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**AUTHOR'S SATISFACTION IN PUBLISHING THE MANUAL IN THE JOURNAL  
OF CV GLOBAL HEALTH SCIENCE GROUP**

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**ABSTRACT**

The publication process that is felt by each individual has several obstacles or factors delaying the publication process both from the author and from the publication services. This study aims to determine the level of author satisfaction in publishing journal manuscripts at CV Global Health. In this study using quantitative methods. The sampling technique used purposive sampling of 104 respondents. The results of the study found that the majority of respondents said they were very satisfied with the services provided by CV Global Health as many as 60 respondents (57.7%).

Keywords: article; customer; satisfaction

**INTRODUCTION**

Students from both strata 1 (S1), strata 2 (S2), strata 3 (S3) are now required to conduct research or scientific articles in the form of theses, theses and dissertations, this also applies to researchers, lecturers and academic staff. Other functional groups who actively conduct research and scientific articles to be published in scientific journals (Sasongko, 2021). Every lecturer and student of the study program has an obligation to carry out research where from time to time the number of studies is increasing, not only from lecturers but from various groups, so this makes services as a journal editor increase (Sabna, 2020). Writing a scientific paper or research is currently considered a skill that must be possessed by every academician everywhere (Aisyah & Mahanani, 2017).

The credit score for a lecturer's position consists of several elements including learning, education, assignments and guidance, supporting assignments and continuing professional development (Mansyur & Akidah, 2018). Scientific publication is an innovative idea or research result in a field of education and is a requirement for obtaining a credit score (Anugraheni, 2021). In the publication process that is felt by each individual there are several obstacles or factors delaying the publication process both from the author and from the publication services (Luji, Tari, Syahputra, & Taneo, 2022).

Services performed by journal editors where every action offered is a form of effort in fulfilling the needs and desires of the author so that it can balance the expectations and satisfaction of a customer (Bhaniwan & Ali, 2017). Feelings that exceed expectations, pleasure or feelings of extreme satisfaction felt by customers indicate that the performance and products produced are in accordance with what is expected (Kotler & Keller, 2018)

The concept of customer satisfaction is the most important thing in the business world that can be used in terms of attracting consumers (Gofur, 2019). The creation of customer satisfaction is able to provide benefits, including relationships that are established so as to create loyalty with customers and be able to form word of mouth recommendations that can

benefit a company (Tjiptono, 2014). Quality in service is a must for a company to keep the company able to survive and become the trust of customers. Based on the existing background, it is necessary to conduct research that aims to determine the satisfaction felt by the author while publishing journal manuscripts at CV Global Health.

## LITERATURE REVIEW

### Customer satisfaction

Satisfaction is a feeling of disappointment or pleasure for someone who will appear after comparing the performance of the product that is thought of with the performance of the expected results (Kotler & Keller, 2018). Satisfaction from a customer is related to creating value from customers where creating customer satisfaction means providing benefits to a company or an organization including the relationship between the company or organization and its customers being harmonious, providing a good basis or creating satisfaction by customers and forming a recommendation from word of mouth that is profitable for a company, resulting in interest from customers to use services or give from a company or organization (Sasongko, 2021).

Customer satisfaction is the level of feeling that a person has after comparing performance or a result that is felt and compared to what is expected, to be able to do something of more value it will not be enough just to provide a service but must be able to provide satisfaction to a customer (Haryanto, 2013). Achieving satisfaction can be a simple or complex process and even complicated. In this case the role of each individual is very important and will greatly influence the satisfaction that is formed. To be able to know the level of satisfaction with customers better, it is also necessary to understand the causes of satisfaction (Tjiptono F., 2015). Satisfaction is a feeling that results from evaluating what is felt rather than expectations which are closely related to the needs and desires of customers for a company or organization's product or service (Sahabuddin, 2019). Satisfaction obtained by customers is the result of an evaluation obtained or an assessment or feature of the product or service that customers use in fulfilling a need where the results of their performance are in accordance with what they expect (Siswandi, Muharam, & Hannan, 2020). Based on Tjiptono's theory (2014) says that measuring customer satisfaction consists of four methods including lost customers, ghost shopping, customer satisfaction surveys and complaint and suggestion systems.

## METHOD

This research uses a type of quantitative descriptive research. The subjects used by the author throughout Indonesia totaling 103 respondents were selected using a purposive sampling technique. The research instrument used is a satisfaction level question that has been tested valid with a score of 0.697 and reliability with a value of 0.833.

## RESULT

### Characteristics of Respondents

Table 1.

Characteristics of respondents based on age (n=103)

Variabel	Mean	Median	Standar Deviasi	Minimum	Maximum
Age	35.60	36	7.177	20	56

Table 1. The results of the study show that the majority of respondents are 35 years old

Table 2.  
Characteristics of Respondents Based on Gender and Occupation (n=103)

Janis Gender	f	%
Man	25	24
Woman	79	76
Work		
Lecturer	87	83,7
Student	12	11,5
Private sector employee	5	4,8

Table 2. The majority of respondents were female, 79 respondents (76%) and had jobs as lecturers, 87 respondents (83.7).

### Satisfaction Level

Table 3.  
Author Satisfaction Level (n=103)

Satisfaction Level	f	%
Very dissatisfied	0	0
Not satisfied	0	0
Quite satisfied	3	2,9
Satisfied	41	39,4
Very satisfied	60	57,7

Table 3. The majority of respondents are very satisfied with 60 respondents (57.7%)

## DISCUSSION

### Satisfaction Level

The results showed that the majority of respondents said they were very satisfied with CV Global Health Science Group's services in the process of publishing articles or research by 60 respondents (57.7%), the category of satisfaction was 41 respondents (39.4%) and quite satisfied were 3 respondents ( 2.9%). This research is in line with research conducted by Hermansyah, Veza and Hernuning (2020) saying that good performance will affect the quality of the level of customer satisfaction where the better the service provided, the more satisfied the customer will feel and provide satisfaction in service according to what is expected by customers. Another study conducted by Meileny and Wijaksana (2020) said that the better the good trust that customers have, the higher the level of satisfaction felt by customers where a company must be able to maintain a sense of trust to maintain the quality of trust felt by customers.

The results of Irfan's research (2019) say that customers are significantly satisfied with the services provided and there is a very significant difference where there is a relationship between service and facilities which greatly influences the level of customer satisfaction. This is because the better the service and the better the existing facilities, the higher the level customer satisfaction will increase. Another study conducted by Daryanti and Shihab (2019) also said that customers feel satisfied with the existing services, but even so, the research also stated that there are still several factors that must be improved to support better customer satisfaction.

Another research by Sasongko (2021) says that in every satisfaction felt by a customer, it is also influenced by loyalty, where in this case loyalty is a commitment that is held to support or buy a service or product that is liked, which can lead to repeat customers and the

consequences can make switching customers. The results of Slack and Singh's research (2020) say that service quality also greatly influences customer satisfaction where the better the quality of service provided, the more satisfied the customer will be with the service.

Research conducted by Siswandi, Muharam and Hannan (2020) also says that a good and reliable service will result in more satisfied customers with the service and positive results obtained between the service and the level of satisfaction felt by the customer. Satisfaction is a feeling that is produced by evaluating what is felt compared to expectations which are closely related to the needs and desires of a customer for a service, product or service (Romansyah, 2019).

Based on existing theory, customer satisfaction can be measured by four methods, including the first lost customer analysis, the second, ghost shopping, then a survey related to customer satisfaction, and finally a complaint and suggestion system (Tjipnoto & Chandra, 2011). The satisfaction felt by customers is the result of an evaluation or assessment of the services they use in fulfilling a need where the performance matches or even exceeds expectations and the satisfaction felt by each customer is inseparable from the service provided by a service. very kind to every customer.

## **CONCLUSION**

This study shows that the majority of respondents said they were very satisfied with CV Global Health Science Group's services in the process of publishing articles or research journals.

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