

The Influence of Promotion and Service Quality on Visitor Satisfaction at PT Angsamas Ratu Tama (Case Study on *the* Vesak Event of the Medan City Government 2596 B.E/2025)

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ABSTRACT

The event industry in Indonesia is growing rapid growth, especially in organizing cultural and religious-based events that carry strong spiritual and social values. One notable example is the Waisak Celebration 2596 B.E./2025 organized by the Medan City Government in collaboration with PT Angsamas Ratu Tama. This event not only symbolizes interfaith harmony but also contributes to local tourism and economic development. The success of such events depends not only on the number of visitors but also on the effectiveness of promotional strategies and the quality of services provided. This study aims to analyze the influence of promotion and service quality on visitor satisfaction, both partially and simultaneously, as well as to identify which variable has the most dominant effect. The research uses a quantitative approach with multiple linear regression analysis. Data were collected through a questionnaire distributed to 100 respondents who attended the Waisak 2596 B.E./2025 event at Lapangan Benteng, Medan. The results show that both promotion and service quality have a positive and significant effect on visitor satisfaction. Therefore, promotional strategies and service quality play a critical role in enhancing visitor satisfaction during large-scale religious events. These findings are expected to serve as practical references for event organizers in designing more effective promotional and service strategies. Furthermore, this study contributes academically to the development of event management research, particularly within the context of cultural and religious event.

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1. INTRODUCTION

The event industry in Indonesia continues to grow rapidly in line with the increasing public demand for entertainment, education, and cultural and religious celebrations. One type of event that is held regularly is a large-scale religious celebration that involves public participation. The Vesak Celebration of the Medan City Government 2596 B.E/2025 organized by PT Angsamas Ratu Tama is one of the tangible examples of a celebration that contains rich spiritual, cultural, and social values.

This Vesak event is a very meaningful time to strengthen the image of Medan City as an area that respects diversity and tolerance. In addition, this event also has a positive impact on the tourism sector and the local economy through the arrival of tourists, micro, small, and medium enterprises (MSMEs), as well as cooperation between various parties in its implementation. *Vesak events* are worthy of being used as an object of research because they have unique characteristics compared to other religious celebrations. Unlike other major religious events that are generally centered on one specific community, the Vesak celebration in Medan City stands out as a symbol of cross-cultural and religious harmony in one public space. The event was attended not only by Buddhists, but also by the general public from various backgrounds. This shows that Vesak has a universal appeal that goes beyond mere religious aspects.

Religious events such as Vesak have special value because they can strengthen relationships between fellow religious people. Unfortunately, there is still little research that addresses the aspects of promotion and service management in the context of events like this. Therefore, it is important to take a deeper look at how these two things contribute to visitor satisfaction.

According to Alma (2019:181), promotion is a type of communication that provides explanations that inform potential consumers about goods and services. According to Sundari & Hanafi (2023:109), promotion refers to a series of activities that communicate the benefits of a product and a service. According to Indrasari (2019:62), service quality is basically centered on efforts to meet customer needs and desires as well as the accuracy of delivery to keep up with customer expectations. According to Tjiptono and Diana (2019: 123), customer satisfaction is the feeling of pleasure or disappointment that a person gets from comparing the performance (or results) of the perceived product and his expectations.

In the midst of increasingly fierce competition for the event and increasing expectations of visitors, organizers dituntut To give A pleasant and memorable experience. This is not only related to the event itself, but also the process of communication and service during the event. Weaknesses in any of these aspects can have a direct impact on visitor judgment. However, in practice, event organizers often face various challenges. One of them is how to attract the public's attention in the midst of digital information that is so fast and dynamic. Many events end up not reaching the expected number of visitors because they are not optimal in utilizing effective communication media and are relevant to the target audience. In addition, problems often occur in terms of on-site service. For example, a lack of skilled staff, inadequate facilities, or ineffective coordination between teams. This situation can lead to complaints from visitors, which in turn affects their satisfaction levels. Dissatisfied visitors are less likely to recommend or attend similar events in the future.

Based on this explanation, the researcher is interested in conducting a research entitled "The Influence of Promotion and Service Quality on Visitor Satisfaction at PT Angsamas Ratu Tama (Case Study on the Vesak Event of the Medan City Government 2596 B.E/2025).

2. METHODS

This research was carried out at the Angsamas Production office, which is located at Jl. Jati II No.84, Teladan Tim., Kec. The research was conducted from April to July 2025. According to Sugiyono (2023), a population is a collection of objects or subjects with certain characteristics that are the focus of research. The population in this study is all visitors who attend the Vesak Event of the Medan City Government 2596 B.E/2025. However, because there is no exact data on the total number of visitors to the event, the

population in this study is classified as an *infinite population*. The sampling technique used was *purposive sampling* with a sample of 100 respondents. The research data consisted of primary data obtained from respondents through questionnaires, focus groups, and panels, or data from the researchers' interviews with the sources. And secondary data is obtained from records, books, and magazines in the form of financial statements, company publications, government reports, articles, books as theories and so on. This study uses a quantitative method, while the data collection technique uses a questionnaire with data processing techniques assisted by the use of SPSS software. The stages of data analysis in this study start from validity tests, reliability tests, classical assumption tests (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis, T test, F test and determination coefficient test.

3. FINDINGS AND DISCUSSION

3.1. Results

1) Data Quality Test

a. Validity Test

Table 3. *Validity Test Results*

Variabel	Indicator	r count	r table	Criterion
X1 PROMOTIO N	Item 1	0,681	0,196	Valid
	Item 2	0,619	0,196	Valid
	Item 3	0,526	0,196	Valid
	Item 4	0,484	0,196	Valid
	Item 5	0,518	0,196	Valid
	Item 6	0,212	0,196	Valid
	Item 7	0,239	0,196	Valid
	Item 8	0,726	0,196	Valid
	Item 9	0,805	0,196	Valid
	Item 10	0,634	0,196	Valid
	Item 11	0,800	0,196	Valid
	Item 12	0,800	0,196	Valid
	Item 13	0,726	0,196	Valid
	Item 14	0,604	0,196	Valid
	Item 15	0,661	0,196	Valid
X2 SERVICE QUALITY	Item 1	0,700	0,196	Valid
	Item 2	0,670	0,196	Valid
	Item 3	0,431	0,196	Valid
	Item 4	0,568	0,196	Valid
	Item 5	0,557	0,196	Valid
	Item 6	0,738	0,196	Valid
	Item 7	0,744	0,196	Valid
	Item 8	0,471	0,196	Valid
	Item 9	0,433	0,196	Valid
	Item 10	0,203	0,196	Valid
	Item 11	0,215	0,196	Valid
	Item 12	0,669	0,196	Valid
	Item 13	0,433	0,196	Valid
	Item 14	0,737	0,196	Valid
	Item 15	0,719	0,196	Valid
AND SATISFACTION	Item 1	0,576	0,196	Valid

PENGUNJUNG	Item 2	0,656	0,196	Valid
	Item 3	0,590	0,196	Valid
	Item 4	0,770	0,196	Valid
	Item 5	0,701	0,196	Valid
	Item 6	0,494	0,196	Valid
	Item 7	0,678	0,196	Valid
	Item 8	0,738	0,196	Valid
	Item 9	0,512	0,196	Valid
	Item 10	0,744	0,196	Valid
	Item 11	0,369	0,196	Valid
	Item 12	0,525	0,196	Valid
	Item 13	0,341	0,196	Valid
	Item 14	0,406	0,196	Valid
	Item 15	0,539	0,196	Valid
	Item 16	0,484	0,196	Valid
	Item 17	0,484	0,196	Valid
	Item 18	0,525	0,196	Valid
	Item 19	0,367	0,196	Valid
	Item 20	0,369	0,196	Valid

Source: SPSS processed data, 2025

Based on the results of the validity test, it is proven that all items in the three variables (Promotion, Service Quality, and Visitor Satisfaction) have met the validity criteria. Therefore, all of these statements are declared worthy of use in this study, and can support the scientific and reliable process of analysis and conclusion-making.

b. Reliability Test

Table 2. Reliability Test Results

Variabel	Statement Items	Cronbach's Alpha	Information
Promotion (X1)	Statements 1 to 15	0,749	Reliable
Quality of Service (X2)	Statements 1 to 15	0,740	Reliable
Visitor Satisfaction	Statements 1 to 20	0,745	Reliable

Source: SPSS processed data, 2025

The results of this reliability test are shown in table 2 which indicates that all variables have a reliability value above the set minimum limit, which is 0.5. it can be concluded that all research instruments on the three variables (X1, X2, and Y) have met the reliability criteria.

2) Classical Assumption Test

a. Normality Test

- Kolmogorov-Smirnov Test

Table 3. Results of the Kolmogorov Smirnov Normality Test
One-Sample Kolmogorov-Smirnov Test
 Unstandardized Residual

		100
Normal Parameters ^{a,b}	Mean	.0000000
	Hours of deviation	4.85212257
Most Extreme Differences	Absolute	.085
	Positive	.051
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.069 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction

Source: SPSS processed data, 2025

Based on the results of the Kolmogorov-Smirnov One-Sample test in table 3, an Asymp value was obtained. Sig. (2-tailed) is 0.069, which is greater than the significance level used ($\alpha = 0.05$). This shows that there is no significant difference between the residual data distribution and the normal distribution, or in other words, the normally distributed residuals.

b. Multicollinearity Test

Table 4. Multicollinearity Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	T	Itself.	BRIG HT
1	(Constant)	3.120	4.901		.637	.526	
	PROMOTION	.746	.129	.499	5.769	.000	.412 2.427
	SERVICE QUALITY	.544	.121	.391	4.515	.000	.412 2.427

a. Dependent Variable: VISITOR SATISFACTION

Source: SPSS processed data, 2025

Based on the results of the analysis in the table above, it is known that the value of the Variance Inflation Factor (VIF) for the Promotion and Service Quality variables is 2.427, which is below the general threshold of 10. In addition, the Tolerance value of the two variables is 0.412, which is greater than the minimum tolerance limit of 0.10. This indicates that there is no multicollinearity between independent variables in the regression model.

C. Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

	PROMOTION			QUALITY SERVICE	Unstandardized Residual
Spearman's rho	PROMOTION	Correlation Coefficient	1.000	.826**	-.073
		Sig. (2-tailed)	.	.000	.471
		N	100	100	100
	QUALITY SERVICE	Correlation Coefficient	.826**	1.000	-.031
		Sig. (2-tailed)	.000	.	.759
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	-.073	-.031	1.000
		Sig. (2-tailed)	.471	.759	.
		N	100	100	100

Source: SPSS processed data, 2025

SPSS Output Analysis:

- Nilai Sig.(2-tailed) X1: 0,471 (>0,5)
- Nilai Sig.(2-tailed) X2: 0,759 (>0,5)

Based on the results of the *Spearman's Rho* test shown in Table 4.13, it is known that the significance value between the Promotion variable (X1) and the residual is 0.471 and the significance value between the Service Quality variable (X2) and the residual is 0.759. Both values are greater than 0.5, so based on the decision-making criteria, it can be concluded that there is no heteroscedasticity problem in both variables.

3) Multiple Linear Regression Analysis Test

Table 6. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Itself.
		B	Std. Error	Beta		
1	(Constant)	3.120	4.901		.637	.526
	PROMOTION	.746	.129	.499	5.769	.000
	SERVICE QUALITY	.544	.121	.391	4.515	.000

a. Dependent Variable: VISITOR SATISFACTION

Source: SPSS processed data, 2025

Based on the results of the regression analysis above, the regression equation is obtained as follows.

$$Y = 3,120 + 0,756X_1 + 0,544X_2 + 10\%$$

Based on the results of multiple linear regression analysis obtained a) The Promotion variable (X_1) has a positive and significant effect on the Visitor Satisfaction variable (Y). b) Service Quality Variable (X_2) also has a positive and significant effect on Visitor Satisfaction (Y). c) The predicted value of visitor satisfaction based on the average respondent answer is 77.21, which shows that in general, the Vesak event of the Medan City Government 2596 B.E/2025 has succeeded in creating satisfaction for visitors. Thus, improvements in the promotion aspect and service quality are highly recommended to increase visitor satisfaction at future events.

4) Uji Hypothesis

a. Partial Significance Test (t-test)

Table 7. Partial Significance Test Results (t-Test)

		Coefficients ^a		Standardized Coefficients Beta	t	Itself.
Model		Unstandardized Coefficients B	Std. Error			
1	(Constant)	3.120	4.901		.637	.526
	PROMOTION	.746	.129	.499	5.769	.000
	QUALITY SERVICE	.544	.121	.391	4.515	.000

a. Dependent Variable: VISITOR SATISFACTION

Source: SPSS Data, 2025

Based on the results of the partial significance test (t-test) shown in table 7, it was obtained:

- For the Promotion variable (X1), the t-value is calculated as 5.769 and the significance value is 0.000, which means it is smaller than 0.05 ($0.000 < 0.05$). So it can be concluded that H_a is accepted, so that the Promotion has a significant effect on Visitor Satisfaction (Y).
- For the Service Quality variable (X2), the calculated t-value was 4.515 and the significance value was 0.000, also smaller than 0.05 ($0.000 < 0.05$). So it can be concluded that H_a is accepted, so that Service Quality has a significant effect on Visitor Satisfaction (Y).

Thus, these results show that in the regression model used, both independent variables of Promotion and Service Quality partially contribute significantly to the increase in Visitor Satisfaction.

b. Simultaneous Significance Test (F test)

Table 8. Results of Simultaneous Significance Test (F Test)

		ANOVA				
Model		Sum of Squares	Df	Mean Square	F	Itself.
1	Regression	5459.594	2	2729.797	113.607	.000b
	Residual	2330.766	97	24.029		
	Total	7790.360	99			

a. Dependent Variable: VISITOR SATISFACTION

b. Predictors: (Constant), QUALITY OF SERVICE, PROMOS

Source: SPSS Processed Data, 2025

Based on the results of the simultaneous significance test (F Test) shown in Table 8, it was obtained that the significance value (p-value) was 0.000, which is smaller than 0.05 ($0.000 < 0.05$). The calculated F-value is 113.607, which is greater than the table's F-value of 3.090. Thus, it can be concluded that H_a is accepted, meaning that the variables of Promotion and Service Quality simultaneously have a significant effect on Visitor Satisfaction. These results show that the regression model used is statistically feasible, because all independent variables together exert a significant influence on the dependent variables.

c. Determination Coefficient Test (R Square)

Table 9. Determination Coefficient Test Results (R2)

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837a	.701	.695	4.902

Source: SPSS Processed Data, 2025

Based on the results of the Model Summary in table 9, the value of R (correlation coefficient) of 0.837 and R Square (coefficient of determination) of 0.701 was obtained. This R Square value shows that 70.1% of the variation that occurs in the Visitor Satisfaction (Y) variable can be explained by two independent variables, namely Promotion (X1) and Service Quality (X2) simultaneously. Meanwhile, the remaining 29.9% was explained by other factors outside the research model.

3.2. Discussion

1) Impact of Promotion on Visitor Satisfaction

Based on the results of the partial significance test (t-test), it is known that the promotion variable has a significant influence on the satisfaction of visitors to the Vesak 2596 B.E./2025 event. This is shown by a significance value of 0.01 which is smaller than the significance level of 0.05, as well as a calculated t-value of 5.769 which is greater than the table t-value of 1.985. Thus, an alternative hypothesis (H_{a1}) is accepted, which means that promotion partially has a significant effect on visitor satisfaction levels. This means that the better the promotional strategy implemented by the organizers, the higher the satisfaction felt by the visitors of the event.

Promotion in the context of the event is not only about spreading information, but also plays a role in creating positive expectations before visitors come to the event location. When promotions are packaged in an attractive, communicative, and targeted manner, it will form a good initial perception of the event, which ultimately affects satisfaction after participating in the activity. In the case of Vesak events, promotions carried out through various media may have succeeded in reaching the audience and creating enthusiasm that has a positive impact on the visitor experience. According to Uluwiyah (2022), a good promotional strategy must involve the preparation of appropriate messages, the determination of the right media, and a regular implementation time. This study measures promotion based on five indicators, namely: reach, quality, quantity, time, and target.

This research is supported by the findings of Mutiara Iryanda & Jamardua Haro (2024) in their research also found that promotion has a significant influence on the satisfaction of event visitors. Puteri Ardhia Siregar & Indra Siregar (2024) also corroborated these results, where effective promotional activities have been proven to be able to increase customer satisfaction in the context of automotive product launches. Likewise with Anggraini and Budiarti (2020), who stated that promotion is one of the important variables in shaping customer satisfaction and loyalty. These findings confirm that promotions not only have an impact on initial interest, but can also strengthen the overall visitor experience during the event.

2) The Effect of Service Quality on Visitor Satisfaction

In the results of the t-test on the service quality variable, it was found that the significance value of 0.01 which was smaller than 0.05 and the t-count of 4.515 which was greater than the t of the table 1.985, showed that the service quality variable also had a significant effect on visitor satisfaction. Therefore, an alternative hypothesis (H_{a2}) is accepted, so it can be concluded that the quality of service makes a positive and significant contribution in influencing the satisfaction of visitors to the Vesak 2596 B.E./2025 event. This indicates that service aspects such as the friendliness of the officers, the accuracy of information, the completeness of supporting facilities, and the ease of access, are factors considered by visitors in assessing their satisfaction with the event.

Good service not only increases comfort while at the event location, but also reflects the professionalism of the organizers in paying attention to the needs and expectations of visitors. In the context of religious events such as Vesak, the services provided are not solely technical, but also related to politeness, speed of response, and suitability of facilities with the theme of the spiritual event. Therefore, optimal service quality will support the creation of a positive and memorable experience. Referring to the service quality theory from Indrasari (2019), service quality is measured based on five main dimensions: *Tangibles, Reliability, Responsiveness, Assurance, Empathy*.

These findings are supported by several previous studies. Damanik & Tambunan (2024) stated

that the quality of service has a significant effect on visitor satisfaction in the context of cultural festivals. Iglén, et al (2024) also stated that service quality is one of the dominant factors that determine visitor interest and satisfaction in café event activities. Research from Puteri Ardhia Siregar & Indra Siregar (2024) added that the service aspect carried out professionally also shapes customer satisfaction at the product launch event. Therefore, the findings in this study are relevant to a number of previous studies, and reinforce the importance of service as a key component in event management.

3) The Influence of Promotion and Service Quality on Visitor Satisfaction

The simultaneous significance test (F test) was used to find out whether the variables of promotion and service quality together had an effect on visitor satisfaction. The test results showed that the calculated F value of 113.607 was greater than the F of the table of 3.090, and the significance value of 0.01 was smaller than 0.05. This shows that the two independent variables simultaneously have a significant influence on the dependent variable, namely visitor satisfaction. Thus, an alternative hypothesis (H_a) is accepted.

This means that the success of an event is not only determined by one aspect, but by a combination of several important elements such as promotion and service. The combination of the two exerts a strong influence on visitor perception and experience. Promotion is in charge of forming an initial image before the visit, while the service strengthens or weakens that image when the visitor is at the event location. In the case of Vesak events, the promotion that attractive and adequate service is able to create an overall positive impression and increase overall visitor satisfaction. According to Tjiptono & Diana (2019), satisfaction is formed if the expectations formed through promotion are met or even exceeded by actual experiences through service.

These findings are also reinforced by various previous studies. Ramadhan & Anggraeni (2022) in their research showed that promotion and service quality simultaneously have a significant influence on customer satisfaction. Likewise, Santosa & Mashyuni (2021), who found that in online transportation services, promotion and service are the dominant factors in shaping customer satisfaction. Research by Puteri Ardhia & Indra Siregar (2024) also states that simultaneous promotion and service quality play an important role in automotive product promotion events. Thus, the findings in this study are consistent with the results of previous studies, and show that promotional and service strategies designed in an integrated manner can increase the success of event implementation.

4. CONCLUSION

Based on the results of research conducted on *The Influence of Promotion and Service Quality on Visitor Satisfaction at the Vesak 2596 B.E./2025 Event by the Medan City Government*, then it can be concluded as follows: 1) Promotion has a significant effect on visitor satisfaction. The promotional strategies implemented, such as publications through social media, banners, and community networks, have formed a positive initial perception and attracted public interest in attending the event. 2) The quality of service has a significant effect on visitor satisfaction. The services provided by the committee, ranging from friendliness, clarity of information, to the readiness of facilities, also determine the level of comfort and satisfaction of visitors. 3) public interest in attending the event. This is evidenced by the value. 4) Promotion is the most dominant variable affecting visitor satisfaction. This is evidenced by the t-value of the promotion calculation (5,769) which is greater than the t-value of the service quality (4,515). Therefore, it can be concluded that promotion has a stronger influence than service in creating visitor satisfaction. 5) The determination coefficient (R Square) of 70.1% indicates that the variation in visitor satisfaction can be explained by promotion and service quality. The rest, 29.9%, was influenced by other factors that were not studied in this study.

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