

## LIST OF REFERENCES

- Anand, S. Vijay. M. Selvaraj. The Impact of Service Quality on Customer Satisfaction and Loyalty in Indian Banking Sector: An Empirical Study through SERVPERF. *Int. J. Manag. Bus. Res.*, 2 (2), 151- 163, Spring 2012
- Arianto, Nurmin. 2018. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Pengunjung Dalam Menggunakan Jasa Hotel Rizen Kedaton Bogor. *Manajemen Pemasaran* ISSN N0. (PRINT) 2598-0823, (ONLINE) 2598-2893
- Culinary Institute of America. (2014). *Remarkable Service Third Edition*. New Jersey: John Wiley & Sons, Inc.
- Ghozali, Imam. 2013. Aplikasi Analisis Multivariate Dengan Program SPSS 21. Ed. 7, Semarang : Badan Penerbit Universitas Diponegoro
- Glen,S. (2016). *Research Methods: Qualitative Research and Quantitative Research*. Retrieved 7 December 2017 from <http://www.statisticshowto.com/research-methods-qualitative-research-and-quantitative-research/>
- Hasan, Ali. 2016. *Marketing*. Jakarta: Medpress
- Kotler, Philip and Kevin Lane Keller. 2013. *Marketing Management* jilid 2. An Asian Perspective. Pearson Prentice Hall.
- Lubis, Alfi Syahri. Nur Rahmah Andayani. 2017. Pengaruh Kualitas Pelayanan (Service Quality) Terhadap Kepuasan Pelanggan PT. Sucofindo Batam. *Journal of Business Administration* Vol 1, No 2, September 2017, hlm. 86-97. e-ISSN:2548-9909
- Rezot, K. (2016). *Pengertian Kepuasan Pelanggan, Lengkap!*. Retrieved 10 July 2019 from *Materiku* Web: <https://materiku86.blogspot.com/2016/07/kepuasan-pelanggan.html>
- Saleem, Hamad. Naintara Sarfraz Raja. 2014. The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan. *Middle-East Journal of Scientific Research* 19 (5): 706-711, 2014 ISSN 1990-9233
- Sanusi, Anwar. 2017. *Metodologi Penelitian Bisnis*. Cetakan Keempat. Jakarta: Salemba Empat.
- Siyoto, S. & Sodik, M.,A. (2015). *Dasar Metodologi Penelitian*. Sleman: Literasi Media Publishing.

- Stephanie, (2014, February 11). *Statistics How to*. Retrieved June 25, 2018 from *wordpress.com*: <http://www.statisticshowto.com/z-test/>
- Sugeng, M. (2016). *Pengertian & Indikator Kepuasan Pelanggan Menurut Para Ahli*. Retrieved 8 May 2019 from EtalasePustaka Web: <https://etalasepustaka.blogspot.com/2016/08/pengertian-indikator-kepuasan-pelanggan-menurut-para-ahli.html>
- Sugiyono. 2016. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta, 2016.
- Sugiyono. (2017). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Sugiyono. (2017). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D*. Bandung: Alfabeta
- Sujarweni, V Wiratna. 2016. *Metode Penelitian Bisnis & Ekonomi*. Yogyakarta: Pustaka Baru
- Tjiptono Fandy, Chandra Gregorius. 2018. *Service, Quality Satisfaction*. Yogyakarta : Andi
- Tjiptono Fandy, Chandra Gregorius. 2018. *Pemasaran Strategik*. Yogyakarta: Andi.
- Yuandari, E., & Rahman, R. T. A. (2017). *Metodologi Penelitian dan Statistik*. Bogor: In Media.
- Zeithaml, V.A, Bitner, M.J & Gremler, D.D (2017). *Service Marketing (7th edition)*. New York: McGraw-Hill Education.