

LIST OF REFERENCES

- Affandi, et al. 2017. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Perusahaan Daerah Air Minum (Pdam) Tirta Mon Pase Kabupaten Aceh Utara.
- Arianto, Nurmin. 2018. Pengaruh Kualitas Pelayanan terhadap Kepuasan dan Loyalitas Pengunjung dalam menggunakan Jasa Hotel Rizen Kedaton Bogor.
- Bluman, Allan G. 2014. Elementary Statistics A Step by Step Approach Ninth Edition. McGraw-Hill Education, 2 Penn Plaza, New York.
- Chadwick, Dylan. 2018. How to Improve Restaurant Customer Service: The 5 Point Plan. Retrieve from <https://www.qsrautomations.com/blog/restaurant-management/restaurant-customer-service/>
- Daikh, Jiana. 2015. The Relationship between Customer Satisfaction and Service Quality.
- Ellen, Stephanie. 2018. Slovin's Formula Sampling Technique. Retrieved from <https://sciencing.com/slovins-formula-sampling-techniques-5475547.html>
- Hasan, Ali. 2016. Marketing. Jakarta: Medpress.
- Hikmawati, Fenti. 2017. Metodologi Penelitian. Cetakan Pertama. Depok.
- 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 Administrassion Vol 1 No.2

- Panjaitan, Januar Efendi. Ai Lili Yuliati. 2016. Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan pada JNE Cabang Bandung.
- Perdana, Aldiaz Harry. Sri Setyo Iriani. 2013. Pengaruh Kualitas Layanan Daring terhadap Kepuasan Konsumen SOFIEHANDMADE.COM di Surabaya.
- Puspasari, Anita. 2014. Pengaruh Kualitas Produk terhadap Word of Mouth melalui Kepuasan Pelanggan.
- Pratomo, Rifki. 2019. 5 Fase Start Up sampai menjadi Unicorn. Retrieve from <https://techfor.id/bagaimana-bisnis-startup-tetap-hidup/>
- 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.
- Sulistyawati, Ni Made Arie. Ni Ketut Seminari. 2015. Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan Restoran Indus Ubud Gianyar.
- Sugiarto, Tonny Hendratono, and Djoko Sudibyo. 2015. Metode Penelitian Hospitaliti & Pariwisata. Cetakan Pertama. PT Matana Publishing Utama
- Sujarweni, V Wiratna. 2016. Metode Penelitian Bisnis & Ekonomi. Yogyakarta: Pustaka Baru
- Slamet, Taofik. Hilmi Aulawi. 2015. Analisis Faktor-Faktor yang Mempengaruhi Tingkat Kepuasan Mahasiswa pada Sekolah Tinggi Teknologi Garut.
- Smith, Tom. 2014. How to Measure Customer Satisfaction. Retrieve from <http://www.insightsfromanalytics.com/blog/bid/391487/How-to-Measure-Customer-Satisfaction>
- Stephanie. 2014. Cronbach's Alpha: Simple Definition, Use and Interpretation. Retrived from

<https://www.statisticshowto.datasciencecentral.com/cronbachs-alpha-spss/>

Thompson, Molly. 2019. How to Improve Customer Service in a Restaurant. Retrieve from <https://smallbusiness.chron.com/improve-customer-service-restaurant-40461.html>

Tjiptono, Fandy. 2018. Service Management Mewujudkan Layanan Prima. Yogyakarta: Andi.

Tjiptono Fandy, Chandra Gregorius. 2018. Pemasaran Strategik. Yogyakarta: Andi.

