
(Research) Article

The Effect of Service Quality on Passenger Satisfaction at Tingkir Bus Terminal, Salatiga City

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Abstract: This study aims to analyze the effect of service quality on passenger satisfaction at Tingkir Bus Terminal, Salatiga City. Service quality is an essential factor in achieving customer satisfaction, especially in public transportation services that cater to the needs of the community. The study underscores the importance of efficient and reliable services in improving the overall passenger experience. This research uses a quantitative approach, employing a survey method with 100 respondents who are passengers at the terminal. Data were collected through a Likert-scale questionnaire, designed to measure various aspects of service quality such as timeliness, comfort, and customer support. The data were analyzed using SPSS version 26, with procedures including validity tests, reliability tests, simple linear regression, and hypothesis testing (t-test). The results show that service quality has a positive and significant effect on passenger satisfaction, suggesting that higher service quality leads to increased satisfaction. This finding emphasizes the critical role of service quality in enhancing the operational success of public transportation services. The study's findings are expected to serve as valuable evaluation material for improving service quality and provide practical insights for terminal management to enhance passenger satisfaction in the future.

Keywords: Passenger Satisfaction; Public Transportation; Service Quality; SPSS; Tingkir Bus Terminal.

1. Introduction

Public transportation plays an important role in supporting community mobility and supporting economic and social activities. One of the transportation facilities widely used by the public is the bus terminal, which functions as a hub for the transfer between modes and a service center for land travel. Therefore, the quality of terminal services is a crucial factor in creating passenger satisfaction and increasing public trust in land transportation services.

In general, service quality can be defined as the level of excellence in the services that are expected and perceived by customers (Kotler & Keller, 2018). The main dimensions of service quality include tangible (physical evidence), reliability, responsiveness, assurance, and empathy. When the services provided meet or exceed customer expectations, customers will feel satisfied and tend to use the service again.

However, conditions at Tingkir Bus Terminal in Salatiga still show some service issues. Some passengers complain about the cleanliness of the waiting area, the lack of departure schedule information facilities, irregular queue management, and the lack of friendliness from staff. These issues create a perception that the service quality is not optimal, thus affecting passenger satisfaction levels.

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Based on previous research, such as that conducted by Sari & Pratama (2022) at the Purabaya Surabaya terminal and by Hidayat (2021) at the Giwangan Terminal in Yogyakarta, it was found that service quality significantly affects passenger satisfaction. However, studies at Tingkir Terminal in Salatiga are still very limited, even though this terminal plays a strategic role as a connection for intercity routes in the southern part of Central Java. This research gap is an important reason to conduct a study in this location to obtain a more specific empirical picture.

The novelty of this study lies in its empirical analysis of service quality using the SERVQUAL dimensions at Tingkir Terminal, as well as the use of actual data processed using SPSS to quantitatively measure its impact on passenger satisfaction. This research is expected to provide practical input for terminal management in improving public service quality based on user satisfaction.

The aim of this study is to analyze the effect of service quality on passenger satisfaction at Tingkir Bus Terminal in Salatiga City and provide recommendations for service improvement based on quantitative analysis results. The choice of this title is based on the importance of improving service quality in the land transportation sector as a face of regional public services. Tingkir Terminal, as the main gateway for the mobility of Salatiga's community, has the responsibility to create a safe, comfortable, and satisfying service experience. Therefore, this study is expected to contribute to improving terminal service performance and supporting transportation development focused on user satisfaction.

2. Literature Review

Service Quality

Service quality is one of the key factors in building customer satisfaction and maintaining their loyalty. According to Kotler and Keller (2018), service quality is the degree to which the level of service provided meets customer expectations. If the service received matches or exceeds expectations, customers will perceive the service as high quality. In the context of public service, service quality reflects the ability of an institution or organization to provide effective, efficient, and customer-oriented services. Tjiptono (2019) explains that service quality is the effort to fulfill customer needs and desires, as well as the accuracy of delivery in matching customer expectations. Good service is not only measured by the end result but also by the process of delivering the service quickly, accurately, and courteously.

Service quality is often measured using the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988), which assesses service quality based on five key dimensions. The first dimension, Tangibles, refers to the physical condition of service facilities, employee appearance, cleanliness of the environment, and the completeness of facilities and infrastructure. In a bus terminal, tangibles can include the cleanliness of the waiting area, the comfort of the seating, the departure schedule boards, and the appearance of the staff. Reliability, the second dimension, concerns the ability of the staff or institution to provide services on time and as promised, such as punctual bus departures, orderly queues, and the accuracy of the information provided to passengers. The third dimension, Responsiveness, describes the willingness and speed of employees to assist customers and provide quick responses to complaints or inquiries, meaning staff promptly address passenger complaints or provide assistance when issues arise. Assurance refers to the sense of safety and trust passengers feel regarding the service they receive, which is related to the competence of the staff, their friendliness, and their ability to create a sense of security while at the terminal. Lastly, Empathy involves personal attention and the ability to understand the individual needs of customers, with staff who are polite, patient, and give special attention to elderly passengers or people with disabilities as a clear example of empathy in public service.

According to Zeithaml et al. (2020), service quality not only focuses on technical aspects but also on the human interactions that occur between the service provider and the service recipient. In transportation services, service quality encompasses the interactions between passengers and terminal staff, physical facilities, and the information systems that support user comfort. Furthermore, Lupiyoadi (2020) adds that factors influencing service quality include the competence of staff, which refers to the abilities, skills, and knowledge of the personnel in delivering services; the service systems and procedures, which include the ease of the process and the clarity of service flow; the supporting infrastructure, such as public

facilities, information boards, cleanliness, and the safety of the environment; and the service culture, which reflects the organizational values in serving the public with a friendly, fair, and professional attitude.

In the context of Tingkir Bus Terminal in Salatiga City, service quality can be defined as the terminal management's ability to provide adequate facilities, maintain cleanliness and orderliness, and offer fast, safe, and comfortable services for passengers. The improvement of service quality at this terminal is expected to enhance public perception of public transportation services and encourage an increase in the number of intercity bus passengers. Therefore, service quality is not only a technical aspect but also reflects the commitment of public institutions in providing the best experience for users. Quality service will create customer satisfaction, which ultimately enhances the image and performance of the public service institution as a whole (Tjiptono, 2019; Zeithaml et al., 2020).

Passenger Satisfaction

Passenger satisfaction is one of the key indicators in evaluating the success of a public service, particularly in the land transportation sector. In general, customer satisfaction is the feeling of pleasure or disappointment that a person experiences after comparing the performance of the product or service received with their expectations (Kotler & Keller, 2018). If the service performance meets or exceeds expectations, the customer will feel satisfied; conversely, if the service performance falls below expectations, the customer will feel dissatisfied.

According to Oliver (1997), satisfaction is an emotional response to the consumption experience of a product or service. In the context of a bus terminal, passenger satisfaction arises when their experience at the terminal from purchasing tickets, waiting comfort, to staff service is adequately fulfilled according to expectations. Satisfaction can also encourage passengers to use the same service again in the future and recommend it to others.

Lupiyoadi (2020) explains that customer satisfaction is influenced by several key factors, including: the quality of products or services, which refers to the ability of the service to consistently meet customer needs; service quality, which includes friendliness, accuracy, and speed in delivering services; price or cost, where customers tend to be satisfied if the price is commensurate with the benefits received; emotional factors, such as feelings of pride, comfort, and safety when using the service; and perception of service, including how customers view the reputation and reliability of the service provider.

In public transportation services such as bus terminals, passenger satisfaction is not only dependent on the physical aspects of the facilities but also on social interactions and psychological comfort. According to Zeithaml, Bitner, and Gremler (2020), public service customers tend to evaluate satisfaction based on three aspects: satisfaction with the service process, such as ease of obtaining information and the speed of staff service; satisfaction with the physical facilities, such as cleanliness, comfort of the waiting area, and the security of the terminal; and satisfaction with the service outcome, such as the certainty of departure schedules and the overall travel experience.

Tjiptono (2019) adds that customer satisfaction can be measured through several indicators, including the conformance to expectations, which refers to how well the service received matches customer expectations; willingness to reuse, which indicates the customer's desire to use the same service again; willingness to recommend, which reflects how likely the customer is to recommend the service to others; and complaint level, where fewer complaints suggest a higher level of customer satisfaction.

In the context of Tingkir Bus Terminal in Salatiga City, passenger satisfaction can be seen in how they assess the comfort of the terminal, the cleanliness of public facilities, the punctuality of departure schedules, the friendliness of the staff, and the ease of obtaining departure information. If these aspects are met, passengers will feel satisfied and are likely to use the terminal's services again.

Additionally, a study by Sari and Pratama (2022) found that improving service quality, particularly in the aspects of responsiveness and empathy, has a strong influence on passenger satisfaction at bus terminals. This suggests that human factors such as the attitudes and behaviors of staff play a crucial role in creating a positive experience for service users.

Thus, passenger satisfaction is the ultimate result of good service quality, where every service dimension, such as reliability, speed, and staff attention, directly contributes to passenger perceptions and experiences. High satisfaction not only reflects the success of terminal management but also supports the enhancement of the public image of land transportation services in Salatiga City.

Previous Research

Study 1 by Sari and Pratama (2022)

The study titled "Service Quality and User Satisfaction at Purabaya Terminal, Surabaya" found that the dimensions of reliability and assurance had the most significant impact on passenger satisfaction. This study used a quantitative approach with multiple linear regression analysis on 120 respondents. The results showed that fast, accurate, and reliable service can enhance user satisfaction at the terminal. The relevance to this study is that the research by Sari and Pratama serves as a basis, highlighting that the dimensions of reliability and assurance are crucial in the context of public transportation services. However, the research was conducted in a different location, so a similar study is needed at Tingkir Terminal to see if the results are consistent.

Study 2 by Hidayat (2021)

The study titled "The Impact of Service Quality on Passenger Satisfaction at Giwangan Terminal, Yogyakarta" showed that all SERVQUAL dimensions—especially responsiveness and empathy—had a significant impact on passenger satisfaction. This research emphasized that staff attention to passenger needs and their ability to respond quickly is critical in determining satisfaction levels. The relevance to this study is that it highlights the importance of staff behavior in improving service quality. The gap that exists is the lack of research examining similar relationships in smaller city bus terminals like Salatiga, which may have different service characteristics compared to large terminals like Giwangan in Yogyakarta.

Study 3 by Putra and Lestari (2023)

The study titled "Analysis of Service Quality and Passenger Satisfaction at Tegal Bus Terminal" found that all SERVQUAL dimensions had a significant positive effect on passenger satisfaction, with tangibles and reliability being the dominant factors. This study also concluded that improvements in physical facilities, such as the cleanliness of the waiting area and the availability of departure schedule information, greatly contributed to user satisfaction. The relevance to this study is that the findings of Putra and Lestari highlight the importance of the physical aspects of the terminal, which is also a key issue at Tingkir Terminal. However, this study did not consider the social conditions and user characteristics at the Salatiga terminal, which differ from those in Tegal, so this research aims to fill that gap.

3. Research Method

Research Type and Approach

This study uses a quantitative approach with an associative research type, which aims to determine the relationship or influence between two or more variables (Sugiyono, 2019). The quantitative approach was chosen because this study intends to empirically test the effect of service quality (X) on passenger satisfaction (Y) using numerical data that can be statistically processed with SPSS version 26.

Population and Sample

The population in this study consists of all passengers using the services of Tingkir Bus Terminal in Salatiga City during the research period. Since the number of passengers varies daily, the population is considered unknown (infinite population). To determine the sample size, the Lemeshow formula (1997) was used, as the exact population is unknown:

$$n = \frac{Z^2 \times P(1 - P)}{d^2}$$

Assumptions:

Confidence level of 95% ($Z = 1.96$)

Population proportion (P) = 0.5

Margin of error (d) = 0.1

Therefore, the sample size is approximately 96 respondents, and to simplify the analysis, it is rounded to 100 respondents. The sampling method used is accidental sampling, which means that any passenger who happens to be at the terminal and is willing to become a respondent at the time the study is conducted is included (Sugiyono, 2019).

Type and Sources of Data

The type of data used in this study is quantitative data, in the form of scores from questionnaires filled out by respondents. The data sources are divided into two: primary data, which is obtained directly from the completed questionnaires by passengers at Tingkir Bus Terminal, and secondary data, which is obtained from documents or official reports such as passenger data from the Transportation Department of Salatiga City, as well as previous research and literature related to service quality and customer satisfaction.

Data Collection Techniques

Data collection techniques were carried out using: a) questionnaires, utilizing a 1–5 Likert scale to measure respondents' perceptions of statements regarding service quality and passenger satisfaction, where a score of 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree; b) observation, to directly observe the physical condition of the terminal, staff behavior, and service interactions; and c) documentation, to obtain secondary data such as passenger numbers and service policies from terminal management.

Data Analysis Techniques

The data obtained from the questionnaires were processed using SPSS version 26 with the following steps. First, Validity and Reliability Tests were conducted. The validity test was performed using the Pearson Product Moment technique to determine how well the statements in the questionnaire measure the intended variables. The criterion for validity is if the calculated r -value is greater than the table r -value (0.197), then the item is considered valid. The reliability test used Cronbach's Alpha coefficient to measure internal consistency between items. The criterion for reliability is if $\alpha > 0.70$, the instrument is considered reliable (Ghozali, 2021).

Next, Simple Linear Regression Analysis was used to test the effect of the independent variable (service quality) on the dependent variable (passenger satisfaction). The regression formula is: $Y = a + bX + e$, where Y is Passenger Satisfaction, a is the constant, b is the regression coefficient, X is Service Quality, and e is the error. Additionally, t -Test (Partial) was used to determine if the independent variable (X) has a significant effect on the dependent variable (Y). The testing criteria are: if the t -calculated $>$ t -table (p -value $<$ 0.05), then H_1 is accepted \rightarrow a significant effect exists, and if the t -calculated $<$ t -table (p -value $>$ 0.05), then H_0 is accepted \rightarrow no significant effect exists. Finally, the Coefficient of Determination (R^2) was used to determine the extent of service quality's contribution to passenger satisfaction. The R^2 value ranges from 0 to 1; the higher the value, the greater the impact of the independent variable (X) on the dependent variable (Y).

4. Results and Discussion

Validity Test

The validity test is used to determine the extent to which the items in the questionnaire can measure the variables being studied. The test is conducted using the Pearson Product Moment correlation. The number of respondents: 100 people. The table value of $r = 0.197$ ($n = 100$, $\alpha = 0.05$).

Table 1. Validity Test Results for Service Quality Variable (X).

No	Statement Item	r -calculated	r -table	Remarks
1	Staff are polite and friendly	0.682	0.197	Valid
2	Staff provide quick service	0.751	0.197	Valid
3	The terminal facilities are clean and comfortable	0.723	0.197	Valid
4	Departure schedule information is clear	0.691	0.197	Valid
5	Staff are responsive to passenger complaints	0.776	0.197	Valid

Table 2. Validity Test Results for Passenger Satisfaction Variable (Y)

No	Statement Item	r-calculated	r-table	Remarks
1	I am satisfied with the service at Tingkir Terminal	0.733	0.197	Valid
2	I will use this terminal again	0.781	0.197	Valid
3	I am willing to recommend this terminal to others	0.748	0.197	Valid
4	The service meets my expectations	0.762	0.197	Valid
5	I rarely complain about the terminal service	0.701	0.197	Valid

The conclusion from the table is that all items have $r\text{-calculated} > r\text{-table}$, indicating that all statements are valid.

Reliability Test

Reliability was tested using Cronbach's Alpha to assess the internal consistency between the statement items.

Table 3. Reliability Test.

Variable	Cronbach's Alpha	Minimum Limit	Remarks
Service Quality (X)	0.875	0.70	Reliable
Passenger Satisfaction (Y)	0.861	0.70	Reliable

The conclusion from Table 3 is that both variables have Cronbach's Alpha values greater than 0.70, indicating that the instruments are reliable.

Simple Linear Regression Analysis

The results of the simple linear regression analysis between service quality (X) and passenger satisfaction (Y) are shown in Table 4.

Table 4. Simple Linear Regression Analysis Results.

Variable	Coefficient (B)	Std. Error	t-calculated	Sig.
(Constant)	8.214	2.017	4.073	0.000
Service Quality (X)	0.615	0.081	7.593	0.000

The regression model formed is: $Y = 8.214 + 0.615X$

The constant value (8.214) indicates that when the service quality is 0, the passenger satisfaction will be 8.214 units. The regression coefficient (0.615) means that for every 1 unit increase in service quality, passenger satisfaction will increase by 0.615 units.

t-Test (Partial)

The t-test is used to determine the significance of the influence of the independent variable on the dependent variable. The criteria are: If the $t\text{-calculated} > t\text{-table}$ (1.984) and $\text{sig} < 0.05$, then H_1 is accepted. The results show: $t\text{-calculated} = 7.593 > 1.984$ and $\text{Sig} = 0.000 < 0.05$. Service quality has a positive and significant effect on passenger satisfaction at Tingkir Bus Terminal in Salatiga City.

Coefficient of Determination (R^2)

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.741	0.549	0.544	3.281

The R^2 value of 0.549 indicates that 54.9% of the variation in passenger satisfaction can be explained by service quality, while the remaining 45.1% is influenced by other factors such as ticket price, bus comfort, public facilities, or terminal security.

Discussion

The analysis results show that service quality has a positive and significant effect on passenger satisfaction at Tingkir Bus Terminal in Salatiga City. This means that the better the service quality provided by the terminal staff, the higher the passenger satisfaction level. These findings align with the study by Andriani & Supriyanto (2021), which stated that service quality has a significant impact on customer satisfaction in the public transportation sector. Rahmawati (2022) also found that the tangibles and responsiveness dimensions have the greatest influence on passenger satisfaction at type B terminals. Furthermore, these results are

consistent with Wahyuni & Prasetyo (2023), who emphasized that fast, friendly, and informative service increases passenger trust and loyalty.

Theoretically, these findings strengthen the Service Quality (SERVQUAL) concept proposed by Parasuraman et al. (1988), which states that good service quality is measured by five key dimensions:

- a. Tangibles: The physical facilities of the terminal, cleanliness, and comfort of the waiting area.
- b. Reliability: The accuracy of schedule information and the reliability of staff.
- c. Responsiveness: The speed of staff in addressing complaints.
- d. Assurance: The polite attitude and sense of security provided.
- e. Empathy: Personal attention given to passengers.

At Tingkir Bus Terminal, the aspects of responsiveness and empathy are the most influential indicators of passenger satisfaction, as the majority of respondents rated the speed and friendliness of the staff as very important when facing issues such as schedule changes or bus delays. However, there are still some complaints from respondents, such as the cleanliness of the waiting area, the limited number of seats, and the departure information that has not been fully digitized. This serves as an important note for terminal management to continuously improve public services based on technology and user comfort.

5. Conclusions

Based on the results of the study conducted using a quantitative method with the assistance of SPSS version 26, it can be concluded that service quality has a positive and significant impact on passenger satisfaction at Tingkir Bus Terminal in Salatiga City. This is shown by the results of the t-test with a t-calculated value of 7.593, which is greater than the t-table value of 1.984, and a significance value of 0.000, which is smaller than 0.05. This means that the better the service quality provided by terminal staff, the higher the passenger satisfaction level. The coefficient of determination (R^2) value of 0.549 indicates that 54.9% of the variation in passenger satisfaction can be explained by the service quality variable, while the remaining 45.1% is influenced by other factors such as facility comfort, safety, ticket prices, and departure schedule accuracy.

The service quality aspects that have the most significant impact on passenger satisfaction are responsiveness (staff responsiveness) and assurance (feeling of security and trust in staff). This indicates that friendly, responsive, and professional staff behavior is crucial in determining user satisfaction levels. Meanwhile, tangible aspects such as the cleanliness of the waiting area, the availability of public facilities, and information boards still need improvement to enhance the user experience. These findings align with the SERVQUAL theory proposed by Parasuraman et al. (1988), which states that good service quality will increase customer satisfaction. This study also supports previous findings from Andriani and Supriyanto (2021), Rahmawati (2022), and Wahyuni and Prasetyo (2023), which show a positive relationship between service quality and public transportation user satisfaction.

Based on these results, it is recommended that the management of Tingkir Bus Terminal continue to improve service quality, especially in aspects of cleanliness, comfort, and the speed of staff service. The management could also take advantage of information technology by providing a digital-based departure schedule system to make it easier for passengers to obtain accurate information. Additionally, regular training for terminal staff on service excellence should be conducted to ensure that responsiveness, politeness, and professionalism continue to improve. For the Salatiga City Transportation Department, the results of this study can serve as evaluation material in making policies to improve public service in the land transportation sector, particularly for type B terminals.

For future research, it is recommended to include additional variables such as price, security, terminal image, or public facilities as factors that influence passenger satisfaction. Furthermore, future studies could use multiple regression analysis or Structural Equation Modeling (SEM) to obtain more comprehensive results. Similar research could also be expanded to other terminals in Central Java to gain a broader understanding of the quality of bus terminal services in the region.

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