

REFERENCE

- Afilia, R. (2016). *Tingkat Kepuasan Orang Tua Dalam Akses Sistem Informasi Manajemen Rapot Online di SD Islam Maryam Surabaya*. Surabaya: Universitas Islam Negeri Sunan Ampel.
- Budiastuti, D & Bandur, A. (2018). *Validitas dan Reliabilitas Penelitian: Dilengkapi Dengan NVIVO, SPSS dan AMOS*. Jakarta: Penerbit Mitra Wacana Media.
- Chamber, S. (2020) *The Importance of Customer Satisfaction*. Retrieved from <https://www.nicereply.com/blog/importance-of-customer-satisfaction/>
- Dey, K. (2016). *Customer Loyalty in the UK. What Causes Consumers to Be Disloyal to Big Supermarket Brands?*. Munich, Germany: GRIN Verlag.
- Etikan, I. Musa, S. A. & Alkassim, R. S. (2016) *Comparison of Convincence Sampling and Purposive Sampling*. Cyprus: Near East University
- Hill, N & Alexander, J. (2017). *The Handbook of Customer Satisfaction and Loyalty Measurement*. New York, US: Routledge.
- Hill, N., et al. (2017). *How to Measure Customer Satisfaction*. Second Edition. New York: Routledge.
- Kaufmann, Ruediger, H., Panni & Khan, M.F.A. (2017). *Socio-Economic Perspectives on Consumer Engagement and Buying Behavior*. Pennsylvania, US: IGI Global.
- Leninkumar, V. (2017) *The Relationship Between Customer Satisfaction and Customer Trust on Customer Loyalty*. Sri Lanka: Trincomalee Campus, Eastern University
- McCune, S.L. (2020). *CliffsNotes TExES Math 4-8 (115) and Math 7-12 (235)*. New York: Houghton Mifflin Harcourt Publishing Company.
- Melingger, C. D & Hanson, T. A (2016). Quantitative Research Methods in Translation and Interpreting Studies. New York, US: Routledge
- Moroder, J. (2016). *Measuring Service Quality at the Customer Level: An Analysis of South Tyrolean Service Companies*. Munich, Germany: GRIN Verlag.
- Nadya, A. N (2020). *The Effect of Experiential Marketing on Customer Loyalty: The Role of Customer Satisfaction as a Mediator*. Bandung: Faculty of Economics and Business, Padjadjaran Bandung

- Nafiisah, F. & Djamarudin, M. D (2020). The Influence of Satisfaction toward Loyalty of Adolescent Consumers Mujigae Resto in Bogor City.
- Neuhofer, B. (2018). *ISCONTOUR 2018 Tourism Research Perspectives: Proceedings of the International Student Conference in Tourism Research*. Norderstedt, Germany: Books on Demand. Indonesia: IPB University
- Neumayer, E. & Plumper, T. (2017). *Robutness Test for Quantitaive Research. Methodological Tools in the Social Sciences*. United Kingdom: Cambridge University
- Omanyo, A. (2017). *Personality Subtypes And Involvement In Risky Sexual Behaviour: Among Students in Secondary Schools in Nyakach Sub-County, Kisumu County, Kenya*. Munich, Germany: GRIN Verlag.
- Russo, I & Confente, I. (2017). *Customer Loyalty and Supply Chain Management: Business-to-Business Customer Loyalty Analysis*. New York, US: Routledge.
- Sampson, E. 2018. *Hospitality Management: An Introduction*. UK: ED-Tech Press.
- Sileyew, K. J (2019). *Research Design and Methodology*. Retrieved from <https://www.intechopen.com/books/cyberspace/research-design-and-methodology>
- Vijayalakshmi, G. & Sivapragasam, C. (2019). *Research Method. Tips and Techniques*. Dindugal, Tamilnadu: Gandhigram Rural University
- Verma, Prof. J & Abdel-Salam (2019). *Testing Statistical Assumption in Research*
- Wahyono & Nurjanah, U. (2020). *Building Customer Loyalty through Strategy Experiential Marketing, Service Quality, and Customer Satisfaction*. Indonesia: Universitas Negeri Semarang
- Warne, R. T (2017). *Statistic for the Social Science*. United Kingdom: Cambridge University Press.
- Zappe, F. (2017). *Diffusion of Service Innovation. Innovation Patterns of the Netflix and Uber Services*. Munich, Germany: GRIN Verlag.
- Zong, Y & Moon, H. C. (2020). *What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender*. Korea : Chungnam National University.