

Excellent Service: Competence Of Officers According to Islamic Ethics

M. Fauzi

UIN KH. Abdurrahman Wahid, Jl. Kusuma Bangsa No 09, Pekalongan, 51141, Central
Java, Indonesia

fawzimuhammad66@gmail.com

<https://orcid.org/0000-0003-0752-8580>

Abstract

Excellent service is the best service that has met the service criteria set by the company. One of the components in providing excellent service is the competence of service providers. Officer competence consists of officer attitude, officer discipline, officer accuracy, officer responsibility, and officer knowledge in service. This research is a field research using a qualitative approach. This study obtained the results that the competence of service providers has an important role in creating customer satisfaction. Viewed from the perspective of Islamic ethics, it is in harmony with Islamic ethics, where science and ethics/adab have high nobility.

Keywords; *Excellent Service, Officer Competence, Islamic Ethics.*

Introduction

In the Indonesian dictionary it is explained that service is an effort to serve the needs of others, while serving is helping to prepare (take care of one's needs). In essence, service is a series of activities in the form of a process. Some of the service processes run routinely and continuously covering the entire life of people in society, the process of fulfilling needs through the activities of other people (Penyusun, 1990).

US. Moenir explained that service is a process of fulfilling needs through other people's activities that are directly received. In other terms, it can be said that service is an action carried out by other people so that each gets the expected benefits and satisfaction (Rangkuti, 2017). As explained by Gronroos that service is an activity or series of activities that are invisible (cannot be touched), occur due to the relationship between consumers and employees or by other things provided by the company with the intention of solving problems from consumers (Daryanto and Setyabudi, 2014).

Lehtinen argues that service is an activity or a sequence of activities that occurs in direct interaction with humans or machines physically to provide customer satisfaction. According to Gumehsoson, service is something that can be traded and cannot even be eliminated (Daryanto & Setyabudi, 2014). Customer service and satisfaction is the company's main goal, if there are no customers, then there is no company. Company assets are of very little value if there are no customers. Therefore the main task of the company is to attract and retain customers. Customers are attracted with more competitive offers and are retained by providing satisfaction (Rahmayanty, 2013).

Service and satisfaction are the focus of the company because with customers, the company can survive. Because customers are the main key in achieving profits. Customer satisfaction is also an important factor, because if the customer is satisfied it will lead to

customer loyalty. This is very influential on the company's income because finding customers is much more difficult and requires extra sacrifice than retaining existing customers.

The increasing number of similar companies is also increasingly tightening competition. Other similar companies will definitely focus on customer satisfaction. This, of course, will make customers more selective in choosing services from a company due to the many choices.

Services are provided as actions or attitudes of a person or company to provide satisfaction to customers. It is inevitable that almost all products offered in every company require good service, either directly or indirectly (Widyastuti, 2019).

The main service or top priority offered by a business to its clients, both internal and external, is excellent service. Customers are more loyal to businesses that are able to provide excellent service because they are satisfied with the goods or services they receive. Services that meet the criteria for service quality are referred to as quality services or extraordinary services. As a service provider with many competitors, the main challenge is to determine whether the services offered meet client expectations. Therefore, businesses must always improve in order to maintain client trust (Widiawati, 2020). Good service is important as a promotional tool for potential customers. This excellent service must be a differentiator from services in other companies (Widyastuti, 2019).

Regarding the importance of service excellence, Harvard Business Review, US News and World Report have conducted a survey of leaving customers. As a result, as many as 14 percent left because complaints were not handled, as many as 9 percent because they were interested in competitors' offers, another 9 percent because they moved out of town and finally as many as 68 percent because of a disappointing service attitude (Widyastuti, 2019). When viewed from the survey, the most powerful reason that makes customers leave is the service attitude or it can be said employee competence, which is 68%. Therefore, we must continuously seek and improve the ability of service officers. The goal is to foster dedication and provide the best possible service to customers to remain loyal in using products, goods and services without having the chance to glance at or use other products (Wicaksana and Ardani, 2022).

Excellent service is how customers feel comfortable and easy in every service process provided. With excellent service, companies can realize customer satisfaction which is the key to success in the service business (FITRI, 2021); (Widyastuti, 2019). This, namely satisfaction, is very influential on the company's income because finding customers is far more difficult and requires an extra burden of sacrifice than retaining existing customers.

The importance of excellent service to customers also implies a strategy in order to win the competition. All of that is not enough just to provide a sense of satisfaction and attention to customers. But more than that, namely how do we respond to customer expectations so that it can create a positive impression. Excellent service must be supported by reliable quality human resources, who have a far-reaching vision, can develop strategies, and have excellent service tips that have excellence (Wicaksana and Ardani, 2022).

The goal of excellent service is to avoid customer defection and create customer loyalty. Customer turning away can occur due to errors in serving or due to the use of the company's system (Rahmayanty, 2013). The goals of excellent service include the following:

- To provide high quality service to customers.
- To cause a decision on the part of the customer to immediately buy the goods/services offered at that time..

- To foster customer confidence in the goods/services offered.
- To avoid the occurrence of unnecessary claims in the future against producers.
- To create trust and satisfaction to customers.
- To keep customers feeling cared for all their needs.
- To retain customers.

There are several functions of excellent service including the following:

- Serving friendly, fast, and precise.
- Create an atmosphere where customers feel valued.
- Placing customers as business partners.
- Creating a good market share for products/services.
- Win market competition.
- Satisfying customers, so they want to do business again with the company.
- Provide benefits to the company.

In providing services, there are four concepts that form the basis for realizing excellent service, namely attitude, attention, action and anticipation (Daryanto and Setyabudi, 2014).

1. Attitude

In carrying out excellent service to customers, attitude is something that is important. A friendly and patient attitude in providing services, both to high-class customers and lower-class customers, must be done fairly. To create the impression of a good attitude towards consumers, employees must use polite language, be adept in responding to complaints, and make the customer king when interacting with customers.

2. Attention

Attention, namely paying attention to customer desires and focusing on creating customer satisfaction. This attention can be realized by sharing efforts, such as by observing the character of incoming customers. Understand the interests and needs of customers, and be able to provide advice to customers when needed.

3. Action

After starting service to consumers with a good attitude, and then paying attention to everything that consumers want (attention), the next step is to immediately take action (action), in order to realize what is expected by consumers. The action taken should meet the principles of fast, precise, economical and safe.

4. Anticipation

As the final back-up in an effort to provide excellent service to customers, is to prepare solutions for every eventuality that could occur. These anticipations are certainly anticipations related to the interests of the customer.

In implementing excellent service, there are six guiding principles namely (Daryanto and Setyabudi, 2014):

- Serving is worship, so every effort to serve others must contain a strong sense of love and enthusiasm in the heart.
- Give first and we will receive ROSE (Excellent Return on Service).
- Understand/understand others first before we want to be understood/understood.
- Make others happy first, then we will get more happiness than what we expect.
- Appreciate others as we want to be appreciated. The Prophet said: "You are not called a believer, unless you love others as you love yourself."
- Exercise deep empathy and foster synergy.

Satisfaction

Customer needs include practical needs and emotional needs. Practical needs include values that are felt in physical form (tangible) including instruments, tools and facilities that can be seen and touched while emotional needs include physiological sense values that are fulfilled from the attitudes, actions and behavior of service workers (Rahmayanty, 2013). The key to creating customer satisfaction is by placing employees to interact directly with customers and empowering employees to take the necessary action decisions to satisfy customers. Sometimes, customers see an action as what they deserve, even though the action is at a low standard. For example, a patient believes that surviving surgery is the minimum level he or she deserves.

Beliefs about what customers should receive can be caused by two things. First, because of the guarantee from the service provider. Second, from past service usage. Both of these affect customer expectations, which in turn can increase the level of dissatisfaction if the services obtained are not as expected.

According to Brown (1992), consumer satisfaction is a condition of fulfilling the needs, desires, and expectations of consumers for a product or service. Satisfied consumers consume these products continuously, encouraging consumers to be loyal to these products and services and are happy to promote these products and services by word of mouth (Yuniarti, 2015). According to Barsky (1992), customer satisfaction is one indicator of the success of a business. This has become a common belief because by providing satisfaction to consumers, organizations can increase profit levels and gain a wider market share (Daryanto and Setyabudi, 2014).

Consumer satisfaction can also be interpreted as a condition where the needs, desires and expectations of consumers can be fulfilled through the products consumed. Consumer satisfaction has become a central concept in marketing theory and practice, as well as being one of the main goals in business activities.

The factors that influence customer perceptions and expectations are as follows (Nasution, 2004):

- The needs and desires that customers feel when they are trying to make transactions with product manufacturers/suppliers (companies). If at that time the needs and desires are large/high, the customer's expectations or expectations will be high, and vice versa.
- Past experience when consuming products from the company or its competitors.
- Experience from friends, they are friends will tell the quality of the product that the customer will buy. This will certainly affect the perception of customers, especially for products that have a high risk.

Trust

According to Peppers and Rogers cited by Kusmayadi (2007) Trust is one party's belief in the reliability, durability and integrity of the other party in the relationship and the belief that his actions are in the best interest and will produce positive results for the party he trusts (Asytuti, 2015). Trust is one of the things that a person considers when using services, especially health services

The Al-Qur'an is very full of teachings about trust (the spirit of trust), namely the spirit that can grow and develop trust that can be transcendent. The teachings about belief include taking action starting from shifting views, speaking, behaving and working. This teaching about belief is capable of forming a strong network, then proceeds and leads to a culmination point which will become an energy (Fauzia, 2013). As the word of Allah SWT in the Al-Quran

surah Al-Anfal verse 27 which means: "O you who believe, do not betray Allah and the Messenger (Muhammad) and (also) do not betray the messages entrusted to you, while you know".

Human Resources

According to Weether and Davis 1960, explaining that human resources are "employees who are ready, capable, and alert in achieving organizational goals". As stated that the main dimension of the resource side is its contribution to the organization, while the main human dimension is the treatment of its contribution which in turn will determine the quality and capability of its life(Sutrisno, 2002).

Human resources are a crucial point in service companies. Human resources must be managed properly in order to create a good and satisfactory/prime service governance. Companies can suffer losses if they are negligent in planning, developing, implementing, and supervising human resources. Because HR is an important component in service marketing, it requires a strong commitment from all elements in it.

Customers are any person, unit or party that transacts with us, either directly or indirectly. Customers are divided into two types namely, internal customers and external customers. Internal customers are people within the company whose services depend on you and have little or no choice in whether to receive service from you. External customers are people outside the company whose services depend on you and do business with you on their own terms.

In providing services they often encounter difficult customers, the reasons why customers are difficult include: they feel tired or frustrated; they had never encountered a similar situation before; they try to maintain their ego or self-esteem; they feel ignored and no one wants to hear them; they are under the influence of drugs; they have difficulty speaking or understanding the language properly/miss communication; they had been treated badly in similar situations before; they are in a bad mood so they take it out on you; they are in a rush because of busyness(Rahmayanty, 2013).

Employees or workers who in scientific disciplines are called human resources are a very important factor in running a company. Human resources (HR) are the only resources that have feelings, desires, skills, knowledge, encouragement, power, and work (ratio, taste, and intention) all of which influence the company's efforts to achieve its goals.

Motivation

Motivation is a factor that encourages a person to carry out a certain activity, therefore motivation is often interpreted as a driving factor for one's behavior. Every activity carried out by someone must have a factor that drives the activity(E. Sutrisno, 2009).

Motivation is a condition that can move employees to achieve goals according to their needs or motives(Nasrudin, 2010). According to Abraham Sperling in Mangkunegara, defines motivation as follows: "motivation is a tendency to move, starting from internal encouragement and ending with self-adjustment"(Mangkunegara, 2004).

Humans have four kinds of needs, namely:

- Need of Achievement
- Need of Affiliation
- Competence Motivation
- Need of Power

Performance

Literally is an achievement that is achieved, shown or can be interpreted as work ability. There are at least three interpersonal skills to streamline work, namely:

- Skills in interpreting the behavior of others.

This skill is closely related to the ability of perception, namely the extent to which a person is able to interpret something correctly according to the object he receives. Perception is a process of selecting a stimulus and interpreted. In other words, perception is a process of giving meaning or significance to an object in the environment. Perception includes the interpretation of objects, acceptance of stimuli, and interpretation of stimuli that have been organized in a way that influences the formation of attitudes and behavior.

- Self-presentation skills.

Self-control over other people's behavior, because the behavior that appears they are often accepted inappropriately related to attitudes, emotions and motives. Likewise, gestures, body movements, and sounds can also affect our behavior and that of others.

- Effective directing skills.

Direction is the current jargon word in the business environment. Coaching has more to do with how things are done and what needs to be done.

Attitude is determined by several components, including the following (Badeni, 2017):

- Cognitive component, namely a person's beliefs, beliefs, understanding, or knowledge about certain people, objects, or events, for example, people believe that hard work is the beginning of progress, or that work done is a waste of time.
- Affective component, namely a person's feelings towards something as a result of his beliefs or understanding, for example someone believes that Indonesians are diligent, smart, and friendly so that he will feel or have a positive outlook if he meets an Indonesian.
- Behavior is a real action that appears/shows someone as a result of his feelings towards objects, people, or events.

From this it can be understood that attitude is an important component in the formation of one's behavior. To shape a person's behavior in accordance with organizational goals, what must be done first is to form a person's belief and understanding regarding work in a broad, open scope, and its impact on that person.

The inconsistency between attitudes and behavior is something that is unpleasant for a person or organization, so that efforts will appear to reduce this inconsistency. Because both individuals and organizations want consistency between attitudes and behavior. Effort or desire to reduce the inconsistency between attitudes and behavior by a person is strongly influenced by (Badeni, 2017):

- The importance level of the elements causing the inconsistency between attitudes and behavior (dissonance). In this case, it can happen, for example, that a company's marketing manager is very sure that lying to consumers is not justified. One day, the manager must be able to sell a certain amount of goods to prevent large losses that might hit the company. Managers think that this loss can disrupt the continuity of a company that has a very large number of employees. In order to avoid this loss, the company must side with consumers. This behavior illustrates that the manager's behavior is inconsistent with his attitude as a result of the elements causing the inconsistency are very important. In an effort to overcome the feeling of discomfort, the manager said that the company had provided many benefits to consumers and that

the company's survival needed to be maintained in order to maintain the survival of the existing workforce.

- The absence of choice (uncontrollable factor). This condition of no choice can occur, for example an employee who works in a cigarette factory, but the person concerned has the attitude that smoking can damage people's health, especially the younger generation. In order to reduce inconsistency, it is impossible for the employee to leave the company because he has no other job opportunities outside the company. In order to appease the perceived inconsistency, the employee said that the cigarette factory provided a large number of jobs that the community desperately needed during this development period.
- Rewards. Someone can do something that is not in accordance with his attitude because he gets an attractive reward. For example, someone has a negative attitude towards drugs with the belief that drugs can damage the future of other people, especially the younger generation, but that person is asked to produce or sell. The person is forced to produce or sell because the reward/money reward that will be obtained is very large. Furthermore, to reduce the inconsistency between his attitude and behavior, the person says that it is okay to survive. It is like someone has to kill in order not to be killed.

Material and Methods

Types and Research Approaches

This research is a field research. By using a qualitative approach method, which is a method that is based on teachings that are truly real or exist according to natural law (H. Sutrisno, 2002). Qualitative research is intended to understand phenomena about what is experienced by research subjects, for example behavior, perceptions, motivations, actions, etc., holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural method (Moleong, 2013).

Judging from its personality, this research has a descriptive nature, namely research that has an effort as a determination in solving available problems based on informational evidence, so researchers also not only present data but also examine and interpret (Irawan, 1998).

Research place

As an object of research, the researcher chose the Qolbu Insan Mulia Hospital, Batang Regency, which is located at Jl. Urip Sumoharjo Sambong Batang, Central Java.

Research Subjects and Objects

The selection of informants in this study used a purposive sampling technique. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2009). Purposive sampling technique was used to gather information from patients who used VIP class, class 1, class 2, and class 3 care services.

Determining the number of patients or patient families who are used as informants using the snowball sampling technique. The snowball sampling technique is a sampling technique that is initially small in number, then enlarges like a rolling snowball which gradually becomes larger. In determining the sample, one or two people are first selected, but because these two people do not feel complete about the data provided, the researcher looks

for other people who are seen to know more and can complement the data provided by the two previous people. And so on, so that the number of samples is increasing (Sugiyono, 2009).

The research object explains what or who is the object of this research. You can also add other things that are considered important

Data source

This data is data obtained from the first source either obtained from organizations or individuals and then collected as by researchers (Soeratno and Arsyad, 1950). The data collected by researchers is data on excellent services provided by the QIM Batang Hospital. The primary data sources in this study are the results of interviews and observations conducted by the author at QIM Batang Hospital.

Secondary data is supporting data, secondary data sources taken by the author come from books or it can be said that this secondary data is data collected from other parties such as documents that are relevant to the problem of the thesis title (Soeratno and Arsyad, 1950).

Data Collection

Observation is a data collection technique that is carried out through an observation, accompanied by recordings of the state or behavior of the target object (Fathoni, 2011). Observations were made on the physical condition and infrastructure of the QIM Hospital in Batang, this observation was carried out so that researchers would know how the service procedures of the QIM Hospital were; turnaround time of service; service fee; service products; facilities and infrastructure; the competence of employees/employees; and religious matters.

Interviews are conversations with a specific purpose. This conversation was conducted by two parties, namely the interviewer who asked the question and the interviewee who gave the answer to the question (Moleong, 2013). In this case, the researchers conducted interviews to find out the level of excellent service from the QIM Batang Hospital, therefore the questions asked in the interviews were closely related to excellent service indicators.

Documentation is a technique of collecting data through documents. In this documentation method, the researcher collects data in the form of writing, data, and other matters related to organizational structure, management composition, vision and mission, and so on. In addition, documentation has another definition, namely data collection through recorded heritage in the form of data and also includes books on theories, opinions, norms or laws as well as those related to the problems that have been investigated (Nawawi, 1988).

Research Instruments

Observation guidelines contain guidelines for researchers needed when making observations regarding the work environment, physical conditions and facilities and infrastructure in the QIM Hospital Batang. The interview guide is the guide used to reveal data about excellent service at the Qolbu Insan Mulia Hospital, Batang Regency. The interview guide contains questions given to research informants to be answered according to the actual situation. The details of the observation and interview guideline grids can be seen in the following table:

Table 1

Competency of Service Provider Officers
<ul style="list-style-type: none"> • The attitude shown by the service officer • Officer discipline • Accuracy of officers in serving patients • The ability of responsive officers to help patients who have problems in the service process • Mastery of knowledge of officers when performing services

Data Processing Methods

Data processing is carried out to tidy up the results of data collection in the field so that the data becomes ready to use for analysis. Data processing as an activity to process and tidy up the data that has been collected, includes the following activities:

- Editing, namely checking the clarity and completeness of filling in the data filling instrument(Sujarweni, 2015). Check the completeness of the data from observations in accordance with what was previously mentioned in the data collection technique.
- Organizing, namely organizing and compiling the data described above so that you can get a picture that is in accordance with the formulation of the problem, as well as grouping the data obtained(Narkubo & Achamadi, 2007).
- Analyze by providing further analysis of the results of editing and organizing from data obtained from research sources using theory so that conclusions are obtained(Narkubo and Achamadi, 2007).

Data Analysis Technique

In the process of data analysis there are steps that must be carried out. These stages include:

- Data reduction
Raw data obtained from the field is converted into important data and is needed in research. Reducing data means summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns(Sugiyono, 2009).
- Data Presentation
The information obtained from the results of data reduction is compiled and then presented in a systematic and easy-to-understand report. Through the presentation of data, the data can be organized, arranged in a relationship pattern, so that it will be easier to understand. The presentation of the data can be in the form of narrative text(Sugiyono, 2009).
- Conclusion Drawing/Verification
Drawing conclusions is done by connecting and comparing existing theories with results from the field as answers to problems in research. If the data presented is supported by solid data, it can be used as a credible conclusion.

Result and Discussion

Based on the results of the interviews from the first stage to the fourth stage, where at each stage, information was collected from four informants, namely class 1, class 2, class 3,

and VIP service users, the results showed that doctors, nurses and other officers in providing services to patients served politely, friendly and responsive. Officers have dedication and discipline in serving, there is an attitude of openness in communication, there is an officer's initiative to ask if there are complaints from patients without waiting for the patient to express them first. From the data obtained it also shows that all informants were satisfied with the competence of the service provider.

These results are reinforced by the results of observation and documentation where the field conditions have been described as the results of the interviews and there are good and well-executed standard operating procedures.

Then based on a review of the perspective of Islamic ethics on the competence of service providers, an analysis is obtained. Competence is the main thing in providing services, officers must have knowledge and skills according to their field of work. In addition to competence, good behavior is also needed in providing services. From the results of interviews and observations, it was concluded that service providers at QIM Hospital have good competence and good behavior, have a fast and responsive response to patients, are informative and solutive.

The conclusions that have been obtained when viewed from an Islamic perspective are very much in line with Islamic Principles. Islam really values knowledge/competence, as a Muslim we are required to always seek knowledge until the end of our lives. Allah SWT promises a higher degree for knowledgeable people as His Word in Q.S. al-Mujaadilah (58) verse 11.

One of the principles of work in Islam is to work with knowledge, with knowledge, we will produce work that is shiddiq / true or correct, effective and efficient. As for time discipline and behavioral attitudes, the researchers have explained in the previous explanation.

Conclusion

The implementation of excellent service at QIM Hospital is viewed from the competence of service delivery officers, namely officers in providing services based on knowledge and skills in accordance with their respective fields of work, good attitude and discipline from officers in the service process. In the employee recruitment process, requirements are imposed that must be met by prospective employees in accordance with the recruitment requirements in each field/job. Employee recruitment is carried out in a professional and thorough manner so as to obtain employees who truly meet the criteria for each field. From the existing SOPs, there are many procedures that require employees to be kind and polite and disciplined, for example in the Cashier's SOP in the first point it requires officers to use good and polite language, then in the Customer Service SOP it also requires officers to receive guests/patients in a friendly manner. and be polite by asking his needs and needs while standing and placing his right hand on his left chest. Such attitudes are also found in SOPs for other units such as the Nursing, Pharmacy, Security Unit units.

Viewed from the perspective of Islamic ethics that work must be based on knowledge and skills as Islam highly upholds the knowledge described in Q.S. al-Mujaadilah (58) verse 11. With knowledge and skills it will produce work that is siddiq/true, precise and efficient. Then in Q.S. al-Hijr (15) verse 88 explains that we must always be sweet and soft-hearted, respect each other as explained in Q.S. al-Hujurat (49) verse 12.

Acknowledgment and Limitation

Researchers are aware that in this study there are still many shortcomings, both in terms of data reference and analysis process. However, researchers believe that the results of this study can provide enrichment of knowledge related to excellent service. On the basis of this research which is field research, it is hoped that it can provide concrete understanding and solutions related to problems that occur in the field.

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