

Patient Loyalty in the Digital Age: Literature Study of Digital Services and Digital System Security

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Abstract

In today's digital era, many things are done through the use of technology such as the use of the internet, online-based services and so on. Health services are no exception, customers always want fast, responsive and easy-to-reach services, so digital services are loved by the public. The level of speed of service, quality of service and safety in service are the main things desired by customers to achieve a level of patient satisfaction that encourages patient loyalty. The purpose of this study was to determine the factors that influence patient loyalty in terms of digital service quality and digital system security to achieve patient satisfaction. The method used is literature by reviewing various latest literature materials starting from journals, books, proceedings, and various sources both online and offline. To improve the quality of the results of the study, focus group discussions were also conducted to obtain various inputs, corrections and various suggestions from the FGD participants. The results of the analysis based on theoretical studies can be concluded that, factors that influence patient loyalty include digital service quality, and digital system security. The novelty of this research is that it is able to show theoretically that patient loyalty can be directly influenced by the quality of digital services and the security of digital systems both directly and through patient satisfaction.

Keywords: *Digital service quality, security of digital system, patient satisfaction.*

1. INTRODUCTION

Humans are the key to the success of a development (Osher, et.al., 2020). To create quality human beings, an excellent degree of human health is needed, so that in this case health development is absolutely necessary (Berry, et al 2014). To support the achievement of health development, the government has provided several health facilities that are widely used by the community, one of which is the community health center (Puskesmas) (Demeke, et.al., 2020). As the spearhead of public health services, the Puskesmas needs special attention, especially with regard to quality of service, quality of digital services, security of the service system and the level of satisfaction of patients who use the Puskesmas as a place for health services (Broucke, 2020).

Service quality is the fulfillment of customer needs and desires and the accuracy of their delivery to match customer expectations (Vatolkina, et.al., 2020). Customer

satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services (Burgener, et al 2020).

In terms of health services at the Community Health Service Center (Puskesmas), there are four types of health services that can increase visitor loyalty, the four services can be seen in Table 1.

Table 1. Kind of healt service

Number	Service	%
1	Promotive	35 %
2	preventive	25%
3	Curative	25%
4	Rehabilitative	15%

Source: Tangerang District Health Office

Based on Table 1, it can be explained that promotive health services are carrying out health promotion, preventive (prevention), curative (treatment) and rehabilitative (restore post-treatment adjustments) (Nasirin, et al., 2020)

The services expected by visitors or patients at the public health center fulfill the service elements as shown in Table 2.

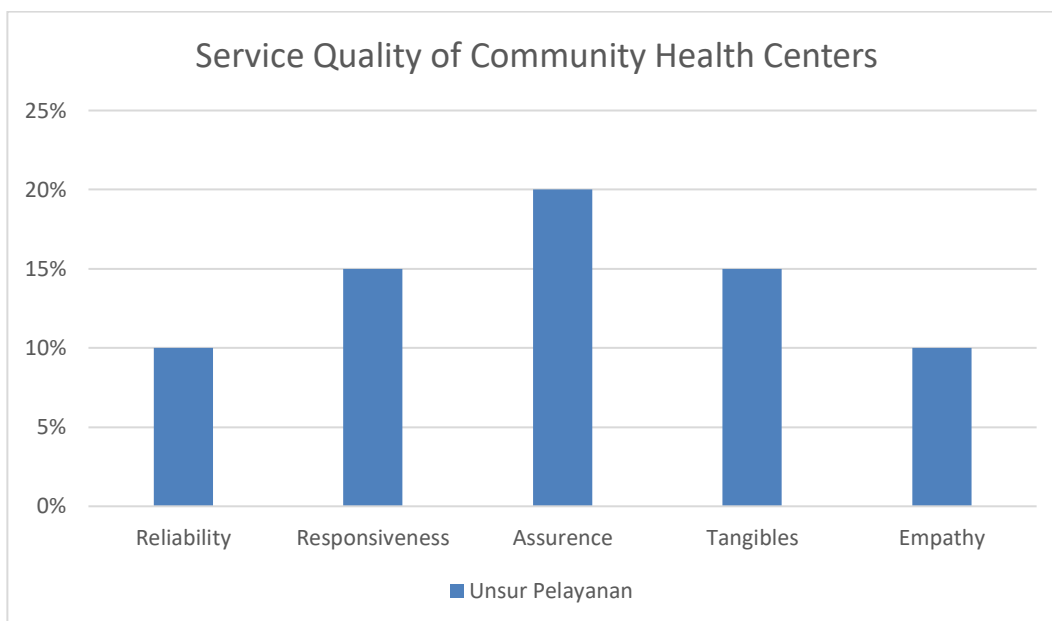
Table 2. Quality of Service Desired by the Community at Community Health Centers

No	Service Elements	%
1	reliability	15%
2	Responsiveness	35%
3	assurance	20%
4	Tangibles	10%
5	Empathy	20%

Source: Pre-survey of Kresek Health Center Visitors 2022

Service quality can be seen from the dimensions of reliability (ability to fulfill promises), responsiveness (responsiveness in providing services), assurance (ability to provide service guarantees), empathy (ability to understand customer desires), and tangibles (physical appearance of services) (Nunkoo, et al. 2020). These five dimensions are called SERVQUAL (Service Quality) which is a service quality evaluation tool (Wong & Yang, 2020).

Based on this, patients want to realize their expectations, especially regarding the quality of adequate health services (Istiqna, 2015). However, in reality there are still many that do not meet patient expectations (Soedargo, 2019). Health services obtained by the community at health service centers can be seen in Graph 1.



Source: *Public Health Center Pre-survey 2022*

Graph 1. Quality of Service that the Community Gets at Public Health Centers

From Graph 1, it can be seen that the services obtained by patients are still far from expectations, namely responsiveness of 15%, reliability of 10%, assurance of 20%, tangibles of 15% and empathy of 10%.

Through pre-observation of 300 respondents who use health services at community health centers, the results can be seen in Table 3

Table 3. Online-Based Health Services

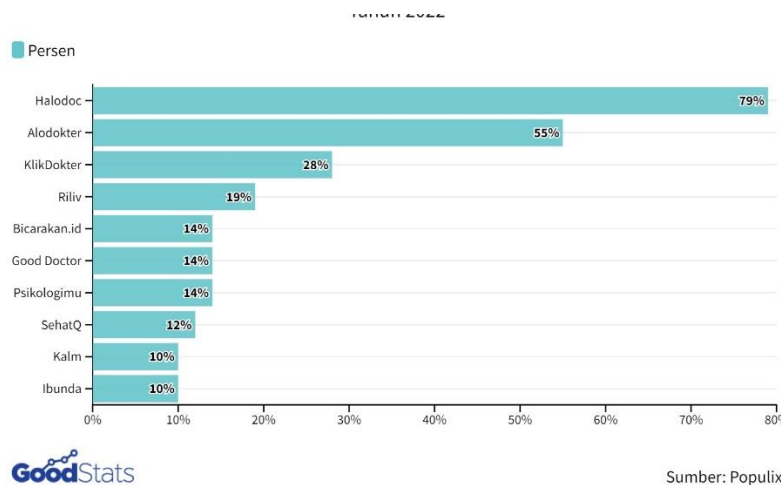
No	Service Type	Number of users
1	Online Registration	210 people
2	Manual Registration	90 people
3	Online Health Consultation	250 people
4	Direct Consultation	50 people

Source: *Pre-Observation Center for Public Health 2022*

Based on the table above, out of 300 respondents it can be explained that the community chose online registration or registration as many as 210 people. Meanwhile, 90 people chose the manual register because they were worried about the security of registration data. In addition, there were 250 people who chose online health consultations and 50 people chose in-person consultations.

Currently, many health services are online-based and use applications, so that people who are anywhere can access health services easily, to find information according to their health needs (Lestyoningsih, 2021). Such as booster vaccine schedule services, halo-doc services to consult about health complaints and health screening (Lestari & Gozali, 2019).

Online health applications that are often used by Indonesian people can be seen in Graph 2 below:



Sumber: Populix 2022

Graph 2. Health Service Applications that are Often Used by Indonesian People.

Based on Graph 2, it can be explained that Indonesian people actively use online-based health services, as seen from the large number of users. Halo-doc is the first order with 79% with 24-hour service (Nisza, 2020). In second place is Alodokter, 55% of which has the advantage of being able to provide a suitable choice of hospital according to patient complaints (Permatasari, et.al., 2019). Klikdokter 28% offers services with health articles. Riliv 19% acts as a confidant for patients who experience health complaints (Martyan, et al. 2022). Talk about.id 14% of applications that serve live chat with selected doctors (Marpaung & Irwansyah, 2021).

Followed by a good doctor of 14%, it is often used by the general public to find out about health. your psychology by 14% where this application specifically helps mental health services remotely (Ross, et.al., 2021). Kalm 10% is a health application that focuses on adolescent counseling. Lastly, mothers, 10% of maternal psychological health applications.

The factor of public trust in the level of service satisfaction and patient loyalty at public health centers can be seen from the number of visitors in Table 4.

Table 4 Visitors to Community Health Centers in Tangerang Regency in 2022

Number	year	Number of Health Center Visitors
1	2020	117,000 patients/year
2	2021	110,250 patients/year
3	2022	82,320 patients/year

Source: 2022 Health Center pre-observation

The table for Puskesmas Visitors above explains that, in 2020 there were 117,000 patients per year for puskesmas visitors, in 2021 patient visitors at Community Health Centers in Tangerang Regency totaled 110,250 patients/year, while in 2022 patient visitors experienced a decrease of 832,230 patients per year. This shows that the loyalty of visitors to check their health at the puskesmas continues to decrease from year to year, because the community has not received good enough service (Nasution, et al. 2021).

From the findings of previous research, there is a research gap regarding the independent variables and intervening variables that affect patient loyalty, seen in Table 5.

Table 5. Research Gap

Variable	Result	Name of reseacher
Effect of Digital Service Quality (X1) on Patient Loyalty (Z)	Sign.	Shabbir, (2016) Sadeh, (2017) Dewi (2016) Bajamal, et al. (2020)
	Un-sign	Ritna (2016)
Effect of Digital Security of System (X2) on Patient Loyalty (z)	Sign.	Peikari, et al.(2018) Alemán, et al. (2015) Kraus, et al. (2021) Yang, H, et al. (2015)
	Un-sign	Izzati & Firmanto (2019)
Effect of Digital Service Quality (X1) on Patient Satisfaction (Y)	Sign.	Nguyen, et al. (2021) Jhonatan (2013) Gu, et al. (2018) Ramaswamy, et al (2020)
	Un-sign	Messakh (2016)
Effect of Digital Security of System (X2) on Patient Satisfaction (Y)	Sign.	Olateju, et al. (2022) Aashima, et al.(2021) Komala & Lestari (2019) Rozenblum, et al (2013)
	Un-sign	Kosnan (2019)
The Effect of Patient Satisfaction (Y) on Patient Loyalty (Z)	Sign.	Liu, et al. (2021) Aladwan, et al. (2021) Bajamal (2020) Ranumsari (2020)
	Un-sign	Sari (2021)

Source: *Literature review*

In previous studies showed inconcentration of research results. First, digital service quality has a positive or significant correlation with patient loyalty. Holiwono & Suryani (2022), Syabani (2018), Dewi (2016) and Bajamal, et al. (2020). But in Ritna's research (2016) it is irrelevant.

Second, the effect of the digital security system on patient loyalty looks positive (significant) in Danarahmanto's research (2021), Kurniawati, et al. (2021), Sutanda & Hajar (2019) and Harfika & Abdullah (2017). And looks negative (not significant) in the research of Izzati & Firmanto (2019).

Third, the effect of digital service on patient satisfaction seems relevant in Saputra's research, et al. (2020), and Jonathan (2013). And not relevant to Messakh's research (2016). Fourth, the effect of the security of digital system on patient satisfaction is seen to be significant in research by Machmud (2020), Gosal & Bernarto (2021) and Komala & Lestari (2019). While in Kosnan's research (2019) it is not significant.

Fifth, the effect of patient satisfaction on patient loyalty has a positive effect on Engka's research (2022), Rizal, et al. (2017), Bajamal (2020) and Ranumsari (2020). And it looks insignificant in Sari's research (2021).

The studies above show that the digital service quality, security of digital system and patient satisfaction factors which are considered to have an influence on patient loyalty are not fully consistent. So that there is still a research gap, for this reason further analysis is needed about patient loyalty at public health centers.

The formulation of the problems in this study are: 1) How does digital service quality affect patient loyalty? 2) How does the digital security of system affect patient loyalty? 3) How does digital service influence patient satisfaction? 4) how does the security of system service affect patient satisfaction? 5) how does patient satisfaction affect patient loyalty?

2. LITERATURE REVIEW

2.1 Patient loyalty

Kotler and Keller (2016: 138) explain that loyalty is a commitment that is held to buy or reuse the preferred product or service in the future even though there are situational influences and marketing actions or efforts to switch..

Loyalty is literally interpreted as loyalty that arises without coercion from any party but because of self-awareness and pure desire (Yuliana, 2017). The concept of loyalty places more emphasis on the behavior of continuously reusing a product or service based on the results of previous experience (Tarigan, et al. 2019).

Loyalty includes a commitment to circumstances where consumers do not want to switch to using a product or service under any circumstances (Suhardi, 2021). Consumers voluntarily recommend products or services to others to participate in using these products or services (Sari, et al. 2020).

Patient loyalty is a continuing manifestation of patient satisfaction with a health service center, both in terms of health facilities, health services and information obtained during treatment at a health center (Romadhona, et al. 2019).

Patient loyalty is shown by their actions of carrying out repeated examinations or treatments at the selected health center, besides that loyal patients will inform the quality of service to relatives, relatives and others, to use the same health service center (Ikhsan, et al. 2019).

Based on some of the opinions above, it can be concluded that patient loyalty is loyalty in using health services that is created because of satisfaction in getting health services. And voluntarily invite relatives or other consumers to use the same services.

2.2 Digital Service Quality

Effective and efficient public services are fast, quality, easy and measurable services, so choosing digital services is one of the right choices to improve service quality (Crystalia, 2015). Services using the internet network help customers access it quickly anywhere and anytime.

According to Dodit & Dodit (2008:60) the internet stands for Interconnection Networking. The internet comes from another language "Inter" which means between. In

words INTERNET means network or link. The conclusion from the definition of the internet is that it is a connection between various types of computers and networks in the world with different operating systems and applications where the relationship takes advantage of communication advances (telephone and satellite) that use standard protocols for communicating, namely the TCP or IP (Transmission Control or Internet Protocol) protocol.).

The internet is a global network that is connected to connected networks, the media used to communicate effectively and have a wide reach in a short time (Tirto, 2019). In addition, the internet is an electronic communication network that connects computers with computer facilities that are connected throughout the world so that it has a very wide reach (Murizal, 2021).

Digital is an electronic technology that generates, stores and processes data in the form of files that are connected to an internet database and can be accessed online or offline (Adha, et al. 2020). Digital is a breakthrough in storing and producing data in the modern era which makes it easier for people to manage the data they create so that it is well organized and has a high level of security (Sugiyono, 2020).

Digital service is a service in digital form and connected to the internet so that it can be accessed online by any user through an application or the web. Digital services are in great demand in this modern era, apart from making it easier for customers to find information quickly, they also help people register online, find out service schedules and so on (Kumar, et al, 2019).

2.3 Security Of Digital System

Security of digital system is an effort to protect information and various threats that may occur, minimizing risk. All of this is done using a number of digital devices to control data security so that it is not leaked and misused by irresponsible parties (ISO/IEC27002,2013).

Security of a digital system is the protection of digital systems including computer networks from information tapping, theft, damage to the user's electronic devices or data, as well as from disruption to the services provided (Baig, et. al. 2017).

Security of information is a form of protection for important elements or information contained in it, including integrity, confidentiality and availability, including hardware for storing and sending data (Nugroho, et al. 2019).

Security of information is the main aspect of efforts to protect information assets and increase trust in service quality, security includes data privacy and special information security that may not be accessed by other people (Basyarahil, 2017).

Electronic data security is technology security support to protect electronic data and information of service users so that they do not experience data damage or data loss (Qammaddin, et. al. 2020)

2.4 Patient Satisfaction

The word satisfaction (satisfaction) comes from the word "Statis" (meaning good enough, adequate), and "Facio" (to do), patient satisfaction is the level of one's feelings after comparing (service or results) that is felt compared to his expectations (Kotler and Keller (2018: 138). Consumers can experience one of three levels of general satisfaction,

namely if the performance is below expectations, the patient will feel disappointed but if the service is in line with expectations the patient will feel satisfied, and if the service can exceed expectations then the patient will feel very satisfied (Hafid, 2014).

Satisfaction is a key element in health services at public health centers, patient satisfaction is a response or response in the form of feelings and evaluations of a service where their expectations and needs are met (Tjiptono, 2017: 45). Satisfaction is a person's emotional response in describing the results of an assessment of a service obtained with the desired expectations (Sesrianty, et al. 2019).

Satisfaction is a comparison between what is expected and what is obtained, but not all satisfaction is measured by nominal money but rather a person's interest in using services because he has assessed satisfying services and makes customers proud who use these services. This satisfaction greatly influences the assessment of service quality and loyalty (Setyawati, et al. 2018).

Patients are individuals who experience physical or mental weakness who leave it to someone to be observed, supervised and given help to recover (Yuniar & Handayani, 2016). Patients can also be interpreted as people who receive care or treatment according to the direction of medical personnel. Patients have the obligation to provide personal information, know their medical history, know what treatment has previously been carried out and are responsible for agreeing to carry out treatment and supervision by medical personnel (Yanuarti, et al. 2021).

Patient satisfaction is the patient's expectations arising from the actions of medical personnel in providing health services (Astari et al. 2021). Patient satisfaction can also be interpreted as the result of the patient's assessment of the services provided by medical personnel while using health facilities either in hospitals or public health centers with what the patient expects, when the service is not in accordance with expectations, the patient's assessment will be bad. However, when expectations with service are even higher, the patient will feel very satisfied (Nababan, et al. 2020).

3. METHODOLOGY

3.1 Research Design

The design of this research is literature research (Basrowi & Utami, 2020). Literature research is more directed at reading relevant theories from books, journals, proceedings, and other sources both online and offline (Basrowi & Maunnah, 2019). Literature research is also more often referred to as descriptive research because it tries to describe the various opinions of experts who have studied the aspects that are being researched (Marwanto, Suwarno, Basrowi, 2020). Descriptive research describes the relationship between variables based on theories that have been found and verified by previous researchers (Soenyono & Basrowi, 2020).

3.2 Research Data

Research data comes from international journals, national journals, books, proceedings starting in 2012-2022. The selection of data sources is only 10 years because researchers want to get up to date studies. Research data also comes from official sources

issued by government offices, official institutions, and various reliable sources, both domestic and foreign.

3.3 Research Data Analysis

Analysis of the data resulting from reading the theory is carried out with the first five steps, namely data collection, data classification according to the research theme that has been formulated in the research question, data reduction (or screening of descriptive data that is believed to be true used by researchers to answer the problem formulation), and the last is conclusion. Prior to drawing conclusions, a focus group discussion (FGD) was conducted between research and colleagues to obtain input and suggestions for improving the results of the study (Suwarno, Marwanto, & Basrowi, 2020).

4. RESULTS AND DISCUSSION

4.1 Effect of Digital service on Loyalty

Attitudinal loyalty (Attitude Measurement) includes responsiveness, namely dexterity in performing services, so that service users feel satisfied and prioritized in obtaining health solutions, empathy, deep concern for what service users feel. Reliability, namely the ability to realize promises in accordance with the promised service commitment to satisfy service users (Simamora, 2016).

Behavioural loyalty namely the habit of individuals who continue to use health services because of something that makes them comfortable so that they are repeated and already know the procedures for using the services at the health center, besides that because the prices of affordable services make customers stick to their choices (Novrianto & Jatmiko, 2016).

The higher the digital service quality, the higher customer loyalty. Conversely, the lower the digital service quality, the lower customer loyalty will be. So to increase customer loyalty, the aspect that needs to be improved is digital service.

4.1 Effect of Digital System Security on Loyalty

Information Security is security that affects the security of the service system because it is the main asset in the service including data collected, visitor identity and all matters related to visitor information (Agustina, et al. 2015).

Improving information systems and service system security, of course, must first pay attention to information security and the integrity of the information in it, confidential data and reduce the risk of threats that will affect the security of the service system (Ramadhani, 2018).

Information Technology, namely the use of inappropriate technology can reduce information security so that it can result in decreased security of service systems (Kadir, 2014). Information technology affects the security of informs because it is related to all information gathering activities, data processing, and information use (Primawanti & Ali, 2022).

The results of the current research show that the higher the security of the digital system, the higher the customer loyalty. Conversely, the lower the quality of digital

system security, the lower customer loyalty will be. So, to increase customer loyalty, the aspect that needs to be improved is digital system security.

4.3 Effect of Digital Service on Service Satisfaction

Reliability in the quality of digital services can affect service quality and loyalty, because patients want accurate service facts according to what was promised (Musa, 2022).

The ability to apply services according to what is advertised or stated in the vision and mission of health services is an important part of increasing loyalty, with services that are far from what was promised, it will reduce patient interest in using services (Napirah, et al. 2016).

The speed of responsiveness of digital services in providing health services affects satisfaction (Hutauruk, et al. 2017). Customers want easy and reliable health insurance in receiving quality services at health centers so as to increase trust. This health service security guarantee includes security in carrying out examinations, security regarding payments using health insurance (Marzuq, 2022).

The ability to understand customer desires can increase satisfaction (Pratiwi, et al. 2021). Patients really hope to be noticed and understood, even the slightest change in conditions they are experiencing, this will increase satisfaction in health services thereby increasing visitor loyalty (Astuti, 2019). the physical appearance of services can increase satisfaction (Nuryanti, et. al, 2020). This section is very important because it is physical evidence including: physical building, service personnel, service room, cleanliness and comfort of the service room for patients (Ferayanti & Nasaruddin, 2014).

Literature shows that the better the digital service, the better the service satisfaction. Conversely, the lower the digital service quality, the lower the service satisfaction. To increase service satisfaction, the aspect that needs to be continuously improved is digital service.

4.4 Effect of Security of Digital System on customer satisfaction

Network, which is a digital-based network, needs to be considered because all activities in digital services must of course use an internet network that is connected to a computer and everything related to the internet network is public and global in nature and is basically insecure (Puriwigati & Buana, 2020). When data is sent from one device to another, of course it passes through several computers or places so that it is possible to be intercepted by other users. For this reason, network security needs serious attention to improve the security of the service system (Lim, et al. 2019).

Things that affect the Security of system service include: 1) Information Security, 2) Information Technology, 3) Network. When it is related to Patient Satisfaction in Public Health Centers, it can be understood that Digital service quality is heavily influenced by Security of system service. The higher the security of the service system, the higher the quality of digital-based services so that it can increase patient confidence in using public health facilities.

Literature shows that the better the security of digital system, the better the customer satisfaction. Conversely, the lower the security of digital system on customer satisfaction.

To increase customer satisfaction, the aspect that needs to be improved is the security of digital systems.

4.5 Satisfaction with customer loyalty

From the several opinions above, it can be concluded that customer satisfaction is the emotional response of customers about health services and compares them with their expectations, when the service meets expectations, the customer will feel satisfied, but when the service does not match expectations, the customer will feel dissatisfied and disappointed (Efendi, et al. 2022).

Literature finds that, the higher the customer satisfaction, the higher the customer loyalty. The lower the customer satisfaction, the lower the customer loyalty. When managers want to increase customer loyalty, the most important aspect to improve is customer satisfaction.

5. CONCLUSION

First, digital service quality can increase patient loyalty. When digital service quality decreases, patient loyalty will also decrease. One way to increase patient loyalty is to improve digital service quality. The digital service quality developed includes responsiveness, suitability, security, facilities and empathy in health services.

Second, to improve digital service quality, the aspect that can be improved is the security of digital systems. When the security of digital system increases, patient loyalty will increase. The opposite applies, when the security of the digital system goes down, patient loyalty will go down. When the Public Health Center Manager wants to improve patient loyalty, the aspect that needs to be improved is the security of the digital system.

Third, when digital service quality increases, patient satisfaction will increase. Vice versa, when digital service quality decreases, patient satisfaction will decrease. Manager of Public Health Service Center When wanting to improve patient satisfaction, one aspect that needs to be improved is to improve digital service quality. Thus, digital service quality is an aspect that must be improved if patient satisfaction is desired to increase.

Fourth, the security of digital systems owned by public health service centers will increase patient satisfaction. The higher the security of the digital system owned by the public health service center, the higher the patient satisfaction will be achieved. Conversely, when the security of the digital system decreases, patient satisfaction will decrease. To increase patient satisfaction, one aspect that needs to be improved is to increase the security of the digital system.

Fifth, patient satisfaction increases, the higher patient loyalty. When patient satisfaction goes down, it is certain that patient loyalty will go down. So, to increase patient loyalty, the steps that need to be taken are to increase patient satisfaction.

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