

THE INFLUENCE OF SERVICE QUALITY AND BRAND IMAGE ON PURCHASING DECISIONS USING WORD OF MOUTH AS AN INTERVENING VARIABLE FOR GRAB BIKE USERS

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Abstract: The purpose of this study was to determine the effect of service quality and brand image on purchase decisions by word of mouth for Grab Bike users. The research method used in this research is to use an associative approach. The population in this study are users of GrabBike. This study uses a type of non-probability sampling, namely by using accidental sampling, which is the process of taking respondents to be used as samples based on samples that the researcher happened to meet. The implementation of incidental sampling was carried out on students of Muhammadiyah University, North Sumatra, Medan State University, North Sumatra State Islamic University and Medan Area University with a total of 120 samples. The data collection technique used is a questionnaire/questionnaire. Data analysis techniques in this study used descriptive statistical analysis and data analysis using partial least squares (PLS). Data processing in this study uses the Smart PLS Software program. Based on the research results, Brand Image influences Word Of Mouth. Word Of Mouth influences Purchasing Decisions and Brand Image influences Word Of Mouth which is mediated by Purchasing Decisions.

Keywords: Service Quality, Brand Image, Purchase Decision and Word Of Mouth

Introduction

Currently, people have a variety of activities and to fulfill these activities, people need transportation as a support tool in carrying out their activities.

Along with the development of technology, there are currently applications that introduce motorcycle taxi ordering services using technology and using service standards. Currently, there are many online motorcycle taxi service providers Many are known as Go - Jek, GrabBike, Maxim, and so on. All provide almost the same service starting from delivering people at different costs but with the same ordering system , namely ordering via mobile phone application or website (Hulud et al., 2022)

Purchasing decisions are an integrity process carried out to combine knowledge to evaluate two or more alternatives and choose one of them. (Permadi et al., 2014) .

Service quality is the expected level of excellence and control over the level of excellence to fulfill consumer desires. It is the company's obligation to provide good service in dealing with consumers. (Santoso, 2019)

Brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumer memory (Kotler & Keller, 2007).

WOM is a communication channel that can be trusted, because it originates from customers who have consumed a product or used a company's services, and obtained satisfaction later.

recommend to others about his experience. Consumers who want to use a product or service will definitely first look for information. (Agustin et al., 2021)

Based on the survey results, there are still many services that are less than optimal, such as customer pick-up taking a long time because there are drivers who don't want to pick them up at the designated pick-up point. consumer. Shows that respondents prefer other transportation as a necessity when traveling.

Literature Review

Buying Decision

Consumer purchasing decisions are important for companies, where a company must be able to attract consumers to decide on purchasing products or services. Companies must have good and interesting ideas so that consumers continue to use the products offered by the company. Factors that influence consumers in purchasing decisions include the conformity of product specifications and quality with the standards found.

According to (Tirtayasa et al., 2021) defines purchasing decisions as follows: Purchasing decisions are part of consumer behavior. Consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences to satisfy their needs and desires.

Purchasing decisions are influenced by several important factors. These factors are very important for marketers to know in order to determine the strategy to be implemented. As stated by (Harahap, 2015) there are 3 factors that cause the decision to buy, namely:

Attitudes of other people: neighbors, friends, trusted people, family, etc. Unexpected situations : price, family income, expected benefits . Predictable factors: situational factors that consumers can anticipate.

The indicators used to measure purchasing decisions are as proposed by (Anam et al., 2020). Indicators in purchasing decisions are: 1) The stability of a product 2) Habits in purchasing products 3) Repurchase.

A consumer behavior model can be defined as a simplified scheme or framework for describing consumer activities. According to (Mulyana et al., 2014) consumer behavior is consumer behavior in searching for, buying, using, evaluating and disposing of products and services that they hope will satisfy their needs. The consumer behavior factors consist of:

- 1) Cultural Factors
- 2) Social Factors
- 3) Personal Factors
- 4) Psychological Factors

From many factors, this research only focuses on service quality factors, brand image, because these factors are assumed to be important factors in influencing purchasing decisions and word of mouth about Grab Bike.

Service quality

Service quality provides encouragement to customers to establish close relationships with the company, thereby enabling the company to carefully understand their hopes and needs, ultimately customer satisfaction can create health for the company.

According to (Radiman, Gunawan, et al., 2018) service is an activity that cannot be defined independently because it is basically intangible, and represents the fulfillment of needs and does not have to be tied to the sale of other products or services. Quality is a word that for service providers is something that must be done well.

According to (Sudana et al., 2021) the factors that influence service quality are as follows: 1) Number of workers 2) Quality of labor 3) Employee motivation 4) Leadership 5) Organizational culture

According to (Arianty, 2015) in his journal the service quality indicators are as follows: Tangibles (physical form) Reability (reliability) Responsiveness (responsiveness) Assurance (guarantee and certainty)

Brand Image

Consumers not only pay attention to products, but also brands that make a product different from other products. A brand differentiates a company from its competitors by using unique assets associated with the company, so having a strong brand is very important. According to (Miati, 2020) brand image is a thought exists in people's minds about a good or service that they are familiar with and have used or consumed. Where consumers will remember the advantages and disadvantages of the goods they have used.

(Fahmi et al., 2019) Brand image can also be defined as the perception contained in consumer memory about a brand that is reflected in brand associations.

According to (Amilia & Nasution, 2017) factors that influence brand image:

- 1) Quality or qualities, related to the quality of products offered by producers with certain brands
- 2) Trustworthiness or reliability, related to opinions and agreements formed by the public about a product consumed.
- 3) Usefulness or benefits, which are related to the function of a product that can be utilized by consumers.
- 4) Service, which is related to the producer's duties in serving his consumers.

According to (Farisi, 2018)

Brand image indicators are divided into 5, namely, as follows:

- 1) Friendly/unfriendly: ease of recognition by consumers.
- 2) Modern/ outdated: has an up-to-date model
- 3) Useful/not : can be used well.
- 4) Popular/ unpopular: familiar to consumers.
- 5) Gentle/ harsh: has a smooth product texture.

Word of Mouth

In this communication, consumers will talk about their experiences using products or services from a particular company, or even go to the stage of recommending these products or services to other people. Consumers have the opportunity to use word of mouth regarding satisfaction with the use and experience of the products or services they have used.

According to (Arda, 2017) WOM is also a marketing strategy to get customers to talk, promote and sell to other customers. The ultimate goal is that consumers not only talk about or promote but are able to sell indirectly to other consumers.

The effectiveness or smoothness of the communication process or delivery of information in the form of WOM or word of mouth is influenced by several factors. As stated by (Wahyu & Gorda, 2017) The factors that make Word of mouth marketing a strong source of information in influencing purchasing decisions are: 1) Word of mouth marketing is an independent and honest source 2) Word of mouth marketing very strong because it provides benefits to those who ask with direct experience about the product through the experiences of friends and relatives. 3) Word of mouth marketing is tailored to the people who are interested in it, someone will not join the conversation unless they are interested in

the topic of discussion. 4) Word of mouth marketing produces informal advertising media. 5) Word of mouth marketing can be started from one source. 6) Word of mouth marketing is not limited by space or other constraints such as social ties, time, family or physical barriers.

Word of mouth indicators according to (Suryaatmaja et al., 2016) :

- 1) Frequency, namely the level or capacity of communication carried out by customers to recommend the goods or services in question.
- 2) Number of people, which concerns the number of people given information or recommendations regarding goods or services that have been consumed.
- 3) Information, namely the amount of information that customers provide to other people in order to obtain a significant explanation regarding the goods or services.

Method

The research method used is quantitative which is associative using quantitative data. The research instrument was carried out by means of a list of questions/questionnaires and determined based on the number required and consideration of the function and role of information according to the focus of the research problem. Where for the Purchase Decision variable (Y) there are 8 questions, for the Service Quality variable (X1) there are 8 questions, Brand Image (X2) there are 8 questions and Word of Mouth there are 8 questions. In the research, the sample consisted of 120 respondents from 4 universities, namely UMSU, UNIMED, UINSU, UMA.

The data analysis technique in this research uses data analysis with partial least squares (PLS). Data processing in this research uses the Smart PLS Software program. In PLS analysis, two sub models are usually used, namely the measurement model (outer model) which is used to test validity and reliability test, while the structural model (inner model) is used to test causality or test hypotheses to test prediction models .

Result and Discussion

Measurement Model Analysis (Outer Model)

Construct validity and reliability

Table 1. Composite Reliability

	<i>Composite Reliability</i>
X1	0.842
X2	0.835
Y	0.890
Z	0.827

The conclusion of composite reliability testing is as follows: Service Quality Variable (X1) is reliable, because the composite reliability value is $0.842 > 0.6$, Brand Image Variable (X2) is reliable, because the composite reliability value is $0.835 > 0.6$, Purchasing decision variable (Y) is reliable, because the composite reliability value is $0.890 > 0.6$, the Word Of Mouth (Z) variable is reliable, because the composite reliability value is $0.827 > 0.6$.

Discriminant Validity

Table 2. Discriminant validity (Cross Loadings)

Variable	X1	X2	Y	Z
X14	0.832			
X15	0.817			
X16	0.726			
X17	0.743			
X21		0.622		
X23		0.702		
X24		0.673		
X25		0.692		
X26		0.723		
X27		0.752		
X28		0.687		
Y1			0.922	
Y3			0.907	
Y4			0.633	
Y5			0.579	
Y6			0.915	
Y8			0.871	
Z1				0.758
Z2				0.711
Z5				0.615
Z6				0.749
Z7				0.729
Z8				0.723

Apart from using loading factor values, methods can be used to assess discriminants validity is by comparing the square root value of the average variance extracted for each construct with the correlation between one construct and other constructs in the model. If a model has an AVE root for each construct that is greater than the correlation between the construct and other constructs, then it is said that the model has good discriminant validity. To see the square root value of AVE, you can see the Fornell Lacker Criterium table, as follows

Table 3. Discriminant Validity (Fornell Lacker Criterium)

Variable	X1	X12	Y	Z
X1	0.627			
X2	0.211	0.672		
Y	0.195	0.507	0.715	
Z	0.307	0.680	0.619	0.651

Based on the table above, it can be seen that the AVE square root value for variables X1 (0.627) So, based on this discussion, it can be concluded that all constructs in the model that have been estimated have quite good discriminant validity values.

Assessing the Outer Model (Measurement Model)

Convergent Validity is a measure that shows the extent to which an indicator is positively correlated with other indicators on the same construct . The convergent validity value can be seen through factor loadings on endogenous and exogenous variables. The recommended value for convergent validity is > 0.7 in research models that have been relatively widely studied (Sarstedt et al., 2020)

Table 4. Outer Loading (Measurement Model)

Variable	X1	X2	Y	Z
X14	0.832			
X15	0.817			
X16	0.726			
X17	0.743			
X21		0.622		
X23		0.702		
X24		0.673		
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Z1				0.758
Z2				0.711
Z5				0.615
Z6				0.749
Z7				0.729
Z8				0.723

Based on the table above, it can be seen that the value of variable X2 has 4 invalid items namely X2.1, X2.4, X.2.5, The invalid item was Z5 so it was not included in the research, the remaining items were said to be valid and could be continued.

Structural Model Analysis (Inner Model)

R-Square (R²)

R-squares values of 0.75, 0.50 and 0.25 can be concluded that the model is strong, moderate and weak. The higher the value means the better the prediction model of the proposed research model. The research criteria are as follows: a. If the R2 value = 0.75 the model is substantial (strong) b. If the R2 value = 0.50 the model is moderate c. If the R2 value = 0.25 the model is weak (bad)

Table 5. R-Square

	R-Square	R-Square Adjusted
Y	0.397	0.378
Z	0.490	0.480

Based on the table above, it can be concluded that 1) R-Square Adjusted Model = 0.378. This means that the ability of variables X1 (Service Quality), X2 (Brand Image) in explaining Y (Purchase Decision) is 37.8%, thus the model is classified as moderate. 2) R-Square Adjusted Model = 0.480 This means that the ability of variables X1 (Service Quality), X2 (Brand Image) in explaining Z (WOM) is 48%, thus the model is classified as moderate (medium)

F-Square

F-Square is a measure used to assess the relative impact of an influencing variable (exogenous) on the influenced variable (endogenous). Changes in the R2 value when certain exogenous variables are removed from the model can be used to evaluate whether the omitted variables have a substantive impact on the endogenous construct: The criteria are as follows: a. If the F2 value = 0.02, it shows that the exogenous variable has a small effect on the endogenous. b. If the F2 value = 0.15, it shows that there is a moderate effect of the exogenous variable on the endogenous c. If the F2 value = 0.35, it shows that the exogenous variable has a large effect on the endogenous.

Table 6. F-Square

	X1	X2	Y	Z
X1	-	-	0,000	0.055
X2	-	-	0.023	0.777
Y	-	-	-	-
Z	-	-	0.219	-

The conclusion that the F-Square value can be seen in table 4.9 is as follows: Variables X1 (Service Quality), X1 (Service quality)

Mediation Effects

The structural model analysis of Mediation effects uses 3 tests, including : (a) Direct effects; (b) Indirect effects; and (c) Total effects

Direct Effects

The purpose of direct effect analysis is useful for testing the hypothesis of the direct influence of a variable that influences (exogenous) on the variable that is influenced (endogenous) (Juliandi, 2018)

Table 7. Direct Effects

	<i>Original sample</i>	<i>P-Values</i>
X2→Z	0.641	0,000
Z→Y	0.456	0,000

X2→Z→Y	0.292	0.001
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The path coefficient in Table 4.10 shows that all path coefficient values are positive (seen in the original sample), including: 1) The influence between brand image and word of mouth is 0.641 and the p value is 0.000 indicating a positive and significant relationship. 2) The influence between word of mouth and purchasing decisions is 0.456 and the p value is 0.000 indicating a positive and significant relationship. 3) In this research, brand image has a positive and significant effect on word of mouth which is mediated by purchasing decisions to use Grab-Bike, this is because the P-Value is 0.000 < 0.05

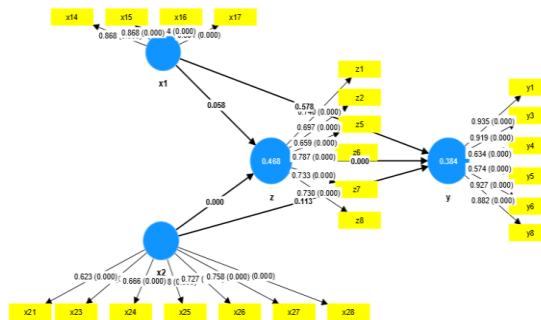


Figure 1. Inner Model

Indirect Effects

The purpose of indirect effect analysis is useful for testing the hypothesis of the indirect influence of an influencing variable (exogenous) on the influenced variable (endogenous) which is mediated/mediated by an intervening variable (mediator variable) (Juliandi, 2018).

Table 8. Specific Indirect Effects

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P values
X1→Y	0.052	0.066	0.093	0.556	0.578
X1→Z	0.153	0.167	0.081	1,896	0.058
X2→Y	0.195	0.206	0.123	1,586	0.113
X1→Z→Y	0.070	0.072	0.039	1,803	0.071

From the table above, conclusions can be drawn:

- 1) The influence between service quality and purchasing decisions is a p value of 0.578, indicating an insignificant relationship.
- 2) The influence between service quality and Word of Mouth is a p value of 0.058, indicating an insignificant relationship.
- 3) the influence between brand image and purchasing decisions p value of 0.113 shows an insignificant relationship.
- 4) In this study, service quality has no effect on word of mouth which is mediated by purchasing decisions on 62 Grab-Bike users, this is because the P-Value is 0.071 > 0.05

Discussion

The Influence of Service Quality on Purchasing Decisions

Good service will influence consumer purchasing decisions and the results obtained by a company. Good service quality is very important in creating word of mouth, especially in terms of direct evidence, reliability, responsiveness, assurance, empathy. In this research,

there is no influence between service quality and purchasing decisions, which is 0.071 and the p value is 0.578, indicating there is no relationship. significant. The results of this research are not in line. From the results of the tests carried out (F. Dewi et al., 2020) it can be concluded that service quality has a positive and significant effect on purchasing decisions. This research is in line with that conducted by (Sriyanto & Utami, 2016) which states that service quality partially has a significant effect on purchasing decisions.

The Influence of Service Quality on Word of Mouth

In this study, there was no influence between service quality and Word of Mouth, which was 0.153 and the p value was 0.058, indicating an insignificant relationship. This hypothesis rejects the influence of service quality on word of mouth. The results of this research are not in line with research conducted by (Indriani & Nurcaya, 2015) showing the results of path analysis to determine the influence of service quality variables on WOM with a value of Sig t = 0.000 < 63 0.05 , so H0 is rejected. This means that the Service Quality variable has a positive and significant effect on Word of Mouth (WOM).

The Influence of Brand Image on Buyer Decisions

A successful brand can create a positive impression in the minds of consumers, thereby reducing purchase risks and influencing purchasing decisions. This is what causes consumers to often use the brand image of a product as a reference in making purchasing decisions. In this research, there is an influence between brand image and purchasing decisions, which is 0.195 and the p value is 0.131, indicating that the relationship is not significant and this research rejects the hypothesis that there is an influence of brand image on purchasing decisions.

The Influence of Brand Image on Word of Mouth

Word of mouth communication is also very effective in obtaining information for a consumer in making purchasing decisions, because individuals who are in a condition of strong social ties will always interact and exchange information or news. In this research, the influence between brand image and word of mouth is 0.641 and the p value is 0.000, indicating a positive and significant relationship. The results of this research are also in line with the journal (Permadi et al, 2014) Beta coefficient on the relationship between brand image with word of mouth is of 0.832, tcount of 16.025 with a probability of 0.000 (p<0.05) so the decision is that H0 is rejected. The hypothesis which states that brand image has a significant effect on word of mouth is accepted. The coefficient of determination value obtained was 69.3%. The results of this test explain that the contribution of the brand image variable to changes in the word of mouth variable is 69.3%, while 30.7% is caused by other variables outside this research.

The Influence of Word of Mouth on Decisions Purchase

Word of mouth has a relationship with purchasing decisions. In this case, when individuals or other personal sources that we already know tell about positive things about a product, the greater the consumer's desire to buy that product. In this research, the influence between word of mouth and purchasing decisions is 0.456 and the p value is 0.000, indicating a positive but significant relationship.

The results of this research are in line with research (Nugraha et al., 2015) that word of mouth has a significant influence on purchasing decisions with a path coefficient value of 0.627 or 62.7% and a determination coefficient of 0.394 or 39.4%.

The Influence of Service Quality on Word of Mouth in Purchasing Decisions

Service quality, if service quality can be felt by consumers then consumer decisions in making purchases will also increase. Service quality that is considered good by consumers will create a desire to recommend it to others. In this research, service quality has no effect on *word of mouth* which is mediated by purchasing decisions regarding the use of Grab-Bike, this is because the P-Value is $0.071 > 0.05$. And this research rejects the hypothesis that there is an influence of service quality on word of mouth which is mediated by purchasing decisions.

The Influence of Brand Image on Purchasing Decisions in Word of Mouth

Having a positive and strong image will make it easier for marketing communications to be accepted by buyers. This means that the positive impression created in marketing communications about a brand will result in people being able to accept new claims about product performance and they will accept it so that it is easier to be influenced and buy the product (Hasyim et al., 2016). In this research, brand image has no effect on purchasing decisions mediated by word of mouth using Grab-Bike, this is because the P-Value value is $0.000 < 0.05$. The results of this research are in line with research conducted by (Aprianto, 2016) stated in his journal when When deciding to buy a brand or product, consumers will first consider the image of the product, such as the attributes contained in the product, the benefits provided by the product and the product guarantee.

Conclusions and Recommendations

Conclusion

Based on the results of previous research, the conclusions from the results of this research are:

1. In this research, there is no influence between service quality and purchasing decisions, which is 0.071 and the p value is 0.578, indicating an insignificant relationship.
2. In this study, there was no influence between service quality and Word of Mouth, which was 0.153 and the p value was 0.058, indicating an insignificant relationship.
3. In this research, there is no influence between brand image and purchasing decisions, which is 0.195 and the p value is 0.131, indicating an insignificant relationship.
4. In this research, the influence between brand image and word of mouth is 0.641 and the p value is 0.000, indicating a positive and significant relationship.
5. In this research, the influence between word of mouth and purchasing decisions is 0.456 and the p value is 0.000, indicating a positive and significant relationship.
6. In this research, service quality has no effect on word of mouth which is mediated by purchasing decisions regarding the use of Grab-Bike, this is because the P-Value is $0.071 > 0.05$.
7. In this research, brand image influences word of mouth which is mediated by purchasing decisions to use Grab-Bike, this is because the P-Value is $0.000 < 0.05$.

Suggestion

Based on the conclusions above, in this case the researcher can provide the following suggestions:

1. Strengthening Grab Bike brand awareness as a trusted online transportation option, especially in purchase indicators. This can be done through social media, namely displaying consumer testimonials about the comfort and benefits of using Grab Bike. Apart from that, you can also carry out activities in the community to introduce it more.
2. Carrying out promotional activities that better touch the needs and are easy for consumers to remember. With the largest number of consumers being women, promotions can be

- done by giving discounts or reduced rates to female consumers, special discounts on Mother's Day or Kartini's Day.
- Increase driver responsiveness to passenger complaints and needs. For example, the driver provides tissue, keeps the car clean, provides car freshener, and the driver helps consumers if they bring enough items so that consumers feel appreciated.

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