The Influence of Service Quality and Store Atmosphere on Customer Satisfaction at the Starbucks Pakuwon Mall Surabaya Outlet

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Abstract

This research aims to determine the partial influence of the Customer Satisfaction and Store Atmosphere variables on Customer Satisfaction at the Starbucks Pakuwon Mall Surabaya Outlet. This type of research is quantitative. The population in this research is Starbucks consumers in Pakuwon Surabaya, namely aged 17 years and over who live in Surabaya and have made purchases at Starbucks Pakuwon Mall Surabaya. The sample for this research consisted of 91 respondents. The sampling technique used in this research is non-probability sampling (STB). Data collection using questionnaires as the primary research data source. Meanwhile, the data processing technique used is Partial Least Square (PLS). Based on the research results, it can be concluded that Service Quality has a significant positive effect on Customer Satisfaction, Store Atmosphere has a positive effect on Customer Satisfaction.

Keywords: Customer satisfaction; Store Atmosphere ; Customer loyalty

INTRODUCTION

In the midst of current economic growth, many people have the habit of enjoying coffee in all situations, be it while working or just to unwind. The phenomenon of the popularity of coffee has been going on for a long time in Surabaya, in enjoying various dishes or food, each person has their own way of enjoying it, this way can be choosing to enjoy coffee in a luxurious cafe with luxurious service , so that he feels satisfied to sacrifice some of his money for the service. and also the atmosphere in the cafe.

Starbucks is the largest coffee company in the world, first founded in 1971 in Washington, United States. Starbucks was founded in Indonesia for the first time in 2022, Starbucks sells various types of coffee and non-coffee drinks, sandwiches, pastries, and also Tumblr. As time goes by, the role of the internet is very close in human life. The function of the internet is to store large amounts of various types of information as a medium for communication and transactions so that it is useful for making purchase transactions at any time. The various kinds of information on the internet make it easier for users to search for services extensively, adjust specification information according to their needs, compare prices, types and even places to get products from sellers and buyers without having to meet face to face.

In this research, the author uses Starbucks Pakuwon Mall as the research object to be studied. This research is interesting because as we all know, Starbucks Pakuwon Mall is a coffee shop that requires high quality service and is supported by an adequate store atmosphere to have a big influence on customer satisfaction. With the intense competition between fellow Starbucks coffee shops and other coffee shops, Starbucks Pakuwon Mall should be more careful in every service and atmosphere provided, considering the many things that competitors can offer, both in terms of service and quality. store atmosphere.

Literature Review

Customer satisfaction

Arianto (2018:83) quality Service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Kotler and Keller (2016: 143) "quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need." Kasmir (2017:47) quality Service quality is defined as the actions or actions of a person or organization aimed at providing satisfaction to customers or employees.

Aria and Atik (2018:16) Quality of Service is an important component that must be considered in providing excellent Service Quality. Quality: Service quality is a central point for a company because it influences consumer satisfaction and consumer satisfaction will arise if the quality of service provided is good.

Store Atmosphere

Christina Widya Utami in (Ari Dwi Andana, 2019) "Store Atmosphere is a combination and physical characteristics of the store such as architecture, layout, lighting, display, color, temperature, music, aroma, as a whole will create an image in the form of consumers ".

Levy et al in (Emba Journal Vol. 10 No. 4, 2023) Store Atmosphere refers to environmental design with the five senses in order to provide a satisfying buying experience, therefore Store Atmosphere uses lighting, color, music, aroma and even taste to stimulate emotions and responses and ultimately influence consumer behavior.

J Paul Peter & Jerry C. Olson in (Ari Dwi Andana, 2019) stated that the store atmosphere (Store Atmosphere) mainly involves effects in the form of emotions in the store which consumers may not be fully aware of when they are walking. perceived performance.

Customer satisfaction

Park in (Irawan 2021:54), expressed customer satisfaction as a response to the products or services that have been consumed.

Kotler and Keller in (STEI Repository 2022) state customer satisfaction as follows: "Satisfaction reflects a person's judgment of product's perceived performance of relationship to expectations, the customer is disappointed. If matches expectations, the customer is satisfied . If it exceeds them, the customers are delighted" which means that consumer satisfaction reflects a person's assessment of the product's perceived performance in relation to expectations. If performance is far from expectations, customers are disappointed. If performance meets expectations, the customer is satisfied. If it exceeds expectations the customer is happy.

Kotler and Keller in Donni Juni Priansah (2017: p.196). States that consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the estimated product performance (results) with the expected performance (or results). If performance is below expectations, consumers are dissatisfied. If performance meets expectations, consumers are satisfied.

The Influence of Service Quality on Customer Satisfaction

Aria and Atik (2018:16) Quality of Service is an important component that must be considered in providing excellent Service Quality. Quality: Service quality is a central point for a company because it influences consumer satisfaction and consumer satisfaction will arise if the quality of service provided is good.

Krisdianti and Sunarti (2019) service quality is the level of quality expected by consumers to fulfill consumer desires. If consumers feel that the service they receive can fulfill their expectations or even exceed their expectations, then the quality of the service or services is perceived as good,

excellent and satisfying. On the other hand, if the service or service provided to consumers is not able to meet what consumers expect, then the quality of the service is perceived as poor. Nawaningsih (2017) and Kusumawathi, et al (2019) found that store atmosphere and service quality had a partial and simultaneous impact on customer satisfaction.

(H1): It is suspected that service quality has a positive effect on customer satisfaction .

The Influence of Store Atmosphere on Customer Satisfaction

Indriastuty et al., (2017) stated that store atmosphere is one of the marketing mixes in outlets that plays an important role in attracting buyers, making them comfortable in choosing shopping items, and reminding them what products they want to have, both for personal and home use. ladder.

Kristiana (2017), states that the beauty of the store creates a positive image in the minds of customers, so that there is interest in visiting the cafe repeatedly, because customers feel comfortable in the cafe. This can show that store atmosphere influences customer satisfaction when visiting a cafe.

Fahimah in (Emba Journal Vol.9 No.4). Store atmosphere refers to the overall impression that a retail company wants to build through arranging and determining the physical characteristics of the store which are expected to provide comfort when shopping.

(H2): It is suspected that Store Atmosphere has a positive effect on Customer Satisfaction.
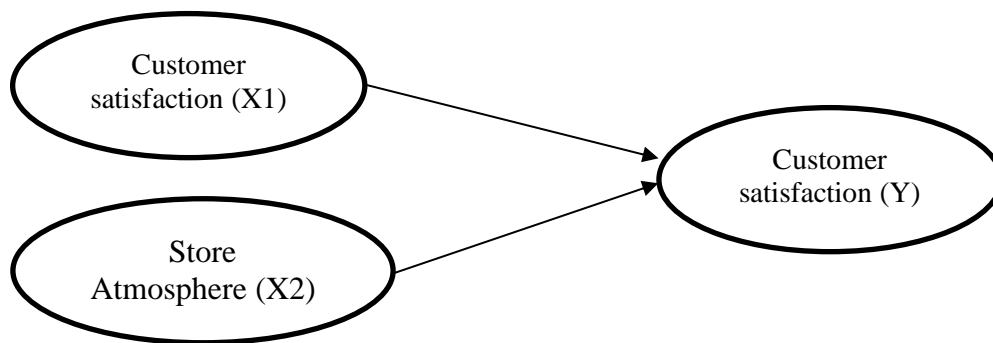
Figure 1 Conceptual Framework

METHOD

Method used in writing this article is a quantitative and purposive approach (Library Research). Using theory and the relationship or influence between variables or other data to analyze the diversity of books and journal articles both offline and online.

This research was carried out using a path analysis model and Structural Equation Model (SEM) analysis techniques based on Partial Least Square) assisted by the SmartPLS 4.0 application to test the hypothesis. The research used a non-probability sample (STB). Respondents were taken using the Purposive Sampling technique. Purposive Sampling is a specific sampling technique that is only based on the criteria, thoughts or knowledge of the sample taker (Nursiyono 2017: 24-25 **).** Because the size of the population is not known with certainty, the sampling technique used is based on Ferdinand's (2014) guidelines which state that the sample size parameter is 5-10 times the number of indicators. With thereby amount sample in study this is 13 (indicator) x 7 = 91 respondents . The research instrument in this study is the validity and reliability test which uses the Outer Model (Measurement Model) and Inner Model (Structural Model) test methods which are based on S martpls 4.0 . Data analysis techniques include the results of descriptive analysis and path analysis and hypothesis testing, namely direct and indirect influences.

RESULTS AND DISCUSSION
1. Evaluation

Table 1 Oulier data
Residuals Statistics ª

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,306	71,685	46,000	12.6182	91
Std. Predicted Value	-2,908	2,036	,000	1,000	91
Standard Error of Predicted Value	3,819	20,135	8,532	4,929	91
Adjusted Predicted Value	-12,142	83,636	46,473	14.0628	91
Residual	-54.7698	46.4384	,0000	23.2045	91
Std. Residual	-2,183	1,851	,000	,925	91
Stud. Residual	-2,318	2,307	-,008	,998	91
Deleted Residuals	-61.7398	72.1421	-,4732	27.5396	91
Stud. Deleted Residuals	-2,388	2,376	-,009	1,006	91
Expensive. Distance	1,097	**2 6,985**	12,857	14,148	91
Cook's Distance	,000	,210	,015	,034	91
Centered Leverage Value	,012	,633	,143	,157	91

a. Dependent Variable: Respondents

second outlier test table, the Expensive value is obtained. Maximum Distance of respondent data is 26,985 Which one This value is smaller than the Mahal Distance Maximum outlier determined at 34.528, which means that the data no longer **contains outliers** , so it can be said that the data is of good quality and can be continued for further processing with a total of 91 respondents.

Table 2. Outer Loadings
Outer Loadings (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
X1.1 <- QUALITY OF SERVICE (X1)	0.898593	0.895595	0.021869	0.021869	41.089740
X1.2 <- QUALITY OF SERVICE (X1)	0.811959	0.806180	0.039878	0.039878	20.361029
X1.3 <- QUALITY OF SERVICE (X1)	0.855776	0.852683	0.037841	0.037841	22.615197
X1.4 <- QUALITY OF SERVICE (X1)	0.816948	0.813371	0.039293	0.039293	20.791444
X1.5 <- QUALITY OF SERVICE (X1)	0.790426	0.789133	0.038715	0.038715	20.416649
X2.1 <- STORE ATMOSPHERE (X2)	0.789782	0.787721	0.041278	0.041278	19.133212
X2.2 <- STORE ATMOSPHERE (X2)	0.824525	0.816649	0.040633	0.040633	20.292141
X2.3 <- STORE ATMOSPHERE (X2)	0.838988	0.834449	0.030560	0.030560	27.453888
X2.4 <- STORE ATMOSPHERE (X2)	0.847797	0.850562	0.028897	0.028897	29.338650
X2.5 <- STORE ATMOSPHERE (X2)	0.852445	0.850373	0.028447	0.028447	29.966474

IJEC
International Journal of Economics
https://ejournal.ipinternasional.com/index.php/ijec

e-ISSN: 2961-712X
Vol. 2 No. 2, July-December 2023
DOI: 10.55299/ijec.v2i2.625

Y.1 <- CUSTOMER SATISFACTION (Y)	0.863032	0.863591	0.052647	0.052647	16.392678
Y.2 <- CUSTOMER SATISFACTION (Y)	0.902070	0.900730	0.020815	0.020815	43.338166
Y.3 <- CUSTOMER SATISFACTION (Y)	0.841104	0.841731	0.030251	0.030251	27.804531

From the table above, the validity of indicators is measured by looking at the Factor Loading Value of the variable to the indicator. It is said that the validity is sufficient if it is greater than 0.5 and/or the T-Statistic value is greater than 1.96 (Z value at $\alpha = 0.05$). Factor Loading is a correlation between an indicator and a variable. If it is greater than 0.5, it is considered that its validity is met. Likewise, if the T-Statistic value is greater than 1.96, then its significance is met.

Based on the outer loading table above, all reflective indicators on the variables Service Quality (X1), Store Atmosphere (X2), and Customer Satisfaction (Y), **show** factor loadings (original sample) greater than 0.50 and/or significant (Value The T-Statistic is more than the Z value $\alpha = 0.05$ (5%) = 1.96), thus the estimation results for all indicators have met Convergent validity or the validity is good.

Measuring the validity of indicators can also be seen from the Cross Loading table, if the factor loading value of each indicator on each variable is greater than the factor loading of each indicator on the other variables, then the factor loading is said to be valid, but if the factor loading value is smaller than the indicator of other variables, then it is said to be invalid.

Table 3. Cross Loadings

INDICATOR	CUSTOMER SATISFACTION (Y)	QUALITY OF SERVICE (X1)	STORE ATMOSPHERE (X2)
X1.1	0.650257	0.898593	0.729296
X1.2	0.693226	0.811959	0.670323
X1.3	0.624663	0.855776	0.707943
X1.4	0.650462	0.816948	0.834778
X1.5	0.639590	0.790426	0.648163
X2.1	0.532996	0.662585	0.789782
X2.2	0.575951	0.710973	0.824525
X2.3	0.626994	0.780643	0.838988
X2.4	0.668264	0.729360	0.847797
X2.5	0.681875	0.690749	0.852445
Y.1	0.863032	0.624819	0.642364
Y.2	0.902070	0.766225	0.688853
Y.3	0.841104	0.636244	0.613951

From the results of cross loading data processing, it was obtained that all factor loading values for each indicator (shaded) in both the Service Quality (X1), Store Atmosphere (X2) and Customer Satisfaction (Y) variables, showed factor loading values that were **greater** than by loading the indicator factors from other variables, so it can be said that all the indicators in this research have fulfilled their validity or have good validity.

Table 4 Average Variance Extracted (AVE)

	AVE
CUSTOMER SATISFACTION (Y)	0.755337
QUALITY OF SERVICE (X1)	0.698255
STORE ATMOSPHERE (X2)	0.690584

The next measurement model is the Avarage Variance Extracted (AVE) value, that is, the value shows the amount of indicator variance contained by the latent variable. Convergent AVE value greater than 0.5 indicates good validity for the latent variable. The reflective indicator variable can be seen from the Avarage variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

The AVE test results for the Service Quality variable (X1) are 0.698255 , the Store Atmosphere variable (X2) is 0.690584 , and Customer Satisfaction (Y) is 0.755337 **,** these three variables show a value of more than 0.5 **,** so Overall, the variables in this research can be said to have good validity.

Table 5 Composite Reliability

	Composite Reliability
CUSTOMER SATISFACTION (Y)	0.902477
QUALITY OF SERVICE (X1)	0.920294
STORE ATMOSPHERE (X2)	0.917704

Construct reliability is measured by the composite reliability value. A reliable construct if the composite reliability value is above 0.70 then the indicator is said to be consistent in measuring the latent variable.

The Composite Reliability test results show that the Service Quality variable (X1) is 0.920294 , the Store Atmosphere variable (X2) is 0.917704 , and Customer Satisfaction (Y) is 0.902477 **,** these three variables show a Composite Reliability value above 0.70 so it can be said that all the variables in this study are reliable.

Table 6 Latent Variable Correlations

	CUSTOMER SATISFACTION (Y)	QUALITY OF SERVICE (X1)	STORE ATMOSPHERE (X2)
CUSTOMER SATISFACTION (Y)	1.000000		
QUALITY OF SERVICE (X1)	0.8 81909 _	1.000000	
STORE ATMOSPHERE (X2)	0.747349	0.860224	1.000000

In PLS, the relationship between variables or constructs can be correlated with each other, be it exogenous and endogenous variables, or exogenous and exogenous variables as shown in the latent variable correlations table above. The relationship between variables has a maximum correlation value of 1, the closer the value is to 1, the better the correlation .

From the latent variable correlations table above, the average correlation value between one variable and another shows a moderate average correlation value. The highest correlation value is

between the Service Quality variable (X1) and Customer Satisfaction (Y) of 0.881909 . This can also be stated that among the variables in the research model, the relationship between the Service Quality variable (X1) and Customer Satisfaction (Y) shows a stronger relationship than the relationship between other variables, this can also be interpreted that in this research model the level of Customer Satisfaction is more influenced by the Service Quality variable than the Store Atmosphere variable.

2. **Inner Model (Structural Model Testing)**

Testing of the structural model is carried out by looking at the R-Square value which is a model goodness-fit test. Testing the inner model can be seen from the R-square value in the equation between latent variables. **The** R^2 value explains how much the exogenous (independent/free) variables in the model are able to explain the endogenous (dependent/dependent) variables.

Table 7 R Square

	R Square
CUSTOMER SATISFACTION (Y)	0.632861
QUALITY OF SERVICE (X1)	
STORE ATMOSPHERE (X2)	

In this research the value of Q^2 is $Q^2 = 1 - (1 - 0.632861) = 0.632861$. From the results of the Q^2 calculation with a result of 0.632861 , it can be concluded that the research model can be said to meet predictive relevance .

Next, you can see the path coefficient in the inner model
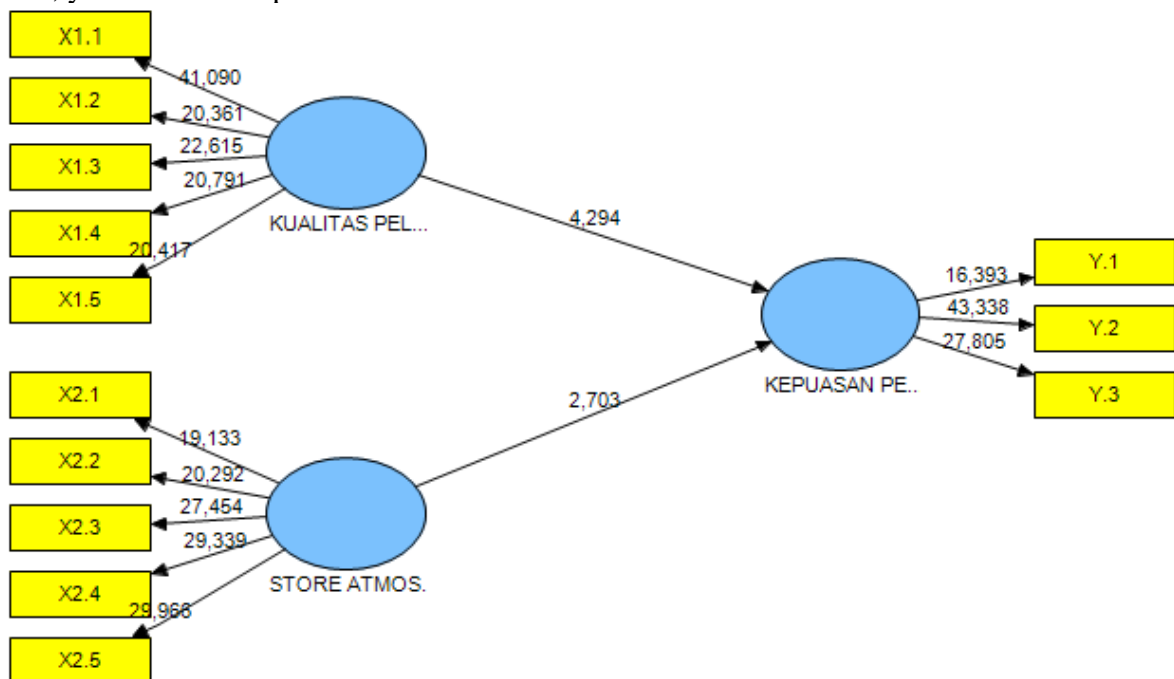
Figure 2 Inner Model

Hypothesis Testing (Direct Influence)

Next, to test the hypothesis, you can see the coefficient results and T-statistic values from the inner model in the following table :

Table 8 Path Coefficients (Mean, STDEV, T-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	P Values
SERVICE QUALITY (X1) -> CUSTOMER SATISFACTION (Y)	0.534666	0.529807	0.124518	4.293904	0,000
STORE ATMOSPHERE (X2) -> CUSTOMER SATISFACTION (Y)	0.287416	0.294697	0.106336	2.702913	0.008

1. Hypothesis 1: Service Quality is thought to have a positive effect on Customer Satisfaction at Starbucks Pakuwon Mall, Surabaya City **acceptable**, with path coefficients 0.534666, and T-statistic value 4.293904 > 1.96 (from the table value Zα = 0.05) or P-Value 0.000 < 0.05, with **significant** (positive) results.
2. Hypothesis 2 **:** Store Atmosphere is thought to have a positive effect on Customer Satisfaction at Starbucks Pakuwon Mall, Surabaya City, **which is acceptable**, with path coefficients of 0.287416, and a T-statistic value of 2.702913 > 1.96 (from the table value Zα = 0.05) or P -Value 0.008 < 0.05, with **significant** (positive) results.

The Influence of Service Quality on Customer Satisfaction

Based on the results research that has been carried out, the results obtained are that Service Quality has a positive effect on Customer Satisfaction so that H1 can be accepted. Significant (Positive), which means that as service quality increases, customer satisfaction also increases, and vice versa. . From the Outer Loading results, Customer Satisfaction was determined to be the indicator with the largest Factor Loading of Tangibility, meaning that customer satisfaction is greatly influenced by Tangibility, namely the appearance of physical facilities, equipment, staff and buildings. This tangibility describes the physical form and services that consumers will receive. According to research by Kristiana and Edwar (2017), Nawaningsih (2017) and Kusumawathi, et al (2019) who found that store atmosphere and service quality have a partial and simultaneous impact on customer satisfaction.

The Influence of Store Atmosphere on Customer Satisfaction

Based on the results of the research carried out, you can see the Store Atmosphere has a positive and significant effect on Customer Satisfaction , so that H2 can be accepted . Which means that the Store Atmosphere will increase satisfaction Customers are also increasing increase , and vice versa . From the results of the Outer Loading, Customer Satisfaction was determined to be the indicator with the next largest Factor Loading from Building Design, meaning that customer satisfaction is greatly influenced by Building Design, namely Design is always associated with art or beauty, where the exterior is the initial reflection of visitors. Building design influences customer satisfaction because many visitors assess the appearance of a cafe which has a safe, comfortable and attractive ambience. According to research conducted by Kristiana (2017), it is stated that the beauty of the store creates a positive image in the mind of the atmosphere of customers, so that there is interest in visiting the cafe repeatedly, because customers feel comfortable in the cafe.

CONCLUSIONS
Conclusion

Based on the results of calculations and data analysis, it is known that Service Quality contributes to Starbuck Pakuwon Mall Customer Satisfaction, which means that if Service Quality increases, Customer Satisfaction will also increase, and vice versa. Based on the results of calculations and data analysis, it is known that the Store Atmosphere contributes to Customer

Satisfaction, which means that if the Starbucks Pakuwon Store Atmosphere increases, Customer Satisfaction will also increase, and vice versa.

Suggestion, In connection with the problems raised in this research along with

The results of the data analysis that have been presented can explain several suggestions that can be considered or used as material in decision making, including: The analysis of Service Quality shows that the indicator that has the greatest influence on customer satisfaction is Assurance, namely knowledge, courtesy and the ability of employees to inspire confidence and trust. This dimension is very important for companies that require a high level of trust. This condition seems to indicate that Service Quality must be selective in selecting quality staff who are qualified in this field, especially for producing Starbucks Coffee products. Conditions like this show that service quality must be selective in selecting staff who provide good quality in their field for consumers to enjoy, thereby increasing customer satisfaction with Starbucks Coffee. The Store Atmosphere analysis shows that the indicator that has the greatest influence on Customer Satisfaction is Building Design. Design is always associated with art or beauty, where the exterior is the initial reflection of visitors or tenants in activities in a shopping center. Design has a very important role in creating a comfortable impression, both for tenants and visitors during their activities. So that good building design and continued progress will influence customer satisfaction when visiting Starbucks Pakuwon MALL. For readers, it is hoped that the results of this research will increase knowledge regarding research on customer satisfaction and the factors that influence it. Especially those who are interested in finding out more about Starbucks Pakuwon Mall Customer Satisfaction (conducting research) need to modify the independent variables , for example the Price Perception and Product Quality variables which also have an influence on Customer Satisfaction. So it will be more objective and varied in conducting research.

ACKNOWLEDGEMENTS

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