



PROFESSIONAL HUMAN RESOURCES TO CREATE CONSUMER SATISFACTION AND THE IMPACT ON PURCHASING INTENTION

Zahera Mega Utama

Postgraduate Program of Prof. Dr. Moestopo (Beragama) University
Email: zahera@dsn.moestopo.ac.id

Jubery Marwan

Postgraduate Program of Prof. Dr. Moestopo (Beragama) University
Email: juberymarwan@dsn.moestopo.ac.id

ABSTRACT

Knowledge and skills possessed by individuals will lead to behavior. Meanwhile, the behavior will produce performance. A person's ability, both knowledge or skills possessed in carrying out work will encourage them to perform well. Individual aspects related to individual abilities and work professionalism, group aspects related to the environment in which they work; such as discipline, job compensation, and job satisfaction as well as aspects of the organizational system related to the extent to which the employee adheres to a commitment to growing the company. The responsibility of human resource management in carrying out their duties is to be able to provide suitable substrates for talented and capable personnel in the organization such as; individual ability, work professionalism, organizational commitment, work discipline, work compensation, and job satisfaction so that they can carry out their duties with good quality. Thus, according to the results and objectives of this study, professional human resources can directly create consumer satisfaction and its impact on purchasing intention.

This type of research is explanatory research with a quantitative approach. To test the developed hypothesis using path analysis. Data were obtained from the results of distributing questionnaires to culinary tourism actors using a survey method. The sampling technique used the entire population as a sample (census) with a Likert scale. Primary data analysis was carried out after testing the validity and reliability and normality of the data.

Keywords: *Customer Satisfaction, Purchasing Intention, Professional Human Resources.*

Received: 29 June 2022
Accepted: 15 July 2022
Publish: December 2022

How to Cite:

Utama, Z.M., Marwan, J. (2022). Professional Human Resources to Create Consumer Satisfaction and The Impact on Purchasing Intention. *International Journal of Human Capital Management*, 6 (2), 1-19. <https://doi.org/10.21009/IJHCM.06.02.1>

INTRODUCTION

Along with the increasing development and mobility of the population of Serang City, culinary tourism has become an alternative contributor to local revenue. This is due to the increasing need for culinary tourism for the people of Serang City and its surroundings that are safe and comfortable. The increasing growth of culinary tourism allows for a high level of competition between business actors. Culinary tourism has good prospects to be developed even though many face problems that hinder its development (Besra, 2012). Culinary tourism is tourism that is influenced by the number of consumers who want to visit places of manufacture, food festivals, restaurants, or a location with the aim of trying food (Hall et al., 2003). The findings of Araujo (2016) that the development of traditional food in culinary tourism contributes to the sustainability of tourism. Food that is processed from food produced by the region, with processes and technology that has been controlled by the community and the result is a product whose taste, shape and way of eating are known, and are characteristic of certain regional community groups (Harmayani, Santoso and Gardjito, 2017)..

Along with the increasing development and mobility of the population of Serang City, culinary tourism has become an alternative contributor to local revenue. This is due to the increasing need for culinary tourism for the people of Serang City and its surroundings that are safe and comfortable. The increasing growth of culinary tourism allows for a high level of competition between business actors. Culinary tourism has good prospects to be developed even though many face problems that hinder its development (Besra, 2012). Culinary tourism is tourism that is influenced by the number of consumers who want to visit places of manufacture, food festivals, restaurants, or a location to try food (Hall et al., 2003). The findings of Araujo (2016) that the development of traditional food in culinary tourism contributes to the sustainability of tourism. Food that is processed from food produced by the region, with processes and technology that have been controlled by the community, and the result is a product whose taste, shape, and way of eating are known, and are characteristic of certain regional community groups (Harmayani, Santoso and Gardjito, 2017)..

The role of human resource management in increasing organizational effectiveness is an issue that has been widely studied before. However, when viewed from the effectiveness criteria presented by management experts, we understand that human resource management, either directly or indirectly, has a very important role in improving employee performance with indicators such as; employee turnover, employee absenteeism, flexibility according to norms, and roles in the organization, product and service quality, and adaptation to changes in standard operating procedures in response to environmental changes, job satisfaction, employee motivation and staff morale (Lawler, & Mohrman, 2003). The responsibilities of the human resource management unit do not only cover staff attendance or other simple matters but more importantly consider motivation, the satisfaction of spiritual needs, providing space for growth and creativity as well as a safe and healthy environment with the fulfillment of the material needs of employees (Kavanagh, Gueutal. & Tannenbaum, 1990). Therefore organizations should focus more on their workforce. The responsibility of human resource management in carrying out their duties must be able to provide suitable substrates for talented and capable personnel in the organization such as individual abilities, work professionalism, organizational commitment, work discipline, work compensation, and job satisfaction so that they can carry out their duties with high quality. good. Strategies to evaluate staff performance can be done so that employees are ready to work better (Andersson, 2007). In addition, human resource management practices must be conceptualized as a set of policies in practice consistently within the organization that is designed and implemented to ensure that human capital contributes to the achievement of its business goals (Delery & Doty, 1996).

Individual abilities will determine whether a person's performance in the company is good or bad. The underlying thing is related to workability. Employees with high performance will be able to provide excellent service. This is because employee performance is related to the quality of services provided (Bernardin, 2007). Where individual ability refers to an individual's capacity to carry out various tasks in a job (Sedarmayanti, 2004). While the perspective of individual abilities can be seen as the potential possessed by a person to do work or tasks so that the results achieved are as expected (Gibson, 2002). The overall abilities of an individual are essentially composed of two sets of factors, namely intellectual abilities, and physical abilities. The success of a work unit organization in providing excellent service must pay attention to speed, accuracy, friendliness, and comfort to improve service quality performance (Chen et al, 2007). The findings of Sibagariang (2008) state that the quality of human resources has no significant effect on employee performance. Employee performance in the service sector is interpreted as an effort to satisfy customers. However, these findings differ from those of Sitohang (2009), Kasannudin (2011) that the quality of human resources has a significant influence on employee performance. Work professionalism and organizational commitment affect employee performance (Cahyani, 2007; Fadliyansya, 2013). The existence of an attitude of professionalism, tenacity, integrity, and consistency in their work or profession makes a person behave and behave well and will improve the resulting performance. Employees always try to complete tasks with maximum results so that good performance is achieved with the quality standards set by the company. Employees also work with a high level of accuracy to minimize errors. The attitude of professionalism is also shown by not giving up easily and always obeying the procedures that have been set by the company (Merisa, Fajar, 2017).

Another aspect that is no less important is organizational commitment which is the degree to which employees can identify themselves with the organization and their involvement with the organization (Solinger et al., 2008). Organizational commitment is an individual aspect that has recently become a strategic issue in achieving professional human resources. This can be understood because organizational commitment is an attitude and behavior that must be considered by the organization. A person is not enough just to have an attitude but that attitude must be manifested in real behavior or actions. Therefore, commitment is not enough just to be discoursed but must be realized in action. The higher the employee's work commitment, the better the performance will be. The relationship between organizational commitment and performance results shows that organizational commitment has a significant effect on employee performance (Chughtai and Zafar, 2008; Riketta, 2008).

Another factor of discipline in work is also very decisive in organizational effectiveness. Work discipline is an attitude, an act to always obey the rules (Edy Sutrisno, 2009: 86). Discipline shows a condition or attitude of respect that exists in employees towards company rules and regulations, thus if the existing regulations or provisions in the company are ignored or often violated, the employee has poor work discipline. Work discipline is also an attitude that is indispensable and gets attention in every job done by everyone in an effort to improve performance in order to achieve organizational goals (Anoraga, 2006: 80). Work discipline is something that is important for organizations in creating work effectiveness. Someone who has high work discipline will work well without supervision. Discipline that is formed in employees without coercion creates good things by obeying all applicable regulations in the organization and will reach psychological maturity so that it creates a sense of satisfaction in a person (Hasibuan, 2013: 202).

One of the company's efforts to improve employee performance is also to provide work compensation. Incentives are rewards given to employees in the form of additional income and are usually directly related to work performance (Hani Handoko; 2013; 155). Work compensation has

a significant effect on employee performance (Arianty 2008; Sumenge, 2016; Priyono & Suheriyatmono, 2016; Jufrizen, Lumbanraja, Salim, and Gultom, 2017; Yuddin, 2017; and Sudiardhita et al., 2018). The compensation factor is very helpful in improving employee performance. The provision of compensation that has not been maximized has an impact on employee performance. When the company provides work compensation, an employee feels satisfied at work, they try to work better to achieve higher performance. Compensation can motivate for employees to do their jobs well and can provide job satisfaction to employees (Tella et al, 2007).

After the fulfillment of work compensation by the company, an employee will react positively to the assessment of his work and his needs have been met by the environment in which he works (Edwards & Bell, 2008). Where job satisfaction represents the psychological condition of the suitability between the expected needs and those obtained. Job satisfaction is an individual aspect that can encourage someone to work more comfortably and calmly. Job satisfaction is an individual aspect that can encourage someone to work more comfortably, more quietly. Job satisfaction represents the psychological condition of the suitability between the expected needs and those obtained by the employee. Job satisfaction has a positive effect on employee performance (Riketta, 2008; Edwards and Bell, 2008). Someone who feels satisfied at work, will try to work better to achieve higher performance (Tella et al, 2007).

From the consumer's perspective, satisfaction is the expectation of a benefit of goods/services after consumption. Customer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled. Customer satisfaction is a key factor to encourage product or service performance to exceed expectations. Where customer satisfaction is a post-purchase consumer's state of mind that reflects how much consumers like or dislike the service after the service occurs (Woodside et al., 1989). Consumers feel satisfied depending on their response to the evaluation of the perceived difference between previous expectations and the actual performance of the product or service after consumption (Tse & Peter, 1988). Customer satisfaction is influenced by the perceived service quality of the product or service and the quality of the service or product expected by the customer. If the perceived quality of the product or service is less than what was expected, the customer is disappointed. On the other hand, if the perceived quality of the product is greater than expected, the customer will feel satisfied and even interested in buying the product or service again in the future. Companies can be said to be able to create satisfaction for consumers if the performance of the services or products provided by the company can meet consumer desires (Rangkuti, 2015). Because consumer satisfaction in business potential can be a guide for producers in improving performance (Zairi, 2000). Furthermore, customer satisfaction leads to customer loyalty, so they can recommend repeat purchases (Wilson et al., 2008).

Some research findings by [(Iskandar et al, 2015), (Salem et al, 2015), (Banjarnahor, 2017), (Nodira and Přemysl, 2017), (Murwanti and Pratiwi, 2017), (Putri and Astuti, 2017), (Widajanti and Suprayitno, 2017), (Alharthey, 2019), (Hong et al, 2020), (Lamai et al, 2020), and (Trans and Le, 2020)] that customer satisfaction has a positive impact on consumer buying interest as a determinant. In choosing a brand, consumer behavior evaluates by comparing several brands that meet the criteria and are felt to be able to meet consumer needs and desires (Shah et.al, 2012). Buying interest consumers choose to buy products or services because they feel that consumers need these products or services (Madahi and Sukati, 2012). In contrast, another finding by Octaviana and Nugrahaningsih (2018) is that customer satisfaction does not show an effect on consumer buying interest, but customer satisfaction can be positively influenced by service quality.

This finding is supported by Kim (2013) and Yusuf Bagus Prakosa & Tjahjaningsih, E. (2021). On the other hand, customer satisfaction has no impact on service quality (Naik et al, 2010).

Several experts have previously tried to prove that customer satisfaction is a mediating factor of service quality that affects buying interest (Kalia et al., 2016; Murwanti & Pratiwi, 2017; Putri & Astuti, 2017; Oktaviana & Nugrahaningsih, 2018), but the findings this is inconsistent. In their research findings, Kalia et al (2016), Murwanti & Pratiwi (2017), and Putri and Astuti (2017) succeeded in proving this mediating effect from the effect of service quality on buying interest, but Octaviana and Nugrahaningsih (2018) were unable to prove this in their findings. . Likewise, the findings of Kim (2013) when investigating shop visitors, the effect of service quality has a positive effect on customer satisfaction. The findings of Kalia et al. (2016) show that service quality is a mediating variable in the relationship between service quality and future purchase intention. Furthermore, the research findings of Murwanti and Pratiwi (2017) and Putri and Astuti (2017) show that customer satisfaction acts as a mediator in the relationship between service quality and buying interest in Indonesia.

LITERATURE REVIEW

Individual Ability

Individual ability is defined as the overall ability of an individual which is essentially composed of two sets of factors, namely intellectual ability and physical ability. Where intellectual ability is the ability needed to carry out mental activities. While physical ability is the ability to carry out tasks that require stamina, skill, strength, and similar characteristics. Every individual has different abilities. Individuals who are healthy and strong have the opportunity to complete tasks and obligations well (Sedarmayanti, 2004). Individual ability is an individual activity to carry out various tasks in certain jobs which are distinguished by intellectual abilities and physical abilities (Robbins, 2008). Intellectual ability is an individual's capacity to carry out mental activities, while physical ability is the ability to carry out tasks that require stamina, skills and similar characteristics.

In line with the view of Sedarmayanti (2004) that individual abilities are divided into 2 (two) dimensions, namely intellectual abilities and physical abilities. Where each dimension there are several indicators. The intellectual ability dimension consists of 7 (seven) indicators consisting of: 1) Numerical Intelligence; This intelligence is the ability to calculate quickly and precisely; 2) Verbal understanding; Verbal Comprehension, namely the ability to understand what is read or heard; 3) Perceptual Speed; Perceptual speed is the ability to recognize visual similarities and differences quickly and precisely. 4) Inductive Reasoning; Inductive reasoning is the ability to recognize a logical sequence in a problem and its solution; 5) Deductive Reasoning; Deductive reasoning is the ability to use logic and assess the implications of an argument; 6) Space Visualization; Spatial visualization is the ability to imagine how an object will look if its position in space is changed; 7) Memory; Memory is the ability to hold and reminisce about past experiences.

Meanwhile, the dimensions of physical ability consist of 3 (three) main indicators, namely; strength; flexibility/flexibility; and other factors. 1) Strength; Strength factors consist of: (a) Dynamic Strength: ability to utilize muscle strength (b) Lower body/muscle strength: ability to utilize abdominal muscle strength (c) Static strength: strength that utilizes force to block external objects (d) Explosive strength : the ability to utilize maximum energy in a series of explosive activities; 2) Flexibility/flexibility; Flexibility factors consist of: (a) Reach flexibility: the ability to move the muscles down or backwards as far as possible (b) Dynamic flexibility: the ability to perform movements, stretch quickly and repeat; 3) Other factors; Other factors include: (a)

Coordination of the body: the ability to coordinate the simultaneous actions of different parts of the body (b) Balance: the ability to maintain balance despite forces trying to shake it (c) Stamina: the ability to exert maximum effort which requires effort continuously.

Work Professionalism

Work professionalism is defined as reliability and expertise in carrying out tasks so that they are carried out with high quality, at the right time, carefully, and with easy-to-understand procedures, and can provide full/whole service for the benefit of clients and respect clients as self-respect and must have commitment to the company.

The variable of work professionalism is in line with the findings of Muhammad Rifqi (2008) that to develop the concept of work professionalism from the individual level it is measured by five dimensions, namely: 1) Dedication to the profession (dedication): Dedication to this profession is reflected in professional dedication through the use of knowledge and skills owned. This attitude is an expression of total surrender to work. Work is defined as a purpose in life and not simply as a means to an end. Total surrender is a personal commitment and the main compensation expected is spiritual satisfaction and then material satisfaction. 2) Social obligation (social obligation); Social Obligations, namely the view of the importance of the role of the profession and the benefits obtained either by the community or by professionals because of the work; 3) Independence (Autonomy demands); Independence is a view that a professional must be able to make his own decisions without any pressure from other parties; 4) Belief in Professional Regulations (belief in self-regulation); Confidence in professional regulations is a belief that those authorized to assess professional work are fellow professionals and not outsiders who do not have competence in their field of science and work. 5) Relationships with fellow professionals (professional community affiliation); Relationships with fellow professionals mean using professional ties as a reference, including formal organizations and informal groups of colleagues as the main source of job ideas. Through this professional bond, professionals build awareness of their profession.

Organization Commitment

Work commitment is defined as an individual's psychological bond to the organization and as an employee's desire to maintain his membership in the organization and be willing to work hard, believing in getting certain values for the achievement of organizational goals. The implementation of managerial tasks needs to provide education and training to improve the individual abilities of employees who emphasize the work itself (job itself), not rewards, so that a more specific commitment is realized, namely work commitment (Carmeli et al., 2007).

In this study, organizational commitment is measured by the collaboration of the findings of Solinger et al. (2008) and Robins (2012; 99) that there are three separate dimensions, namely: 1) Affective Commitment; interpreted as emotional feelings for the organization and belief in its values; 2) Continuance Commitment; to get a perceived economic value and be able to stay in an organization when compared to leaving the organization; 3) Normative Commitment; interpreted as an obligation to stay in the organization for reasons of morality or ethics.

Work Discipline

According to Gomez-Meija, Balkin, and Cardy (2010; 482) work discipline is a tool that managers rely on to communicate with their employees so that they can change behavior, such as employees being late for work, ignoring safety procedures, ignoring work details required by their jobs so that their behavior does not change. professional. This is because, with high discipline, employees or subordinates will obey all existing regulations so that the implementation of the work

can be following the predetermined plan. Work discipline is an attitude of action to always obey the rules (Anoraga, 2006: 80). But it is also an attitude that is indispensable and gets attention in every work done by everyone to improve performance to achieve organizational goals.

Agustini (2011) found that work discipline has 4 (four) main indicators, namely; Attendance; Adherence to The Boss; Awareness of Work; and Responsible. Where; 1) Attendance is defined as never skipping work and always coming in on time so that attendance increases every month; 2) Adherence to The Boss; is interpreted as always doing the tasks assigned by the leadership and always maintaining good relations with the leadership; 3) Awareness Work; if doing a job according to working hours and in accordance with office rules; 4) Responsible; is always responsible for the results of the work he does.

In line with the view of Moenir (2014) in this study, work discipline is measured by dimensions; time efficiency; responsibility; and compliance. Where is the indicator; 1) time efficiency; interpreted as an employee carrying out his duties/work always on time and efficient in using his work time; 2) responsibility; This means that if employees do their work always according to plans and SOPs, after that they can evaluate the results of their work for the sake of improving further work and employees always dare to accept risks or mistakes for the results of their work..

Work Compensation

Work compensation is remuneration provided by the company to employees because they have contributed their energy and thoughts to the progress of the company in achieving predetermined goals in the short or long term (Sastrohadiwiryo, 2003). Work compensation in accordance with the wishes of employees and the ability of the company will create a healthy cooperative relationship for the advancement of company performance (Firmandari, 2014). The compensation provided by the organization is in the form of money but is also non-monetary (Kadarisman, 2012; 89). Work compensation is also interpreted as everything that employees receive in return for their work received by employees for their cash contributions as a substitute for their services to the company (Putri, and Astuti, 2017).

According to Suparyadi (2015: 272) work compensation is measured by 2 (two) dimensions, namely; direct compensation; and indirect compensation. Where; 1) direct compensation with indicators; salaries, wages, allowances, and incentives received directly for the achievement of work results with the burden of risk that is carried out; 2) indirect compensation; with indicators; full pension, early retirement, and severance pay provided by the company as compensation for the results of working with the burden of the risk it does.

Job Satisfaction

Job satisfaction represents the psychological condition of the suitability between the expected needs and those received by an employee. Job satisfaction encourages someone to work more comfortably and can react positively more quickly as a result of assessing their work and meeting the needs of the environment in which they work (Luthans, 2006; 244-245). In this study job satisfaction is measured by indicators; the work itself; salary or wages; promotion; supervision; co-workers and; working conditions. Where is the indicator; 1) the work itself; intended as the main source of satisfaction, meaning that employees feel satisfied after doing their job; 2) salary or wages; interpreted as giving salary or wages by the company in accordance with the expectations of employees; 3) promotion; it is interpreted that all employees who excel have the opportunity for promotion because they already have various awards; 4) Supervision; it is intended that the supervisory style carried out by the leadership is cooperative and can participate in decision-making to be able to create satisfaction for employees; 5) co-workers; is intended to

assume that all co-workers can work together in a harmonious team and act as support for each other, comfortable in working, advising each other and helping each other; 6) working environment conditions; What is meant is a comfortable working environment and a cooperative work environment with each other to make employees satisfied.

Consumer Satisfaction

According to Irawan (2004; 37) states that customer feelings (good or bad) as an effective and emotional customer response that arise from his mind after experiencing the experience after consuming the product/service or service that has been provided. The state of the post-purchase consumer reflects how much the consumer likes or dislikes after the consumption/service occurs. The perceived customer feeling is satisfied or disappointed by comparing the performance produced by a product. If performance fails to meet expectations, the customer will be dissatisfied. On the other hand, if performance exceeds expectations, the customer will be very satisfied or happy. Because usually satisfied customers tend to be more loyal to the products/services or services offered, then they will tell others about the company or products that satisfy them (Woodside et al, 1989)..

According to Irawan (2004; 37) the variable consumer satisfaction is measured by five main dimensions, namely: 1) Price (Price); For sensitive customers, usually low prices are an important source of satisfaction because they will get a high value for money. This price component is relatively unimportant for those who are not priced sensitive; 2) Service Quality (Quality of Service); 3) Service quality is highly dependent on three things, namely systems, technology, and people. Customer satisfaction with service quality is usually difficult to imitate because the formation of attitude and behavior that is in line with the company's wishes is not an easy job. Improvements must be made starting from the recruitment process, training, and work culture; 4) Product Quality (Product Quality); Customers feel satisfied after buying and using the product if the product quality is good; 5) Emotional Factors; Emotional Factor is shown by consumers for the satisfaction they get in using a product/service that creates a sense of pride and self-confidence; 6) Efficiency (Ease); The ease of obtaining the product or service and the ease of payment can make customers more satisfied if it is relatively easy, comfortable and efficient to obtain a product or service..

Purchasing Intention

Purchasing intention is defined as a consumer's plan to make an effort to purchase a certain product. Because the customer's willingness to buy a product or service has a higher probability, even though the customer does not necessarily buy it. Buying interest is determined by how much benefit and value consumers perceive (Wang & Tsai, 2014). Consumers prefer to buy products or services because they feel that they need the product or service (Madahi & Sukati, 2012). Consumers want to have a product/service because of the urge to buy or own a product (Jaafar & Laalp, 2013). The willingness of consumers to make purchases of products/services and in the future accompanied by consumers to make repeat purchases (Rahman et al, 2012).

According to Ferdinand (2006) that purchasing intention is interpreted as a consumer tending to buy a product/service and can refer a product/service to others as a substitute for the product that is referenced. A consumer describes behavior that has a primary preference and can be replaced if something happens to the product/service of his preference. Consumers are always looking for information about the product they are interested in and can support the positive characteristics of the product/service. This kind of consumer behavior is usually interested in repurchasing because the products/services they are interested in are in line with their expectations,

so they can refer repurchases to others. In line with the findings of Ferdinand (2006) that purchasing intention is measured by indicators; 1) Transactional interest; interpreted as a consumer tends to buy a product/service; 2) referential interest; which is a consumer has a tendency to refer a certain product to other people, as a substitute for the product/service that has been referenced; 3) preferential interest; interpreted as the behavior of consumers who have a primary preference for products/services, which can only be replaced if something happens to their preferred products/services; 4) exploratory interest; namely behavior that describes consumers always looking for information about the product/service they are interested in and supports the positive nature of the product/service; loyal interest; which describes the behavior of a consumer who wants to repurchase the product he is interested in and at the same time refer it to others to repurchase the product/service.

METHODOLOGY

This research belongs to the quantitative approach which is included in the type of explanatory research by using hypotheses as answers to the formulation of the problem. Primary data using a Likert scale was obtained from the survey method through the distribution of questionnaires. The sampling technique used the entire population as a sample (census) totaling 98 people from 5 (five) culinary tourism spots in Serang City. Analysis of model equations using path analysis (path analysis).

Data Analysis

A questionnaire is said to be valid if a scale or instrument in a variable every time a measurement is taken brings up the same value or remains consistently. Furthermore, a construct can be said to be reliable if the results of the reliability test give Cronbach's alpha value greater than 0.70 (Nunnally, J Bernstein IH, 1994). The results of the validity and reliability tests can be seen in the following table:

Table 1.
Results of Data Analysis Validity and Reliability in the Equation Model

Variable	Validity	Reliability		Choice	
	Results of All Items Larger or Smaller Than 0.12017	Cronbach Alpha	N of Item	Valid	Reliable
Individual Ability	Greater	0,931	22	Valid	Reliable
Work Professionalism	Greater	0,873	8	Valid	Reliable
Organization Commitment	Greater	0,899	6	Valid	Reliable
Work Discipline	Greater	0,907	8	Valid	Reliable
Work Compensation	Greater	0,885	7	Valid	Reliable
Job Satisfication	Greater	0,849	9	Valid	Reliable

Consumer Satisfaction	Greater	0,858	8	Valid	Reliable
Purchasing Intention	Greater	0,789	6	Valid	Reliable

Source: Processed Primary Data, 2012.

Furthermore, to find out the data is normally distributed, the researcher uses the Skewness and Kurtosis normality test which is calculated by the equation:

$$Z_{skew} = \frac{S-0}{\sqrt{6/N}} \text{ and } Z_{kurt} = \frac{K-0}{\sqrt{24/N}}$$

whereas : S = Skewness Score, N = Number of Case, K = Kurtosis Score

All of the variables involved in the equation of this research model can be said to be normally distributed, due to the comparison results that both Zskew and Zkurt values are all smaller than the critical value of 5%, which is 1.96.

Table 2.
Skewness & Kurtosis Normality Test Results

	Descriptive Statistics					Zskew Comparison Results with its Critical Value (5%)	Results of Comparison of Zakat with its Critical Value (5%)	Results Decision
	N	Skewness		Kurtosis				
	Statistic	Statistic	Std. Error	Statistic	Std. Error			
Individual Ability	98	.033	.244	-1.045	.483	0,13338 < 1,96	-2,11170 < 1,96	Normal
Work Professionalism	98	-.056	.244	-1.117	.483	-0,22587 < 1,96	-2,25720 < 1,96	Normal
Organization Commitment	98	-.043	.244	-1.419	.483	-0,16134 < 1,96	-2,86747 < 1,96	Normal
Work Discipline	98	-.064	.244	-1.151	.483	-0,25814 < 1,96	-2,32591 < 1,96	Normal
Work Compensation	98	-.044	.244	-1.081	.483	-0,17747 < 1,96	-2,18445 < 1,96	Normal
Job Satisfication	98	.035	.244	-0.886	.483	0,14145 < 1,96	-1,79040 < 1,96	Normal
Consumer Satisfaction	98	.090	.244	-0.779	.483	0,36375 < 1,96	-1,57418 < 1,96	Normal
Purchasing Intention	98	.125	.244	-0.761	.483	0,50521 < 1,96	-1,53780 < 1,96	Normal
Valid N (listwise)	98							

Source: Processed Primary Data, 2022.

All variables involved in the model equation are normally distributed, due to the comparison of the results of the equation Zskew and Zkurt values, all of which are smaller than the critical value (5%) of 1.96.

RESULT AND DISCUSSION

Following are the results of the path analysis in the equation of this research model as follows::

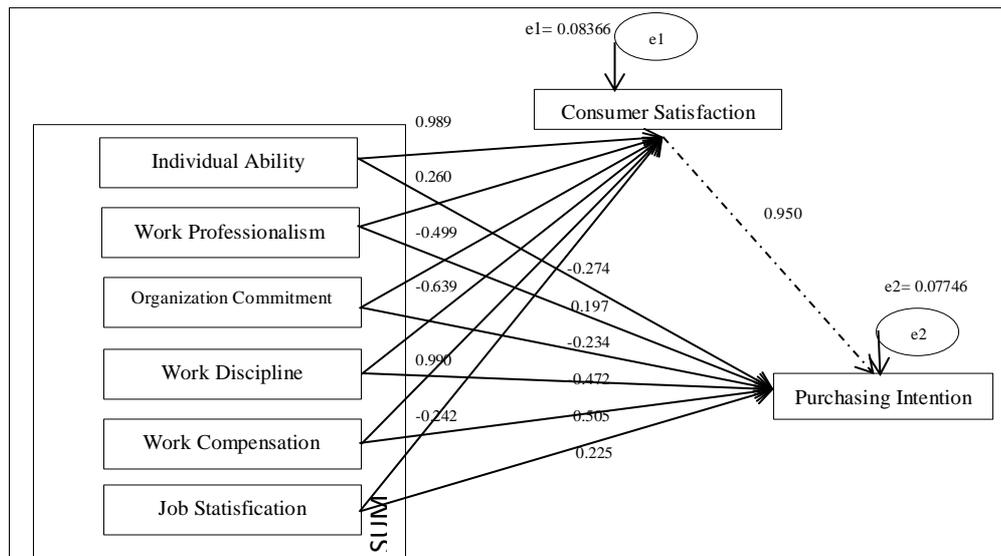


Figure 1. Path Analysis Results of Research Model Equation

Source: Processed Primary Data, 2022.

1. Individual ability can create purchasing intention through consumer

The results of the path analysis show that the direct influence of the individual ability variable on purchasing intention is -0.274, while the path coefficient of the indirect influence through consumer satisfaction is 0.93955. These results indicate that the individual's ability either directly or indirectly through consumer satisfaction can create purchasing intention (-0.274 < 0.93955).

Intellectual ability is an individual's capacity to carry out mental activities, while physical ability is the ability to carry out tasks that require stamina, skills, and similar characteristics. Knowledge and skills possessed by individuals will lead to behavior. Meanwhile, the behavior will produce performance (Robbins, 2008). The abilities (knowledge and skills) that a person has in carrying out work will encourage them to perform superiorly (superior performance). This is in line with the findings of Akbar and Parvez (2009) that customer satisfaction is a mediation between service quality and customer loyalty. The logic of thinking is that the superiority of a person's performance if he has the knowledge, skills and experience can be implemented in the form of good service to consumers. The impact of quality service from employees who have individual abilities can create customer satisfaction and then customers will be interested in buying again. This is because consumer satisfaction has a significant positive effect on purchasing intention (Gersom Hendarsono & Sugiono Sugiharto, 2013; I Putu Surya Ananta Wijaya & I Nyoman Nurcaya (2017). The better customer satisfaction, the more repurchase interest will increase.

2. Work professionalism can create purchasing intention through consumer satisfaction

The results of the path analysis show that the direct influence of the work professionalism variable on purchasing intention is 0.197, while the indirect effect of the path coefficient through consumer satisfaction is 0.247. These results indicate that work professionalism either directly or indirectly through consumer satisfaction can create purchasing intention (0.197 <

0.247). This result is in line with the findings of Aziza Bila, and Dasman Lanin (2020) that work professionalism can increase customer satisfaction. The existence of an attitude of work professionalism makes someone behave and behave well so that they can improve their performance (Cahyani, 2007). The logic of thinking is that if employees have integrity, are tenacious and diligent, and consistently in their main work, they always try to complete tasks to the maximum. Employees reflect an attitude that is not easily discouraged and always obeys the procedures that have been set by the company so that it can create customer satisfaction. With the creation of customer satisfaction, it has an impact on purchase intention for customers.

3. Organizational commitment can create purchasing intention through consumer satisfaction

The results of the path analysis show that the direct influence of the organizational commitment variable on purchasing intention is -0.234, while the results of the indirect effect path coefficient through consumer satisfaction are -0.47405. These results indicate that organizational commitment either directly or indirectly through consumer satisfaction can create purchasing intention $[-0.234 < (-0.47405)]$. These results are in line with the findings of Siti Komariah Hildayanti et al (2018) that organizational commitment has a significant effect on customer satisfaction. The main factors of concern are; to improve fast food service in accordance with speed standards in serving customer claims or orders. The logic of thinking is if employees who have the organizational commitment and emotional feelings for the company, have faith in the values of the organization, have resilience for the company for moral and ethical reasons, have a loyal spirit to their responsibilities for their work, and have empathy for cooperation for work. within the organization, it will increase customer satisfaction. So that it has an impact on increasing consumer buying interest. Consumers will be loyal to the products/services obtained from the experiences they have had.

4. Work discipline can create purchasing intention through consumer satisfaction

The results of the path analysis show that the direct influence of the work discipline variable on purchasing intention is -0.472, while the results of the indirect effect path coefficient through consumer satisfaction are -0.60705. These results indicate that work discipline indirectly through consumer satisfaction can create purchasing intention $[-0.472 < (-0.60705)]$. But directly work discipline cannot create purchasing intention. This finding is in line with the findings of Agus Budi Purwanto and Susanti Wahyuningsih (2013); Sri Dewi Ratih Wijayanti and Lina Mahaardiana Risnawati (2018) that work discipline has a significant effect on customer satisfaction. Good discipline is a representation of the magnitude of a person's sense of responsibility for the tasks assigned to him. In addition, employees comply with applicable regulations such as; dress neatly and maintain politeness, serve on time, sweet attitude and smile in serving customers, if employees apply discipline to themselves then the service provided to customers will be maximized. On the other hand, the lack of discipline makes the results of the work not in accordance with the company's expectations. By serving consumers to the maximum, it can create customer satisfaction and its impact on repurchase interest.

5. Work compensation can create purchasing intention through consumer satisfaction

The results of the path analysis show that the direct influence of the work compensation variable on purchasing intention is 0.505, while the results of the indirect effect path coefficient through consumer satisfaction are 0.94050. These results indicate that work compensation indirectly through consumer satisfaction can create purchasing intention $[-0.472 < (-0.60705)]$. But directly work compensation cannot create purchasing intention. This finding is in line with the findings of Muhammad Ramdhan (2020) that work compensation has a significant effect on

employee performance. Work compensation is referred to in the form of; salary or wages, incentives, health insurance, social security, leave benefits, and other rewards, it will increase job satisfaction for employees. This finding is also in line with the findings of Haris, (2020); and Yeh et al (2020). that work compensation refers to all forms of payment or rewards for employees that come from the results of their work. Therefore, if employees get proper compensation and meet their needs, employees will feel satisfied at work, the impacts customer satisfaction. Employee job satisfaction, has an impact on customer satisfaction, because employees always provide the best service for each customer, so it has an impact on consumers' repurchase interest. Compensation can be physical or non-physical which must be calculated and given to employees in accordance with their sacrifices to the organization/company where they work as a substitute for their service contribution to the company..

6. Job satisfaction cannot create purchasing intention through consumer satisfaction

The results of the path analysis show that the direct influence of the variable job satisfaction on purchasing intention is 0.225, while the path coefficient of the indirect effect through consumer satisfaction is -0.22990. These results indicate that job satisfaction indirectly through consumer satisfaction cannot create purchasing intention [$0.225 > (-0.22990)$]. Thus job satisfaction can create consumer satisfaction and purchasing intention directly, but job satisfaction cannot create consumer buying interest through consumer satisfaction. These findings are in line with Robbins & Judge (2012: 99) that someone with a high level of job satisfaction has positive feelings about his job, while those who do not have dissatisfaction will tend to the opposite. Organizations that have employees who have a high level of job satisfaction tend to be more effective than organizations that have employees who have job dissatisfaction. Job satisfaction is the level of pleasure that a person feels for his role or work in the organization. The level of individual job satisfaction occurs when they get a commensurate reward aspect of the work situation in which their organization works. Job satisfaction concerns the psychology of the individual in the organization, which is caused by the circumstances he feels in his environment (Jasmani et al., 2020; Sunarsi, 2020). Job satisfaction has a positive influence on customer loyalty (Samuel et al, 2005). However, customer satisfaction does not affect customer loyalty (Palilati, 2007) and (Shahin et al., 2011).

CONCLUSION

The ability of individual activities in carrying out various tasks in certain jobs is distinguished by intellectual abilities and physical abilities. Knowledge and skills possessed by individuals will lead to behavior. Meanwhile, the behavior will produce performance. The ability that a person has in carrying out work will encourage them to perform well. Many aspects can influence achieving professional human resources, including individual aspects, group aspects, and organizational system aspects. The individual aspect is related to the individual ability and works professionalism of employees in improving the quality of human resources so that it has an impact on employee performance, work motivation, job satisfaction, and organizational commitment (Robbins, 2008). The group aspect relates to the environment in which the employee works such as; work discipline, work compensation, and job satisfaction to increase strong work motivation so that it has an impact on performance. Meanwhile, the organizational system aspect relates to how the employees of a company can be committed to building the company's organization in accordance with the goals that have been stated in the company's vision and mission in the long term. Professional human resources (individual abilities, work professionalism, organizational commitment, work discipline,

work compensation, and job satisfaction) can directly create consumer satisfaction and indirectly (except for job satisfaction) have an impact on increasing purchasing intentions.

REFERENCES

- Agus Budi Purwanto dan Susanti Wahyuningsih (2013). The Effect of Discipline and Responsiveness to Customer Satisfaction with Service Quality as an Intervening Variable. *Fokus Ekonomi Journal*. ISSN : 1907-6304; Vol. 8 No. 2 pages : 103 – 121.
- Agustini, F. (2011). *Advanced Human Resource Management*. Medan-Indonesia; Publisher: Madenatera.
- Alharthey, B. K. (2019). Impact of service quality on customer trust, purchase intention, and store loyalty, with mediating role of customers' satisfaction on customer trust and purchase intention: Study of grocery shopping. *British Journal of Marketing Studies*, 7(2), 40–61.
- Akbar, Mohammad Muzahid dan Noorjahan Parvez. (2009). Impact Of Service Quality, Trust, and Customer Satisfaction On Customers Loyalty. *ABAC Journal*, 29 (1), pp: 24-38.
- Andersson, C. (2007). "Teacher Density and Student achievement in swedish compulsory schools". Uppsala. *Working Paper, Institute for Labour Market Policy Evaluastion (IFAU)*.
- Anoraga, Pandji. (2006). "*Work Psychology*"; Jakarta; Rineka Cipta Publisher.
- Araujo, E.B. (2016). Development of Local Culinary as a Tourist Attraction in Dili, Timor Leste. *Tourism of Master's Journal*, Vol. 3 No.1, pages 15-27.
- Arianty, N. (2008). The Effect of Compensation on Employee Performance At PT. Tamarind Medan. *Collection of Journals of Lecturers at the Muhammadiyah University of North Sumatra*, Pages 8(1).
- Aziza Bila, Dasman Lanin, (2020). The Employee's Professionalism to Realize Public Service Satisfaction. Postgraduate of Public Administration, Faculty of Sosial Science, Universitas Negeri Padang. DOI: <https://doi.org/10.37698/ashrej.v2i2.26>. *Asian Social Sciense and Humanities Research Journal*; e-ISSN: 2636 – 9109 Volume 2 Number 2, p 55 – 62.
- Banjarnahor, J. (2017). The antecedent of customer satisfaction and its effect on purchase intention. <https://doi.org/10.25105/jmpj.v10i1.1680>. *Jurnal Manajemen dan Pemasaran Jasa*, 10(1), 141–156.
- Bernardin, H.J. (2007). *Human Resource Management: An Experiential Approach*". New York; Mc.Graw Hill Press.
- Besra, E. (2012). Culinary Tourism Potential in Supporting Tourism in Padang City. *Journal of Accounting and Business Research*, Vol. 12. No. 1, Pages;74-101.
- Cahyani, Nur. (2007). "Analysis of the Effect of Tax Audit Professionalism, Job Satisfaction and Organizational Commitment on Employee Performance". http://eprints.undip.ac.id/18439/1/Nur_Cahyani.pdf.
."Thesis". Semarang.Postgraduate Program at Diponegoro University.
- Carmeli, A., Elizur, D & Yanif, E. (2007). The Theory of Work Commitment: A Facet Analisis. *Personnel Review*. Vol. 36, No. 4, pp: 638-649.
- Chen, S.H., Yang, C.C., Lin, W.T & Yeh, T.M. (2007). Service Quality Attributes Determine Improvement Priority. *The TQM Magazine Journal*. Vol. 19, No, 2, pp: 162-175.

- Chughtai, A. A & Zafar, S. (2006). Antecedents and Consequences of Organizational Commitment Among Pakistani University Teachers. *Applied HRM Research*. Vol. 11, No. 1, pp: 39-64.
- Delery, J.E., and Doty, D.H. (1996). Modes of Theorizing in Strategic Human Resource management: Academic Publishing International Ltd Universalistic, Contingency, and Configurational Performance Predictional, Tests of www.ejkm.com 166. *Academy of Management Journal*, Vol. 39, No. 4, pp. 802-835.
- Edwards, B. D & Bell, S. T. (2008). Relationship between Facets of Job Satisfaction and task and Contextual Performance. *Applied Psychology: An International Review*. Vol. 57, No. 3, pp: 441-465.
- Edy Sutrisno, (2009). “*Human Resource Management*”. First edition. Jakarta; Publisher; Kencana Prenada Media Group.
- Fadliyansya, Fajar. (2013). “The Effect of Emotional Intelligence on Employee Commitment and Performance at Islamic Hospitals. Lumajang. *Journal of Management, University of Jember*.
- Ferdinand, (2006). “*Development of Interest in Buying Extension Brands*”. Semarang; Publishing Agency : Diponegoro University.
- Firmandari, N. (2014). Effect of Compensation on Employee Performance with Work Motivation as a Moderating Variable: *Journal of Islamic Economics and Business (EKBSI)*, Vol: IX(1), Pages, 25–34.
- Gersom, Hendarsono dan Sugiono Sugiharto. (2013). Analysis of the Effect of Experiential Marketing on Consumer Repurchase Interests at Cafe Buntos 99 Sidoarjo. *Journal of Marketing Management Vol. 1 No. 2 Pg. 1-8, 2013*.
- Gibson. (2002). “*Organization Behavior, Structure and Process*”. Translation, Fiveth Edition; Jakarta. Publisher: Erlangga.
- Gomez, Meija LR, David B Balkin, Robert L Cardy. (2010). *Managing Human Resource*. New Jersey USA: Pearson Education. Inc.
- Hall, C.M., Sharples, L., Mitchell, R., Macionis, N., & Cambourne, B. (2003). “*Food Tourism Around the World*”: *Development, Management and Markets*. Burlington; Butterworth-Heinemann.
- Hani, Handoko. (2003). “*Personnel Management and Human Resources*”. Yogyakarta: Publisher: BPFE.
- Haris, H. (2020). Legal Analysis of Substance and Implementation of Based Regional Regulation of Human Right in South Sulawesi Province. *ICSS Journal* 226, p. 1013–1016.
- Huang, G., Roy, M., Ahmed, Z., Heng, J., & Lim, J. (2002). Benchmarking The Human Capital Strategies of MNCs in Singapore. *Journal Benchmarking*. 9 (4), 357-373.
- Harmayani, Eni., Santoso, Umar., dan Gardjito, Murdijati., (2017). “*Indonesian Traditional Food ; Popular Traditional Indonesian Food*”. Series 2. Yogyakarta; Publisher: Gadjah Mada University Press.
- Hasibuan, Malayu S.P. (2013). *Human Resource Management*. 7th edition: Jakarta; Publisher; PT. Bumi Aksara.
- Hong, J. P., Kim, B. Y., & Oh, S. H. (2020). The perceived experiential value and service quality of auto maintenance and repair service. *Journal of Distribution Science*, 18(1), 59–69.
- I Putu Surya Ananta Wijaya, I Nyoman Nurcaya. (2017). Customer Satisfaction Mediates Product Quality and Price Fairness on Mcdonalds Brand Loyalty in Denpasar City. Faculty of

- Economics and Business. Bali - Indonesia. *E-Jurnal of Management University of Udayana*, ISSN : 2302-8912. Vol. 6, No. 3, 2017: 1534-1563.
- Irawan. (2004). Approach to Quality and Customer Satisfaction in Service. Health, *Postgraduate Program UNHAS*.
- Iskandar, D., Nurmalina, R., & Riani, E. (2015). The effect of service, product quality, the perceived value on consumer purchase intention. *Indonesian Journal of Business and Entrepreneurship*, 1(2), 51–62. <https://doi.org/10.17358/IJBE.1.2.51>.
- Jaafar, S.N., & Laalp, Pan, E. (2013). Consumers Perceptions, Attitudes and Purchase Intention Towards Private Label Food Products in Malaysia. *Asian Journal of Business and Management Sciences*, 2(8), 73-90.
- Jasmani, J., Sutiman, S., & Sunarsi, D. (2020). Analysis of the Effect of Prices, Promotions and Products on Purchase Interest Impacts on Consumer Satisfaction of VIVO Brand Mobile Phones in South Tangerang Region. *Jurnal Administrage*, 7(1), 73–82.
- Jufrizen, Lumbanraja, P., Salim, S. R. A., & Gultom, P. (2017). The Effect of Compensation, Organizational Culture and Islamic Work Ethic Towards the Job Satisfaction and the Impact on the Permanent Lecturers. *International Business Management*, 11(1), 53–60.
- Kadarisman, M. (2012). *Compensation Management*. Jakarta: Publisher; Rajawali Press.
- Kalia, P., Arora, R., & Kumalo, S. (2016). Service quality, consumer satisfaction, and future purchase intentions in e-retail. *E-Service Journal*, 10(1), 24–41.
- Kasannudin, Mukhamad. (2011). "The Influence of the Quality of Human Resources (HR) of Cooperative Managers on the Performance of Islamic Boarding School Cooperatives in Demak Regency". <http://library.walisongo.ac.id/digilib/files/disk1/132/jtptiain-gdlmukhamadka-6600-1-pengaruh-p.pdf>.
Thesis. Semarang. Institut Agama Islam Negeri Walisongo.
- Kavanagh, M.J., Gueutal, H.G., & Tannenbaum, S.I. (1990). *Human Resource Information Systems: Development and Application*. Massachusetts: Boston; PWS-KENT Publishing Company.
- Kim, G. C. (2013). A study on the effects of super-supermarket service quality on satisfaction in-store selection. *Journal of Industrial Distribution & Business*, 4(2), 41–49.
- Lamai, G. H., Thavorn, J., Klongthong, W., & Ngamkroekjoti, C. (2020). Critical factors influencing revisit intention of large restaurant chains in Myanmar. *Journal of Distribution Science*, 18(12), 31–43.
- Lawler, E.E., & Mohrman, S.A. (2003). Human Resource As a Strategic Partner: What Does it Take to Make it Happen? *Human Resource Planning*, 26 (3), 15-29.
- Luthans, Fred. (2006). *Organizational behavior*. Yogyakarta; Publisher: ANDI.
- Merisa, Fajar. (2017). "Quality of Human Resources, labour Professionalism, and commitment as a Factor Supporting Employee Performance Improvement PDAM Jember. Faculty of Economics, University of Jember (UNEJ). *E-journal Ekonomi Bisnis dan Akuntansi*, Volume IV (1); Pages, 131-145.
- Madahi, Abdolrazagh., & Sukati, Inda. (2012). The Effect of External Factors on Purchase Intention Amongst Young Generation in Malaysia. *International Business Research*, 5(8), p 1-7.
- Moenir, H.A.S. (2014). "*Public Service Management in Indonesia*". Jakarta; Publisher: Bumi Aksara.

- Muhammad, Rifqi. (2008). Analysis of the Relationship between Auditor Professionalism and Consideration of Materiality Level in the Process of Auditing Financial Statements. <http://dppm.uui.ac.id>. *Phenomenon Journal*. Vol 6 (1), 20 p.
- Muhammad Ramdhan. (2020). Effect of Compensation And Job Satisfaction on Employee Performance at PT. Tata Logam Lestari In Jakarta Barat. Sekolah Tinggi Ilmu Ekonomi Ganesha Jakarta, Indonesia; *Pinisi Discretion Review* 2580-1309: ISSN (Online): 2580-1317. Volume 3, Issue 2, Page. 349- 360 ISSN (Print).
- Murwanti, S., & Pratiwi, A. P. (2017). The impact of service quality and promotion on the using intention by customer satisfaction as mediating variable: A study in a motorcycle garage of Ahass at branch UMS. Proceeding of National Seminar of Management and Business Research: Surakarta: Muhammadiyah University Press. *The Development Concept and E-business Studies in Indonesia* (pp. 207–227). <https://publikasiilmiah.ums.ac.id/handle/11617/8984>.
- Naik, C. N., Gantasala, S. B., & Prabhakar, G. V. (2010). Service quality and its effect on customer satisfaction in retailing. *European Journal of Social Sciences*, 16(2), 231–243.
- Nodira, Z., & Přemysl, P. (2017). The effects on purchase intention: The case of fruit juice. *Journal of Competitiveness*, 9(3), 111–128. <https://doi.org/10.7441/joc.2017.03.08>.
- Nunnally, J, and Bernstein, (1994). “*Psychometric Theory*” New York. USA. Published; McGraw-Hill.
- Octaviana, R. A., & Nugrahaningsih, H. (2018). The impact of experiential marketing and service quality on the purchasing intention through customer satisfaction as the intervening variable: A case study in PT. Meratus Line Jakarta. *Media Manajemen Jasa*, 6(2), 57–72.
- Palilati, Alida. (2007). Pengaruh Nilai Pelanggan, Kepuasan Terhadap Loyalitas Nasabah Tabungan Perbankan Di Sulawesi Selatan. *Jurnal Ekonomi Manajemen, Fakultas Ekonomi-Universitas Kristen Petra*, 9 (1), pp: 73-81.
- The Influence of Customer Value, Satisfaction on Customer Loyalty in Banking Savings in South Sulawesi. *Journal of Management Economics, Faculty of Economics. Petra Kristen of University*, Vol.9 (1), pp: 73-81.
- Priyono, dan Suheriyatmono. (2016). Influence Satisfaction, Compensation and Work Discipline the Employee Performance at PT. Lion Air in Batam. *Review of European Studies*, 8(4), 95– 104.
- Putri, A., & Astuti, S. R. (2017). The factors affecting satisfaction and its impact on the customer purchasing intention: Study in the Blends Pasta & Chocolate at branch Unika Semarang. <https://ejournal3.undip.ac.id/index.php/djom/article/view/17481>. *Diponegoro Journal of Management*, 6(2), 73–82.
- Rahman, M. S., Haque, M., & Khan, A. H. (2012). A conceptual study on consumers Purchase intention of broadband services: service quality and experience economy perspective. *International Journal of Business and Management*, 7(18), 115-129.
- Rangkuti, F. (2015). SWOT Analysis: Dissecting Business Case Techniques. 23rd edition: Jakarta; Publisher: PT. Gramedia Pustaka Utama.
- Riketta, M.(2008). The Causal Relation Between Job Attitudes and Performance: A Meta- Analisis of Panel Studies. *Journal of Applied Psychology*. Vol. 93, No. 2, pp: 472-481.
- Robbins, S.P. (2008). “*Organizational Behavior 13th Edition*”. Pearson Education Inc, Prentice Hall.
- Robbins, Stephen & Judge. (2012). *Organizational Behavior*. Jakarta: Publisher: Salemba Empat.

- Salem, A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product perceived quality and purchase intention with consumer satisfaction. *Global Journal of Management and Business Research: E-Marketing*, 15(1), 21–27.
- Samuel, Hatane dan Foedjiawati. (2005). The Effect of Customer Satisfaction on Brand Loyalty (Case Study of The Prime Steak & Ribs Restaurant Surabaya). *Journal of Management & Entrepreneurship*, 7(1), pp: 74-82.
- Sastrohadiwiryo, B. S. (2003). *Indonesian Labor Management*. Jakarta; Publisher: PT Bumi Aksara.
- Sedarmayanti. (2004). *Employee Personality Development*. First Edition. Bandung. Publisher: Mundur Maju.
- Shah, S., Aziz, J., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M. (2012). The Impact of Brands on Consumer Purchase Intention. *Asian Journal Of Business Management*, 4(2),105-110.
- Shahin, A., Abandi, A. A., Javadi, M. H. M. (2011). “Analyzing the Relationship between Customer Satisfaction and Loyalty in the Software Industry - With a Case Study in Isfahan System Group”. *International Journal of Business and Social Science*, 2 (23), pp: 129-136.
- Sibagariang, Arisonaldi. (2013). “The Influence of the Quality of Human Resources, Communication, Supporting Facilities and Organizational Commitment on SKPD Performance (Empirical Study on the Sibolga City Government). “Thesis”. *University Of Padang*.
- Siti Komariah Hildayanti, Luis Marnisah, Eko Surya Dinata,. (2018). The Influence of Value, Service Quality and Organizational Commitment to Customer Satisfaction at PT. Kresna Mitra Tbk Insurance. *Today's Independent Global Economic Journal*. ISSN print : 2089-6018 ISSN online : 2502-2024 volume 9 no.1.
- Sitohang, Sonang. (2009). “The Influence of the Quality of Human Resources on the Performance of Small Weaving Industry Center Craftsmen”. Surabaya College of Economics. Akreditasi No.110/DIKTI/Kep/2009. ISSN 1411-0393. *Ekuitas Journal Vol. 14 No. 1, pages 57 – 81*.
- Solinger, O.N., Olffen, W.V & Roe, R.A. (2008). Beyond The Three-Component Model of Organizational Commitment. *Journal of Applied Psychology*. Vol. 93, No. 1. Pp 70-83.
- Sri Dwi Ratih Wijayanti, Lina Mahardiana Risnawati,. (2018). The Effect of Competence and Work Discipline on Customer Satisfaction. State Property and Auction Service Office at Palu; Faculty of Economics, *Journal of Management Science Tadulako University 103-112 ISSN : 2443-3578 (On Line)/ ISSN : 2443-1850 (Print); Vol. 4, No. 2*.
- Sudiardhita, K. I., Mukhtar, S., Hartono, B., Herlitah, Sariwulan, T., & Nikensari, S. I. (2018). The Effect Of Compensation, Motivation Of Employee And Work Satisfaction To Employee Performance PT. Bank XYZ (Persero) Tbk. *Academy of Strategic Management Journal*, 17(4), 1–14.
- Sumenge, A. (2016). Analytical of Compensation Factor, Job Stress and Motivation Campaign Against Occupation and Work Discipline and Its Effect on Employee Performance (A Study on the Employees of PT PLN (Persero) Region Suluttenggo). *European Journal of Effect of Compensation and Discipline on Employee Performance. Business and Management*, 8(22), 92–99.
- Sunarsi, D. (2020). The Analysis of The Work Environmental and Organizational Cultural Impact on The Performance and Implication of The Work Satisfaction. *Jurnal Ilmiah Ilmu Administrasi Publik*, 9 (2), 237–246.

- Suparyadi, H. (2015). *Human Resource Management: Creating competitive advantage based on HR competency*. Yogyakarta: Publisher; Andi.
- Tella, A., Ayeni, C. O & Popoola, S. O. (2007). Work Motivation, Job Satisfaction, and Organizational Commitment of Library Personnel in Academic and Research Libraries in Oyo State, Nigeria. *Journal of Library Philosophy and Practice*. pp: 3-12.
- Tran, V. D., & Le, N. M. T. (2020). Impact of service quality and perceived value on customer satisfaction. *Journal of Asian Finance, Economics, and Business*, 7(9), 517–526.
- Tse, David K., Peter, C. Wilton, (1988). Models of Consumer Satisfaction: an Extension. *Journal Mark. Res.* 25, 204–212.
- Wang, Yai, H., Tsai, Cing, F. (2014). The Relationship between brand image and purchase intention: evidence from award winning mutual funds. *The International Journal of Business and Finance Research*, 8 (2), 27-40.
- Widajanti, E., & Suprayitno, S. (2017). The analysis of the influence of price, service quality, and satisfaction on buying intention: The study of the customers purchasing Steak Moen Moen in Surakarta. *Jurnal Eksplorasi*, 29(2), 117–193.
- Wilson, A., Zeithamal, V.A., Bitner, M.J., Gremler, D.D., (2008). “*Services Marketing*”. USA. McGraw-Hill Education.
- Woodside, A.G., Frey, L.L., Daly, R.T., (1989). Linking service quality, customer satisfaction, and behavioral intention. *Journal Health Care Mark.* 9 (4), 5–17.
- Yeh, C. H., Wang, Y. S., Hsu, J. W., & Lin, S. jeng. (2020). Predicting individuals’ digital autpreneurship: Does educational intervention matter? *Journal of Business Research*, 106(2), 35–45. <https://doi.org/10.1016/j.jbusres.2019.08.020>.
- Yuddin. (2017). Influence of the Compensation, motivation And Discipline work Against The work Achievement Teacher At SMA Negeri Jeneponto Regency west Bangkala I. Quest Journals : *Journal of Research in Business and Management*, 5(2), 83–88.
- Yusuf Bagus Prakosa & Tjahjaningsih, E. (2021). The Influence of Product Quality, Lifestyle, and Product Knowledge on the Decision Process of Buying Folding Bikes in Semarang City. *Indonesian Journal of Business and Management Innovation; Volume 04, Number 03*.
- Zairi, M., (2000). Managing customer satisfaction: a best practice perspective. *Journal TQM Mag.* 12 (6), 389–394.