
The Influence of Service Quality on Outpatient Satisfaction at Risky Medical Center, Simpangempat District, Tanah Bumbu Regency

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doi.org/10.51505/IJEBMR.2025.9413

URL: <https://doi.org/10.51505/IJEBMR.2025.9413>

Received: Mar 20, 2025

Accepted: Mar 27, 2025

Online Published: Apr 21, 2025

Abstract

This study aims to analyze the influence of service quality on outpatient satisfaction at Risky Medical Clinic, Simpang Empat District, Tanah Bumbu Regency. Service quality is measured through five main variables: Reliability, Responsiveness, Empathy, Tangibles, and Assurance. The research employs a quantitative approach, using data collected through questionnaires distributed to 100 respondents. Multiple linear regression analysis is used to identify the relationship between independent variables and patient satisfaction as the dependent variable. The findings indicate that all five service quality variables significantly influence patient satisfaction simultaneously. Partially, Reliability and Responsiveness have the most dominant impact on patient satisfaction, while the other variables contribute to a lesser extent. These results confirm that improving service quality, particularly in terms of timeliness and responsiveness of healthcare personnel, is crucial to enhancing patient satisfaction. Therefore, it is recommended that Risky Medical Clinic improve its service standards, especially regarding punctuality and more effective communication with patients.

Keywords: Service Quality, Patient Satisfaction, Medical Clinic, Regression Analysis

1. Introduction

As time progresses, human needs continue to evolve, including the need for healthcare services, which play a crucial role in supporting daily activities. People are becoming increasingly aware of the importance of health and are more selective in choosing high-quality healthcare providers. This phenomenon has led to the growth of numerous medical centers and clinics, creating intense competition in terms of service quality, pricing, and promotions. The success of a medical center is not only measured by the number of patients but also by the quality of services provided, with patient satisfaction being the primary factor.

However, an initial survey of patients at Risky Medical Center revealed that most patients were dissatisfied with the services provided. The main complaints included delays in service, a lack of responsiveness from healthcare personnel, and unclear information. Patients often had to wait more than 30 minutes despite arriving on time, with explanations that medical staff were either unprepared or still attending to other outpatients. If these issues are not addressed promptly,

patient satisfaction will continue to decline, potentially leading to a decrease in the number of visits to the medical center.

Risky Medical Center, located in Simpang Empat District, is striving to improve its service quality but still faces challenges such as a shortage of medical staff and manual patient record-keeping. These issues result in inefficient service procedures and prolonged patient wait times. Therefore, an evaluation of service quality is necessary to identify areas that need improvement to ensure patient satisfaction and enhance the medical center's reputation and public trust. Based on the background described above, the research problem formulation in this study is as follows:

1. Do Reliability (X_1), Responsiveness (X_2), Empathy (X_3), Tangibles (X_4), and Assurance (X_5) have a significant simultaneous effect on Outpatient Satisfaction (Y) at Risky Medical Center, Simpang Empat District, Tanah Bumbu Regency?
2. Do Reliability Reliability (X_1), Responsiveness (X_2), Empathy (X_3), Tangibles (X_4), and Assurance (X_5) have a significant partial effect on Outpatient Satisfaction (Y) at Risky Medical Center, Simpang Empat District, Tanah Bumbu Regency?
3. Which variable has the most dominant influence on Outpatient Satisfaction (Y) at Risky Medical Center, Simpang Empat District, Tanah Bumbu Regency?

2. Literature Review

2.1 Marketing Management

Management plays an important role in a company as it helps in organizing, regulating, and utilizing human resources more effectively to achieve the company's goals optimally. According to Kotler & Keller (2016), marketing management is the science of market segmentation aimed at acquiring and retaining consumers by providing information about the benefits of products and services to them. Human life is constantly changing, and people are spread across various locations, which affects the efficiency and effectiveness of companies in offering their products to consumers. Marketing management greatly helps in addressing this issue, as companies can develop products that align with consumer preferences and implement targeted marketing strategies. This ensures that the company's limited resources are utilized to their fullest potential. FandyTjiptono (2002:16) states that marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges with target groups that fulfill the goals of consumers and organizations.

2.2 Service Quality

Service quality is the overall characteristics and attributes of a product or service that influence its ability to meet stated or implied needs (Moha&Loindong, 2016: 577). According to Sampara in Hardiyansyah (2018:49), service quality refers to the services provided to patients in accordance with standardized service guidelines established as a reference for delivering care. Service quality is a continuous effort to improve performance at every level of operation or process within an organization's functional areas, utilizing human resources as the available capital (Suwendra, 2017: 17). Service quality is considered one of the most crucial aspects of a

company, especially in the service industry. High-quality service ensures customer satisfaction, which in turn encourages customer retention and long-term use of the company's services.

2.3 Patient Satisfaction

In general, patient satisfaction is defined as a patient's response to the discrepancy between their prior expectations and the actual performance they experience after receiving care. Patient satisfaction serves as an effective approach to maintaining service quality in healthcare facilities. The higher the level of satisfaction, the better the service and the quality of care provided (Silviyana et al., 2020). Patient satisfaction refers to the level of emotional response a patient experiences as a result of the healthcare services received, after comparing them to their initial expectations. A patient will feel satisfied if the quality of healthcare services meets or exceeds their expectations. Conversely, dissatisfaction and disappointment arise when the services provided fall short of what the patient anticipated (Rizani, 2018). A patient is considered satisfied when the services received align with or surpass their expectations. If the services fail to meet their expectations, the patient will not feel satisfied (Ehsan, 2014). Understanding patient needs and desires is a crucial factor influencing patient satisfaction. A satisfied patient is a valuable asset, as they will continue to use the healthcare services. However, an unsatisfied patient is likely to share their negative experiences with others, potentially causing greater harm to the healthcare provider's reputation.

3. Research Methodology

The population in this study consists of all patients at Risky Medical Clinic in Simpang Empat District, Tanah Bumbu Regency, totaling 1,785 patients in 2022. The sample was selected using a non-probability sampling method with the Slovin formula, resulting in a sample size of 100 respondents. Data collection was carried out through direct observation, questionnaires, interviews, and documentation studies. The data analysis techniques used in this research include instrument validity and reliability testing, classical assumption testing, and hypothesis testing. The data was then analyzed using multiple regression analysis with the following regression equation: $Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$

4. Research Results

4.1 Validity test

The Validity Test is conducted to determine the accuracy of the research instrument in performing its function. The validity test results are obtained using the Product Moment Correlation method. If an item has a Significance value (Sig.) < 0.05 (α) or the calculated r-value (correlation coefficient) $>$ r-table value, then the item is considered valid, meaning that the research instrument can effectively measure what it is intended to measure. The results of the validity test are presented in the following table 1.

Table 1 Validity Test Results

| Variable | Question Items | r Count | r Table | Information |
|---------------------------------|------------------|---------|---------|-------------|
| Realibility(X ₁) | X _{1.1} | 0.835 | 0.1996 | Valid |
| | X _{1.2} | 0.834 | 0.1996 | Valid |
| | X _{1.3} | 0.628 | 0.1996 | Valid |
| Responsiveness(X ₂) | X _{2.1} | 0.900 | 0.1996 | Valid |
| | X _{2.2} | 0.852 | 0.1996 | Valid |
| Emphaty(X ₃) | X _{3.1} | 0.816 | 0.1996 | Valid |
| | X _{3.2} | 0.861 | 0.1996 | Valid |
| Tangible (X ₄) | X _{4.1} | 0.913 | 0.1996 | Valid |
| | X _{4.2} | 0.919 | 0.1996 | Valid |
| Assurance (X ₅) | X _{5.1} | 0.889 | 0.1996 | Valid |
| | X _{5.2} | 0.804 | 0.1996 | Valid |
| Outpatient Satisfaction (Y) | Y ₁ | 0.668 | 0.1996 | Valid |
| | Y ₂ | 0.752 | 0.1996 | Valid |
| | Y ₃ | 0.782 | 0.1996 | Valid |
| | Y ₄ | 0.697 | 0.1996 | Valid |

Source: Processed data, 2025

From the results of the validity test analysis in the table above, it can be seen that the calculated r-value for each item is greater and positive compared to the table r-value for $df = n - 5 = 100 - 5 = 95$ and alpha 0.05, with a table r-value of 0.1996. Therefore, it can be concluded that all indicators of the five independent and dependent variables are valid.

4.2 Reliability Test

Reliability testing is a term used to indicate the extent to which measurement results remain relatively consistent when repeated two or more times. Reliability is tested by examining the Cronbach's Alpha value of the research instrument that has been previously declared valid. If the tested research instrument has a Cronbach's Alpha value > 0.6 , then the instrument can be considered reliable for use. The results of the reliability test can be seen in Table 2.

Table 2 Reliability Test Results

| Variable | R Alpha | Information |
|---------------------------------|---------|-------------|
| Reliability(X ₁) | 0,657 | Reliable |
| Responsiveness(X ₂) | 0,692 | Reliable |
| Emphaty(X ₃) | 0,676 | Reliable |
| Tangible(X ₄) | 0,808 | Reliable |
| Assurance (X ₅) | 0,606 | Reliable |
| Outpatient Satisfaction(Y) | 0,698 | Reliable |

Source: Processed data, 2025

From Table 2, it can be seen that the Cronbach's alpha coefficient for all variables is greater than 0.6 (60%), indicating that all data obtained from the questionnaire are reliable. This means that all data items can be used as research instruments. The data from all statements across all variables are reliable and can be included in the research data analysis.

4.3 Hypothesis test

Table 3 Multiple Linear Regression Results
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 2.101 | 1.161 | | 1.810 | .073 |
| 1 X ₁ | .364 | .089 | .289 | 4.077 | .000 |
| X ₂ | .303 | .101 | .222 | 3.099 | .003 |
| X ₃ | .230 | .105 | .166 | 2.190 | .031 |
| X ₄ | .373 | .122 | .248 | 3.060 | .003 |
| X ₅ | .309 | .124 | .166 | 2.500 | .014 |

a. Dependent Variable: Outpatient Satisfaction
Source: Processed data, 2025

Based on Table 3, the multiple linear regression equation derived from the Unstandardized Coefficients B values is as follows:

$$Y = 2.101 + 0.364X_1 + 0.303X_2 + 0.230X_3 + 0.373X_4 + 0.309X_5$$

The explanation of the above multiple linear regression equation is as follows:

- a. The Unstandardized Coefficients B regression constant with a value of 2.101 indicates that if the service quality (X) variable is zero, the patient satisfaction (Y) variable value is 2.101. In this study, the independent variable is unlikely to be zero, and the dependent variable cannot be negative.
- b. The Unstandardized Coefficients B regression coefficient for the Reliability (X₁) variable is 0.364, indicating a positive influence of Reliability (X₁) on patient satisfaction (Y). If respondents' perception of Reliability (X₁) increases, patient satisfaction (Y) will also increase.
- c. The Unstandardized Coefficients B regression coefficient for the Responsiveness (X₂) variable is 0.308, indicating a positive influence of Responsiveness (X₂) on patient satisfaction (Y). If respondents' perception of Responsiveness (X₂) increases, patient satisfaction (Y) will also increase.

- d. The Unstandardized Coefficients B regression coefficient for the Empathy (X_3) variable is 0.230, indicating a positive influence of Empathy (X_3) on patient satisfaction (Y). If respondents' perception of Empathy (X_3) increases, patient satisfaction (Y) will also increase.
- e. The Unstandardized Coefficients B regression coefficient for the Tangibles (X_4) variable is 0.373, indicating a positive influence of Tangibles (X_4) on patient satisfaction (Y). If respondents' perception of Tangibles (X_4) increases, patient satisfaction (Y) will also increase.
- f. The Unstandardized Coefficients B regression coefficient for the Assurance (X_5) variable is 0.309, indicating a positive influence of Assurance (X_5) on patient satisfaction (Y). If respondents' perception of Assurance (X_5) increases, patient satisfaction (Y) will also increase.

4.5 F Test (Simultaneous)

The F-test or simultaneous test is conducted to determine whether all independent variables in this model influence the dependent variable simultaneously or as a whole. The F-table value is obtained using the formula $Df = n - k$ ($Df = 100 - 6 = 94$). From the F-table, it is found that $Df = 94$ has a value of 2.47. The results of the F-test analysis can be seen in the following table:

Table 4
ANOVA^(a)

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 337.697 | 5 | 67.539 | 41.222 | .000 ^b |
| | Residual | 154.013 | 94 | 1.638 | | |
| | Total | 491.710 | 99 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X_5 , X_1 , X_2 , X_3 , X_4

Source: Processed data, 2025

From the analysis results above, it can be concluded that, overall, the independent variables have a significant influence on the dependent variable. This is evidenced by the F-calculated value of 41.222 with a significance (sig) value of 0.000. Since the significance value (sig) is much smaller than 0.05 and $F\text{-calculated} > F\text{-table}$ ($41.222 > 2.47$), it can be concluded that the independent variables Reliability (X_1), Responsiveness (X_2), Empathy (X_3), Tangibles (X_4), and Assurance (X_5) simultaneously have a significant effect on Patient Satisfaction (Y).

4.6 t Test (Partial)

The t-test was conducted to determine the effect of each independent variable (Reliability, Responsiveness, Empathy, Tangibles, and Assurance) on the dependent variable (Patient Satisfaction) individually or partially. The t-test is considered significant if $T\text{-calculated} > T\text{-table}$. The T-table value was obtained using the formula $Df = n - k$ (total number of variables), where $Df = 100 - 6 = 94$. From the t-table, the corresponding T-table value for $Df = 94$ is 1.985. The analysis results can be seen in Table 3. Based on the table, the partial test results are as follows:

1. The T-calculated value for Reliability (X_1) is 4.077, while the T-table value is 1.985, with a significance value of 0.000, which is smaller than the 0.05 probability value. Since T-calculated > T-table, it can be concluded that the Reliability (X_1) variable has a positive and significant effect on Patient Satisfaction (Y).
2. The T-calculated value for Responsiveness (X_2) is 3.009, while the T-table value is 1.985, with a significance value of 0.003, which is smaller than the 0.05 probability value. Since T-calculated > T-table, it can be concluded that the Responsiveness (X_2) variable has a positive and significant effect on Patient Satisfaction (Y).
3. The T-calculated value for Empathy (X_3) is 2.190, while the T-table value is 1.985, with a significance value of 0.031, which is smaller than the 0.05 probability value. Since T-calculated > T-table, it can be concluded that the Empathy (X_3) variable has a positive and significant effect on Patient Satisfaction (Y).
4. The T-calculated value for Tangibles (X_4) is 3.060, while the T-table value is 1.985, with a significance value of 0.003, which is smaller than the 0.05 probability value. Since T-calculated > T-table, it can be concluded that the Tangibles (X_4) variable has a positive and significant effect on Patient Satisfaction (Y).
5. The T-calculated value for Assurance (X_5) is 2.500, while the T-table value is 1.985, with a significance value of 0.014, which is smaller than the 0.05 probability value. Since T-calculated > T-table, it can be concluded that the Assurance (X_5) variable has a positive and significant effect on Patient Satisfaction (Y).

4.7 Dominance Test

The beta coefficient aims to indicate the extent of the influence of independent variables on the dependent variable. The beta coefficient results in this study can be seen in Table 3 above. From the magnitude of each independent variable's beta coefficient, it can be determined which independent variable has the most dominant influence on the dependent variable. The independent variable with the largest beta coefficient indicates that it has the greatest (dominant) effect on the dependent variable.

Based on the regression analysis results, Reliability (X_1) has the largest beta coefficient (0.289). Therefore, it can be concluded that Reliability (X_1) has the most significant (dominant) influence on Patient Satisfaction (Y) compared to other variables. The reliability provided by healthcare workers at BalaiPengobatan Risky greatly affects patient satisfaction. These results provide evidence that the reliability of medical staff, demonstrated through the ability of healthcare practitioners to explain diseases and treatment methods, significantly enhances service quality, thus having a strong impact on patient satisfaction.

5. Discussion

The Influence of Reliability, Responsiveness, Empathy, Tangibles, and Assurance on Patient Satisfaction Simultaneously.

Based on the research conducted, the results indicate that reliability, responsiveness, tangibles, empathy, and assurance have a significant simultaneous influence on patient satisfaction. All dimensions of service quality positively impact patient satisfaction at the medical clinic. The

clinic consistently strives to improve these service quality dimensions. As the quality of services provided increases, patients will feel more satisfied, leading them to continue visiting Risky Medical Clinic whenever they require medical care. Indirectly, patient satisfaction also serves as a promotional tool and a key factor in enhancing the clinic's profitability.

The Influence of Reliability, Responsiveness, Empathy, Tangibles, and Assurance on Patient Satisfaction Partially.

1. The Influence of Reliability on Patient Satisfaction

Based on the research conducted, the results indicate that the reliability variable has a significant influence on patient satisfaction at Risky Medical Clinic. This explains that patient satisfaction is influenced by the approach taken by healthcare professionals at the clinic, the quality of care provided by nurses to patients, and well-structured administrative procedures, which contribute to patient satisfaction with the services at Risky Medical Clinic.

2. The Influence of Responsiveness on Patient Satisfaction

Based on the research conducted, the results indicate that the Responsiveness variable has a significant partial influence on patient satisfaction at Risky Medical Clinic. This study aligns with research by Alfadila Hasan (2021) titled *The Influence of Tangibles, Empathy, Reliability, Responsiveness, and Assurance of Healthcare Services on the Satisfaction of BPJS Patients at Sungai Sariak Community Health Center, Padang Pariaman Regency*. The responsiveness of services provided by Risky Medical Clinic plays a crucial role in determining patient satisfaction by ensuring prompt, swift, and attentive care. To achieve this, the quality of responsiveness at the clinic is essential in fulfilling patient satisfaction. Risky Medical Clinic consistently prepares all necessary aspects to provide patients with clear, detailed, and constructive explanations, guiding them towards the best possible healthcare experience.

3. The Influence of Empathy on Patient Satisfaction

Based on the research conducted, the results indicate that the Empathy variable has a significant partial influence on patient satisfaction at Risky Medical Clinic. The better the empathy provided, the higher the level of patient satisfaction. Empathy is one of the key drivers of the clinic's progress. The empathy provided by Risky Medical Clinic includes the attentiveness of healthcare professionals, the quality of care services, and their medical competence. This aligns with Immas' explanation that Empathy refers to the ability to establish connections by understanding patients' needs and providing personalized attention.

4. The Influence of Tangibles on Patient Satisfaction

Based on the research conducted, the results indicate that the Tangibles variable has a significant partial influence on patient satisfaction at Risky Medical Clinic. Tangibles, or physical aspects, provided by the clinic to patients include services that demonstrate its presence through physical

appearance, equipment, staff, and communication media that facilitate patients in receiving healthcare services.

5. *The Influence of Assurance on Patient Satisfaction*

Based on the research conducted, the results indicate that the Assurance variable has a significant partial influence on patient satisfaction at Risky Medical Clinic. The assurance provided by the clinic to patients is demonstrated in several ways, including building patient trust in the competence of healthcare professionals to deliver clear and accurate information regarding patient complaints and their treatment.

The Dominant Influence on Patient Satisfaction at Risky Medical Clinic.

Based on the regression analysis results, the Beta test indicates that Reliability has the highest beta coefficient value (0.289), meaning that Reliability has the most significant (dominant) influence on patient satisfaction compared to other variables. Reliability is the most influential factor because the higher the level of service provided, the greater the patient satisfaction. This implies that reliability plays a crucial role in determining patient satisfaction, as it reflects the extent to which the clinic provides dependable services to patients. Reliability refers to the capability of medical personnel to deliver promised services promptly, accurately, and correctly. Speed is the ability to provide fast service, which directly impacts patient satisfaction. Speed, in this context, refers to the time taken to serve patients within the standard service time set by the institution. However, speed alone without accuracy does not guarantee patient satisfaction. Therefore, accuracy is essential in healthcare service delivery.

6. Conclusion

Based on the results of the analysis and discussion presented in the previous chapters, the conclusions of this study are:

- a. Reliability, Responsiveness, Empathy, Tangibles, and Assurance have a significant simultaneous influence on outpatient satisfaction at Risky Medical Clinic, Simpang Empat District, Tanah Bumbu Regency.
- b. Reliability, Responsiveness, Empathy, Tangibles, and Assurance have a significant partial influence on outpatient satisfaction at Risky Medical Clinic, Simpang Empat District, Tanah Bumbu Regency.
- c. The Reliability variable has the most dominant influence on outpatient satisfaction at Risky Medical Clinic, Simpang Empat District, Tanah Bumbu Regency.

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