesiman Petilan. After analyzing the problems found regarding marketing at BUMDesa Sima Sari Dana Kesiman Petilan, where service quality and facilities can affect customer satisfaction, the following discussion:

1. Effect of QualityxService and Facilities onxCustomer Satisfaction of Waste Management Service Users at BUMDesa Sima Sari Dana Kesiman Petilan
   Based on data processing and hypothesis testing done by researchers where the results are obtained, namely service quality and facilities simultaneously on customer satisfaction of waste management service users at BUMDesa (BadanxxUsaha MilikxxDesa) SimaxSari Dana KesimanxPetilan. This is evidenced by the probability value of F is 0.000 smaller than the significance level of 0.05. This provides information that if the quality of service is improved, namely by optimizing service aspects and completing and maintaining facilities to keep it good, it will contribute to increasing customer satisfaction. So it is very necessary for the company to always strive and evaluate services and facilities to be equipped and maintained so that they can provide good benefits for the company. By improving service quality and improving facilities, it will make a real contribution to optimizing customer satisfaction of waste management service users at BUMDesa (Village-Owned Enterprises) Sima Sari Dana Kesiman Petilan.
   The results of research conducted by Rusmana et al. (2017), which found that services and facilities have a real share in increasing customer satisfaction.
2. The Effect of QualityxxService on SatisfactionxxCustomers of Waste Management Service Users in Sima Sari Dana Kesiman Petilan
   Hypothesis testing that has been carried out, obtained the result that the quality of service in the partial test has a real share in optimizing customer satisfaction of waste management service users at BUMDesaxSima SarixDana Kesiman Petilan where it provides evidence that is seen the probability value of 0.000 <0.05. These results provide information that if service quality is optimized through improving service aspects, this will make a significant contribution to optimizing customer satisfaction of waste management service users at BUMDesa Sima Sari Dana Kesiman Petilan. It is very important for companies to always pay attention and evaluate services and create service training programs so that in the future they can provide positive results for the progress of the company. The better the quality of service at BUMDesa Sima Sari Dana Kesiman Petilan, the more customer satisfaction can increase.
   The results of this research are directly proportional to the research conducted by Manurung et al. (2022), which found that good service quality will provide tangible results in optimizing customer satisfaction.
3. Influence of FacilitiesxTerhadap SatisfactionxCustomers Users of Waste Management Services at BUMDesa Sima Sari Dana Kesiman Petilan.
   Based on the results of data processing and hypothesis testing, it is found that the facility is partially tested to have a real contribution in optimizing customer satisfaction of waste management service users in Sima Sari Dana Kesiman Petilan where it is evidenced by the probability sig value of 0.001 <0.05. These results provide information that if the facilities provided are complete and well maintained, it will make a real contribution in the form of increasing customer satisfaction of

waste management service users at BUMDesa Sima Sari Dana Kesiman Petilan. So based on this, it is very important for companies to always take care of existing facilities and complete facilities that are not yet available so that they provide benefits for the sustainability of the company. The better the facilities at BUMDesa Sima Sari Dana Kesiman Petilan, the more customer satisfaction will increase. The results of this research are in line with research conducted by Langelo et al. (2015), that facility variables have a real share in increasing customer satisfaction.

CONCLUSION

There is a positive and significant influence between Service Quality and Facilities on Customer Satisfaction Customers who use waste management services at BUMDesa Sima Sari Dana Kesiman Petilan.

There is a positive and significant influence between Service Quality and Customer Satisfaction of waste management service users at BUMDesa Sima Sari Dana Kesiman Petilan.

There is a positive and significant influence between the use of facilities on customer satisfaction of waste management service users at BUMDesa Sima Sari Dana Kesiman Petilan.

ADVICE

Based on the results of the questionnaire on the service quality variable, the statement that got the lowest score was the statement "Respond well to customers who want to get service". Suggestions that can be given, namely, it is hoped that the leadership and all employees of BUMDesa (Village-Owned Enterprises) Sima Sari Dana Kesiman Petilan, to improve service quality, especially on schedule accuracy and cleanliness by providing socialization regarding waste management services to employees.

Based on the results of the questionnaire on the facility variable, the statement that received the lowest score was the statement "The officer prepares lighting while on duty in the morning". Suggestions that can be given, namely, it is hoped that the leadership and all employees of BUMDesa (Village-Owned Enterprises) Sima Sari Dana Kesiman Petilan, to improve good facilities to customers, so that customers feel that the facilities obtained are good and satisfying.

Based on the results of the questionnaire on the customer satisfaction variable, the statement that received the lowest score was the statement "Waste management in Kesiman Petilan uses superior products". Suggestions that can be given are, should BUMDesa (Village-Owned Enterprises) Sima Sari Dana Kesiman Petilan in increasing customer satisfaction at BUMDesa (Village-Owned Enterprises) Sima Sari Dana Kesiman Petilan, must dare to compete with other waste management services, for example by creating a service program with a postal system with competitive services so as to attract customers and satisfy customers.

For further researchers, they should add other variables that can affect customer satisfaction, such as product quality and price, to test the level of influence on customer satisfaction.

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