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Analyze The Effect of Service Quality, The Role of Social Media Technology, and Company Reputation On Increasing Power Sales

Reza Ardiansyah
Universitas Airlangga, Indonesia
Email: reza10ardiansyah@gmail.com

*Correspondence: reza10ardiansyah@gmail.com

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ABSTRACT

The purpose of the research to identify effect of service quality, the role of social media technology, and company reputation on increasing power sales. This research is an explanatory research using hypothesis testing methods and quantitative approaches. The goal is to explain the causal relationship between one variable that affects another variable, namely independent variables in the form of service quality, the role of social media technology and company reputation on the dependent variable that is increased sales. Based on the discussion in the previous chapters and answering the problem formulation, research objectives and referring to the process and results of data analysis in this study, the following conclusions can be drawn: There is a positive and significant influence between service quality and increased electricity sales at PLN UP3 Ponorogo. There is a positive and significant influence between the role of social media technology and the increase in electricity sales at PLN UP3 Ponorogo. There is a positive and significant influence between the company's reputation and the increase in electricity sales at PLN UP3 Ponorogo.

Introduction

PT PLN (Persero) is an electricity SOE that continues to be committed and innovate to carry out a big mission to illuminate and move the country (Prabu Mangkunegara, 2015). Having a vision to become the leading power company in Southeast Asia, PLN is moving to become the customer's number one choice for Energy Solutions. PLN as a monopoly SOE (sole provider) in the field of electricity services, but the trend of electricity sales performance is still stagnant and does not grow significantly in 2022 (Amudha, Motha, Alamelu, Nalini, & Srinivasan, 2017).

Table-1 Power Sales Growth Trend

Year	Selling Energy (TWh)	Growth (TWh)	% Growth
2019	245,52		
2020	243,58	- 1,94	- 0,79%

2021	257,63	14,05	5,77%
2022	270,82	13,19	**5,12%**

Electricity sales in 2021 were recorded at 257.63 TWh or grew 5.77% compared to 2020 which was recorded at only 243.58 TWh or grew minus 0.79% compared to 2019. Of course, minus growth in 2020 is understandable considering that at that time there was an outbreak of the Covid-19 pandemic (Rao, Rao, Krishna, & Krishna, 2004). However, since the new normal era in 2021, electricity sales in 2022 were in fact only recorded at 270.82 TWh or only grew by 5.12% compared to 2021 (0.65% smaller). This is a condition that needs to be mitigated, because electricity is the basis driving the economic activity of the State. The size / small economic growth of a country is very closely related to the large / small growth of electrical energy (Alhusin, 2013).

The phenomenon that should occur today is a change in people's lifestyles, which previously relied on fuel-based energy to electrical energy, such as: the use of electric/battery-based vehicles, the use of electric electronic devices for cooking, etc. This of course should be a driving factor for increasing electricity consumption (Dessler & Phillips, 2017). In addition, PLN also continues to make various efforts to increase sales of electrical energy by supporting productive activities of the community. One of PLN's efforts is through the Electrifying Agriculture (EA) Program aimed at the agriculture, livestock and fisheries sectors. This program is designed to encourage the use of technology to increase the productivity of farmers or ranchers through the use of electrical energy (Flin, Mearns, O'Connor, & Bryden, 2020).

PLN UP3 Ponorogo as one of the granary areas of Electrifying Agriculture should be one of the regions that can contribute to better growth in electricity sales when compared to other regions (Kuo, Kao, Tang, & Tsai, 2023).

Through this research, we will analyze things that affect the high / low sales of electricity, especially at PLN UP3 Ponorogo, in this case the influence of service quality, the role of social media technology, and company reputation (Kuncoro, 2013).

In accordance with the formulation of the problem above, the goal to be achieved in this study is to know and analyze the effect of service quality on increasing electricity sales at PLN UP3 Ponorogo; Knowing and analyzing the influence of the role of media technology on increasing electricity sales at PLN UP3 Ponorogo; and Know and analyze the effect of company reputation on increasing electricity sales at PLN UP3 Ponorogo?

Research Methods

This research is an explanatory research using hypothesis testing methods and quantitative approaches. The goal is to explain the causal relationship between one variable that affects another variable, namely independent variables in the form of service quality, the role of social media technology and company reputation on the dependent variable that is increased sales (Cooper & Schindler, 2014).

Researchers collect data using survey methods using questionnaires as instruments to obtain data from research subjects in a short time. The survey method is an investigation method carried out on individuals or units simultaneously at the same time, both using samples and censuses (Azwar, 2003).

Population refers to the complete set of elements that are expected to be studied and from which conclusions can be drawn, where elements in the population are individual participants or objects chosen to be investigated. In this study, the population is all PLN UP3 Ponorogo customers. This population is determined according to the

purpose of the study, which is to analyze the increase in electric power sales. The sample is a subset of the total target population, and the sample size must be carefully selected to represent the population. After the sample is selected, the researcher needs to determine the characteristics of the respondents, the number of individuals to be interviewed, the selection of events and the number of events to be studied, or the amount of data to be analyzed. The sampling technique used in this study is probability sampling, which is by using a simple random sampling method where every element in the population has the same opportunity to be selected as a sample (Malhotra, Mukhopadhyay, Liu, & Dash, 2012). The sample size for this study was set at 10 respondents.

Results and Discussion

Overview of PT PLN (Persero) UP3 Ponorogo

PT PLN (Persero) Ponorogo Customer Service Implementation Unit is one of PLN's Implementing Units under PLN East Java Distribution Main Unit. PT. PLN (Persero) has a vision "To become the leading power company in Southeast Asia and the #1 customer choice for energy solutions" (Malhotra et al., 2012). The achievement of this vision will be carried out through four missions, namely running the electricity business and other related fields, oriented to customer satisfaction, company members and shareholders; making electric power a medium to improve the quality of people's lives; strive for electric power to be a driver of economic activity; and carry out environmentally sound business activities (Mathis & Jackson, 2022).

Research Instrument Test Results

Validity Test Results

Testing the validity of research instruments is carried out to measure the validity or absence of a questionnaire. A questionnaire is said to be valid if it has a correlation coefficient (r) value of ≥ 0.300. The number of respondents in this validity test is 30 samples. The results of the research instrument validity test are presented in Table 1 below (Mondy, Noe, & Mondy, 2015). Based on Table 1, it can be seen that all statement items on the research instrument used to measure the variables of transformational leadership, organizational citizenship behavior, work motivation, and employee performance have a correlation coefficient value greater than 0.300. This means that the statement item is valid and worthy of use as a research instrument (Rijanto, 2010).

Table 2 Recapitulation of Research Instrument Validity Test Results

Variable (Dimensions)	Sub Dimension	Indicators	Coefficient Correlation	Coefficient Border	Information
Quality of Service (X1)	X1.1	X1.1.1	0,922	0,300	Valid
		X1.1.2	0,889	0,300	Valid
		X1.1.3	0,937	0,300	Valid
	X1.2	X1.2.1	0,920	0,300	Valid
		X1.2.2	0,953	0,300	Valid
		X1.2.3	0,924	0,300	Valid
	X1.3	X1.3.1	0,977	0,300	Valid
		X1.3.2	0,962	0,300	Valid
		X1.3.3	0,948	0,300	Valid
	X1.4	X1.4.1	0,959	0,300	Valid
		X1.4.2	0,919	0,300	Valid
		X1.4.3	0,973	0,300	Valid
The Role	X2.1	X2.1.1	0,869	0,300	Valid

of Social Media Technology (X2)		X2.1.2	0,827	0,300	Valid
		X2.1.3	0,826	0,300	Valid
	X2.2	X2.2.1	0,928	0,300	Valid
		X2.2.2	0,928	0,300	Valid
		X2.2.3	0,812	0,300	Valid
	X2.3	X2.3.1	0,922	0,300	Valid
		X2.3.2	0,901	0,300	Valid
		X2.3.3	0,846	0,300	Valid
	X2.4	X2.4.1	0,926	0,300	Valid
		X2.4.2	0,909	0,300	Valid
		X2.4.3	0,882	0,300	Valid
Company Reputation (X3)	X3.1	X3.1.1	0,851	0,300	Valid
		X3.1.2	0,856	0,300	Valid
		X3.1.3	0,852	0,300	Valid
	X3.2	X3.2.1	0,902	0,300	Valid
		X3.2.2	0,767	0,300	Valid
		X3.2.3	0,882	0,300	Valid
	X3.3	X3.3.1	0,971	0,300	Valid
		X3.3.2	0,972	0,300	Valid
		X3.3.3	0,902	0,300	Valid
	X3.4	X3.4.1	0,943	0,300	Valid
		X3.4.2	0,924	0,300	Valid
		X3.4.3	0,902	0,300	Valid
Increase in Sales (Y)	Y1	X1.1	0,859	0,300	Valid
		X1.2	0,940	0,300	Valid
		X1.3	0,965	0,300	Valid
	Y2	X2.1	0,986	0,300	Valid
		X2.2	0,982	0,300	Valid
		X2.3	0,961	0,300	Valid
	Y3	X3.1	0,952	0,300	Valid
		X3.2	0,924	0,300	Valid
		X3.3	0,971	0,300	Valid
	Y4	X4.1	0,911	0,300	Valid
		X4.2	0,933	0,300	Valid
		X4.3	0,953	0,300	Valid

Reliability Test Results

Reliability testing of research instruments is carried out to measure the extent to which the questionnaires used in the study are trustworthy or reliable. Reliability tests are performed by calculating Cronbach's Alpha. A construct or variable is said to be reliable if it has a Cronbach's Alpha value of > 0.700. The number of respondents in this reliability test is 30 samples (Sekaran & Bougie, 2017). The results of the reliability test of the research instrument are presented in Table 2 below. Based on Table 4.2 it can be seen that all research instruments have a Cronbach's Alpha coefficient greater than 0.700. This means that all variables have met the requirements of reliability or reliability so that they can be used as research instruments (Tsiotsou & Diehl, 2022).

Table 3 Recapitulation of Research Instrument Validity Test Results

Variable	Dimension	Sub Dimensions	Cronbach's Alpha	Limit coefficient	Information
Quality Service	X1	X1.1	0,826	0,700	Reliable
		X1.2	0,928	0,700	Reliable
		X1.3	0,928	0,700	Reliable
		X1.4	0,812	0,700	Reliable
		X2.1	0,922	0,700	Reliable
		X2.2	0,901	0,700	Reliable
		X2.3	0,846	0,700	Reliable
		X2.4	0,926	0,700	Reliable
		X2.1	0,909	0,700	Reliable
		X2.2	0,882	0,700	Reliable
		X2.3	0,851	0,700	Reliable
		X2.4	0,856	0,700	Reliable
		Y1	0,852	0,700	Reliable
		Y2	0,902	0,700	Reliable
		Y3	0,867	0,700	Reliable
		Y4	0,903	0,700	Reliable

Based on Table 2 it can be seen that all research instruments have a Cronbach's Alpha coefficient greater than 0.700. This means that all variables have met the requirements of reliability or reliability so that they can be used as research instruments (Wulandari, Suratman, & Pahlevi, 2019).

Descriptive Analysis

Based on the data that has been collected, answers from respondents have been recapitulated and then analyzed to find out respondents' research on items Service Quality, the Role of Social Media Technology, Company Reputation and Sales Improvement.This data analysis goes through two stages, namely descriptive analysis and quantitative analysis. The categories of each interval are as follows:

Table 4 Scale Intervals

Interval	Information
1.00 to 1.79	Very bad
1.80 to 2.59	Bad
2.60 to 3.39	Good enough
3.40 to 4.19	Good
4.20 to 5.00	Excellent

Descriptive Statistics of Service Quality Variables

The following is respondent's assessment of Service Quality:

Table 5 Respondents' Assessment of Service Quality

No.	Variable Items	Mean	Category
1.	How you rate quality services you received from us during the last time period?	4,23	Excellent
2.	Do you feel our service meets or even exceeds expectations You?	3,61	Good
3.	How satisfying you are with the speed of	3,56	Good

	response and resolution of problems When interacting with our services?		
4.	How well our staff provide assistance or guidance to you during service process?	4,02	Good
5.	Do you feel that we really pay attention to the needs and	3,21	Good enough
No.	Variable Items	Mean	Category
	your desires during interaction with Our service?		
6.	Do you feel that our service provide significant added value to your needs or wants?	3,91	Good
7.	Do you feel treated in a way? individual and according to your preferences?	4,23	Excellent
8.	What is your level of trust in the consistency of our services Give it from time to time?	4,24	Excellent
9.	Do you feel your experience is consistent every time you interact with we?	3,88	Good
10.	How easily you navigate our services, including websites, apps, or other online platforms?	4,30	Excellent
11	How do you assess the ability of our staff to provide adequate solutions to problems or questions You?	4,20	Excellent
No.	Variable Items	Mean	Category
12	Do you feel they have Enough knowledge and skills to handle your needs?	4,18	Good
13	The extent to which you feel included in Our service delivery process?	4,01	Good
	Average	**3,98**	**Good**

Descriptive Statistics of Social Media Technology Role Variables

The following is respondents' assessment of the Role of Social Media Technology:

Table 6 Respondents' Assessment of the Role of Social Media Technology

No.	Variable Items	Mean	Category
.	How do you see the role of social media technology in shaping and influencing your day-to-day social relationships? day?	4,22	Excellent
2.	How social media technology affects the way you consume information and news?	4,06	Good

3.	In the context of work or business, to the extent of where do you see the role of social media in building a personal or professional brand?	4,16	Good
No.	Variable Items	Mean	Category
4.	How do you see the role of social media technology in providing a platform for self-expression and voicing opinion?	4,11	Good
5.	How social media plays a role in connecting you with a particular trend or lifestyle?	4,09	Good
6.	How is your experience in using social media as a tool to voice the issues that you care?	4,24	Excellent
	Average	**4,15**	**Good**

Descriptive Statistics of Company Reputation Variables

The following is respondents' assessment of Company Reputation:

Table 7 Respondents' Assessment of Company Reputation

No.	Variable Items	Mean	Category
1.	How do you assess reputation Our company in terms of the quality of products or services provided?	3,93	Good
No.	Variable Items	Mean	Category
2.	How do you assess transparency Companies in communicating their values, ethics, and performance?	4,24	Excellent
3.	How do you think our company can improve or maintain his reputation in the industry?	4,30	Excellent
4.	How do you think our company can leverage its reputation to improve marketing strategies and Sales?	4,04	Good
5.	How do you measure or assess The company's success in establishing and maintaining its reputation in the market?	3,91	Good
	Average	3,98	4,08

Descriptive Statistics of Sales Increase Variables

The following is respondents' assessment of Increased Sales:

Table 8 Respondents' Assessment of Sales Increase

No.	Variable Items	Mean	Category
1.	How do you rate on availability and completeness of information on our products or services in support	4,29	Good
No.	Variable Items	Mean	Category
	Purchasing decisions and potential sales increases?		
2.	How do you assess the role of our company's marketing strategy in increasing consumer awareness of Our products or services?	3,87	Good

3.	How do you assess the use of technology and digital platforms that have been provided by us to be able to Support a sales improvement strategy?	4,04	Good
4.	How do you assess our corporate branding campaigns in creating a positive impression that can be done? Influencing purchasing decisions?	4,32	Good
	Average	4,13	Good

Classical Assumption Test

Normality Test

The normality test aims to test whether in the regression model the dependent variable and the independent variable have a normal distribution or not. A good regression model is to have a normal or near-normal data distribution (Ghozali, 2017). To test normality, you can analyze by looking at the probability value. The basis for decision making is that if the probability value is >0.05, then the regression model satisfies the assumption of normality. The results of the normality test with the Kolmogorov Smirnov Test are as follows:

Table 9 Normality Test Results with *Kolmogorov Smirnov Test*

Variable	Sig.	*Level of Significant*	Information
Residual1	0.093	0,05	Usual

Based on the results of the normality test with *the Kolmogorov Smirnov Test* above, it can be seen that the probability value > 0.05, then the regression model meets the normality assumption. Likewise, when viewed from the diagonal axis of *the Normal Probability Plot, the* diagram diagram shows the data spread around the diagonal line, so the regression model satisfies the assumption of normality.

Multicollinearity Test

A multicollinearity test is a state in which one or more independent variables can be expressed as a linear combination of other independent variables. One of the assumptions of classical linear regression is the absence of no *perfect multicollinearity*. A regression model is said to be exposed to multicollinearity when there is a *perfect* or *exact linear relationship* between some or all independent variables. As a result, it will be difficult to see the influence of individual independent variables on non-free variables (Ghozali, 2017). The detection of multicollinearity in this study was carried out by the VIF method. Test criteria :

If VIF > 5, then Ho is rejected

If VIF < 5, then Ho is accepted

The results of the multicollinearity test with the VIF method are as follows:

Table 10 Multicollinearity Test Results with VIF Method

Variable	VIF	Critical Value	Information
Quality of Service	2.817	5	Not exposed to multicollinearity
The Role of Social Media Technology	2.986	5	Not exposed to multicollinearity
Company Reputation	1.182	5	Not exposed to multicollinearity

This means that all independent variables do not occur multicollinearity, so they do not refract the interpretation of the results of regression analysis.

Heteroscedasticity Test

Homoscedasticity is a situation where the variance (σ2) of the disturbance term is the same for all observations of X. Deviation from this assumption is called heteroscedasticity, that is, if the variance value (σ2) of the non-free variable (Yi) increases as a result of increasing variance of the independent variable (Xi), then the variance of Yi is not the same (Insukindro, 2016: 62). The detection of heteroscedasticity in this study was carried out by the spearman rank method. You do this by looking at the probability value of > 0.05, so it is not exposed to heteroscedasticity (Ghozali, 2017).

The results of the heteroscedasticity test with spearman rank are as follows:

Table 11 Heteroscedasticity Test Results with Spearman Rank

Variable	Sig.	Critical Value	Information
Quality of Service	0,890	0,05	Homoscedasticity
The Role of Social Media Technology	0,315	0,05	Homoscedasticity
Company Reputation	0,312	0,05	Homoscedasticity

Based on the results of the heteroscedasticity test using *spearman rank* , it can be seen that the probability value > 0.05. This means that the estimated model is free of heteroscedasticity.

Hypothesis Testing Results

Quantitative analysis is an analysis that uses numbers. In this study, the analytical tool used is Multiple Linear Regression Analysis with the aim of determining the influence of Service Quality, the Role of Social Media Technology, and Company Reputation on Increasing Electric Power Sales.

Multiple Linear Regression Analysis

To find out how the effect of Service Quality, the Role of Social Media Technology, and Company Reputation on Increasing Power Sales is used Multiple Liniear Regression Test, with results as shown in the following table.

Table 12 Multiple Linear Regression

Type		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7.729	6.031	
	Quality of Service	.603	.301	.221
	The Role of Social Media Technology	.846	.180	.534
	Company Reputation	.336	.148	-.162

Based on the results of multiple linear regression tests between independent variables, namely, Service Quality, the Role of Social Media Technology, and Company Reputation on Increasing Power Sales, the regression equation can be arranged as follows:

Y = 7.729 + 0.603 X1 + 0.846 X2 + 0.336 X3 + e

Based on the results of data analysis and regression equations, it can be concluded about the following:

a. A constant value of 7.729 indicates the pure value of the variable Increase in Sales (Y) without being influenced by independent variables;
b. The regression value (β1) of Service Quality of 0.603 indicates that there is a

contribution of the Service Quality variable, meaning that if the Service Quality variable is increased or increased by 1 (one) unit, there will be an increase in the Sales Increase variable by the regression value;

c. The regression value (β2) of the Role of Social Media Technology of 0.846 indicates that there is a contribution to the variable Role of Social Media Technology, meaning that if the variable of the Role of Social Media Technology increases by 1 (one) unit, it will be followed by an increase in the variable Increase in Sales by the regression value; and
d. The regression value (β3) of Company Reputation of 0.336 shows that there is a contribution to the Company Reputation variable, meaning that if the Company Reputation variable is lowered by 1 (one) unit, there will be an increase in the Sales Increase variable by the regression value.

Significant Test t (Test t)

a. Testing the effect of Service Quality variables on Sales Increase variables.

H1 : Quality of Service has a positive effect on Increasing Sales

With the real level (probability) = 5% = 0.05 and from the results of Multiple Regression obtained sig t-calculate value = 0.048.

Conclusion:

Based on the results of data processing, the sig $_{\text{t-count value}}$ (0.048) < *Level of Significant* (0.05) and with a positive regression coefficient, Ho is accepted or Ha is rejected, so it can be concluded that the Service Quality variable has a positive and insignificant effect on Increasing Sales, so **Hypothesis 1 is accepted.**

b. Testing the effect of the variable Role of Social Media Technology on Increasing Sales.

H2: The Role of Social Media Technology Positively Affects Sales Increase

With the real level (probability) = 5% = 0.05 and from the results of Multiple Regression obtained sig $_{\text{t-calculate}}$ value = 0.032.

Conclusion:

Based on the results of data processing, the sig $_{\text{t-count value}}$ (0.032) < *Level of Significant* (0.05) and with a positive regression coefficient, H0 is rejected or Ha is accepted, so it can be concluded that the variable Role of Social Media Technology has a positive effect on Increasing Sales, so **Hypothesis 2 is accepted.**

c. Testing the effect of Company Reputation variables on Increasing Sales.

H3 : Company Reputation negatively affects Sales Increase With real level (probability) = 5% = 0.05 and from the results of Multiple Regression obtained sig $_{\text{t-calculate}}$ value = 0.016.

Conclusion:

Based on the results of data processing, the sig $_{\text{t-count value}}$ (0.016) < *Level of Significant* (0.05) and with a negative regression coefficient, H0 is rejected or Ha is accepted, so it can be concluded that the Company Reputation variable has a negative effect on Increasing Sales, so **Hypothesis 3 is accepted**.

Coefficient of Determination (Test R2)

R2 (Coefficient of Determination) is used to determine how much the ability of the independent variable to explain comprehensively the dependent variable. The value of R2 (Coefficient of Determination) has a *range* between 0-1. The greater R2 indicates the greater the ability of the independent variable to explain the dependent variable.

Table 13 Coefficient of Determination

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768a	.589	.563	6.36928
Predictors: (Constant), Quality of Service, Role of Social Media Technology, Company Reputation				

The results of regression with the OLS method obtained R2 (Coefficient of Determination) of 0.589, meaning that the variable of Sales Increase can be explained by system variables Service Quality, Role of Social Media Technology, and Company Reputation simultaneously by 58.9%, while the remaining 41.1% is explained by other variables outside the model.

Conclusion

Based on the discussion in the previous chapters and answering the problem formulation, research objectives and referring to the process and results of data analysis in this study, the following conclusions can be drawn:

There is a positive and significant influence between service quality and increased electricity sales at PLN UP3 Ponorogo.

There is a positive and significant influence between the role of social media technology and the increase in electricity sales at PLN UP3 Ponorogo.

There is a positive and significant influence between the company's reputation and the increase in electricity sales at PLN UP3 Ponorogo.

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