

LIST OF REFERENCES

- Agarwal, S. (2016). *Be a multi-dimensional personality. Image Consulting Business Institute.* Retrieved from <http://icbi.sitewalla.com/2014/10/31/be-a-multi-dimensional-personality/>
- Azwar, S. (2014). *Metode Penelitian.* Yogyakarta: Pustaka Pelajar.
- Bagyono. (2016). *Teori dan Praktek Hotel Front Office.* Bandung: Penerbit Alfabeta.
- Buil I., Catalan S., Martinez E., 2015, *The importance of corporate brand identity in business management: An application to the UK banking sector*, "BRQ Business Research Quarterly", 42 (1)
- Cummings, P., Kwansa, F., & Sussman, M. (n.d.). *The Role of the Hospitality Industry in the Lives Individuals and Families.*
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23.* Semarang: Badan Penerbit Universitas Diponegoro.
- Heryanto, I., Sidharta, I., & Mulyawan, A. (2016). Pharmaceutical Service quality and loyalty at public hospital in Bandung Indonesia. *International Journal of PharmTech Research*, 9(7), 154-160.
- Jing, Z. P. (2014). The Influence of Brand Awareness, Brand Image, and Perceived Qualiy on Brand Loyalty: A Case Study of Oppo Brand in Thailand. *Interdisciplinary Journal Of Contemporary Research in Business*, 5(12).
- Juhana, D. M. (2015). Empirical study on patient satisfaction and patient loyalty on public hospital in Bandung, Indonesia. . *International Journal of Applied Business and Economic Research*, 13(6), 4305-4326.
- Kaura, V., Prasad, & Sharma , S. (2015). Service quality, service convenience, price and fairness, customer loyalty, and the mediating role of customer satisfaction. *International Journal of Bank Marketing*, 33(4), 404-422.
- Komar, R. (2014). *Hotel Management* . Jakarta: Gramedia.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed).* Pearson Education, Inc.
- Kurniawan, P., & Sidharta, I. (2016). SERVQUAL on Brand Image and Relationship Equity. *International Review of Management and Marketing*.

- Larasati , S. (2016). *Excellent Hotel Operation*. Yogyakarta: Ekuilibria.
- Meijerink, J. G., Bondarouk, T., & Lepak, D. P. (2014). Exploring the central characteristics of HR shared services: Evidence from a critical case study in the Netherlands. *International Journal of Human Resource Management*, 24(3) , 487-513.
- Putri, E. D. (2018). *Pengantar Akomodasi dan restoran*. Yogyakarta: Deepublish.
- Sidharta, I. A. (2016). Service quality of pharmaceutical service at public hospital in Bandung, Indonesia. *International Journal of PharmTech Research*, 9(4), 142-146.
- Siregar, S. (2014). *Statistik Parametrik untuk Penelitian Kuantitatif*. Jakarta: Bumi Aksara.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif Kualitatif dan Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Sulyianto. (2018). *Metode Penelitian Bisnis*. Yogyakarta: Andi.
- Thoifah, I. (2016). *Statistika Pendidikan dan Metode Penelitian Kuantitatif*. Jawa Timur: Madani.
- Tjiptono, F. (2014). *Pemasaran Jasa – Prinsip, Penerapan,dan Penelitian*. Yogyakarta: Andi Offset.
- Tjiptono, F. (2015). *Brand Management & Strategy*. Yogyakarta: Andi.
- Tjiptono, F., & Diana, A. (2015). *Pelanggan Puas? Tak Cukup!* Yogyakarta: Andi.
- Widodo. (2017). *Metodologi Penelitian*. Jakarta: PT. RajaGrafindo Persada.