

LIST OF REFERENCES

- Afroz, N.N. (2018). Effect of Service Quality on Customer Satisfaction Evidence from Banks in Tangail. *Management Studies and Economic Systems (MSES)*, 4 (2), 145-159
- Alderson, K.J. (2018). *Understanding the Family Business Exploring the Differences Between Family and Nonfamily Businesses Second Edition*. [E-Book]. New York: Business Expert Press
- Armstrong, G., Kotler, P., Harker, M., & Brennan, R. (2019). *Marketing: An Introduction*. Fourth Edition. [E-Book]. USA: Pearson
- Bashin, H. (2019). *Descriptive Research – Characteristics, Methods, Examples, Advantages*. Retrieved from Marketing91: <https://www.marketing91.com/descriptive-research/>
- Chambers, S. (2020). *The Importance of Customer Satisfaction*. Retrieved from Nicereply: <https://www.nicereply.com/blog/importance-of-customer-satisfaction/>
- Chi, H.K., Huang, K.C., & Nguyen, B.D.T. (2019). Service quality and customer satisfaction in restaurant industry in Vietnam - A comparison between meta-analysis and empirical study. *International Journal of Business and Management Invention (IJBMI)*, 8(5), ISSN (Online): 2319 – 8028. [PDF]
- Copley, L. (2017). *6 Reasons Why Customer Satisfaction Is Important*. Retrieved from The CallTakers: <https://www.allaboutcalls.co.uk/the-call-takers-blog/6-reasons-why-customer-satisfaction-is-important>

- Desiynati, N.L., Sudja, I.N., & Martini, L.K.B. (2018). Effect of Service Quality on Customer Satisfaction, Customer Delight and Customer Loyalty (Study on LPD Desa Adat Sembung and LPD Desa Adat Seseh). *International Journal of Contemporary Research and Review*, 9(3), DOI: <https://doi.org/10.15520/ijcrr/2018/9/03/483> [PDF]
- Duli, N. (2019). *Metodologi Penelitian Kuantitatif: Beberapa Konsep Dasar Untuk Penulisan Skripsi & Analisis Data Dengan SPSS*. [E-Book]. Yogyakarta: Deepublish Publisher
- Faizal. F. (2021). *What Is Entrepreneurship? – Types & Importance*. Retrieved from Feedough web: <https://www.feedough.com/what-is-entrepreneurship-types-importance/>
- Farnsworth, B. (2019). *Qualitative vs Quantitative Research – What Is the difference?.* Retrieved from iMotions: <https://imotions.com/blog/qualitative-vs-quantitative-research/>
- Ferreira, N.M. (2020). *What is Entrepreneurship? Entrepreneur Definition and Meaning*. Retrieved from Oberlo: <https://id.oberlo.com/blog/what-is-entrepreneurship>
- Freedman, M. (2020). *Entrepreneurship Defined: What It Means to Be an Entrepreneur*. Retrieved from Business News Daily: <https://www.businessnewsdaily.com/7275-entrepreneurship-defined.html>
- Gross, J. (2016). *Why Marketing is so Important*. Retrieved from Moving Targets: <https://movingtargets.com/blog/business-marketing/why-marketing-is-so-important/>

- Gunawan, C. (2020). *Mahir Menguasai SPSS Panduan Praktis Mengolah Data Penelitian New Edition*. [E-Book]. Yogyakarta: Deepublish Publisher
- Hayes, A. (2021). *Entrepreneur*. Retrieved from Investopedia: <https://www.investopedia.com/terms/e/entrepreneur.asp>
- Hermawan, A., & Yusran, H.L. (2017). *Penelitian Bisnis Pendekatan Kuantitatif*. pp. 55. [E-Book]. Depok: KENCANA
- Indrasari, M. (2019). *Pemasaran & Kepuasan Pelanggan*. [E-Book]. Surabaya: Unitomo Press
- Johnson, E.C. & Karlay, J.S. (2018). *Impact of Service Quality on Customer Satisfaction*. (Thesis, University of Gavle). [PDF]
- Juanda, J., Indrajaya, A.N., & Nurfadilah, D. (2019). PT. DNX Indonesia: The Importance of Service Quality In Indonesian Mining Industry. *South East Asia Journal of Contemporary Business, Economics and Law*, 19(2), ISSN 2289-1560. [PDF]
- Khairi, A. & Hashim, S. (2020). Customer Satisfaction On Maritime Terminal: Case Study On Ferry Terminal Facilities at Lumut, Perak. *MARINE FRONTIER@UNIKL MIMET*, 11(2), ISSN: 2180-4907
- Korstanje, J. (2019). *6 Ways To Test For A Normal Distribution — Which One To Use?*. Retrieved from Towards Data Science: <https://towardsdatascience.com/6-ways-to-test-for-a-normal-distribution-which-one-to-use-9dcf47d8fa93>
- Lasadika, M.R. (2018). *The Impact of Service Quality Toward Customer Loyalty Through Customer Satisfaction and Trust as A Mediating Variable* (Case Study

- R+ & RD Dental Clinic Yogyakarta). (Thesis, Universitas Islam Indonesia).
[PDF]
- Lloret, J.T. (2019). *Family-Owned Business – 30 years of answered questions*. pp.28. [E-Book]. IESE Business School
- Majaski, C. (2020). *Hypothesis Testing*. Retrieved from Investopedia:
<https://www.investopedia.com/terms/h/hypothesistesting.asp>
- Marzuki, A., Armereo, C., & Rahayu, P.F. (2020). *Praktium Statistik*. [E-Book].
Malang: Ahli Media Press
- McCombes, S. (2019). *How to Create a Research Design*. Retrieved from Scribbr:
<https://www.scribbr.com/research-process/research-design/>
- McLeod, S. (2019). *What's The Difference Between Qualitative and Quantitative Research?*. Retrieved from SimplyPsychology:
<https://www.simplypsychology.org/qualitative-quantitative.html>
- Orach, C.G., Nsenga, N., Olu, O., & Harris, M. (2020). *Measuring The Problem: Basic Statistics*. WHO: WHO Guidance on Research Methods for Health Emergency and Disaster Risk Management [PDF]
- Pereira, D., Giantari, N.G.T., & Sukaatmadja, I.P.G. (2018). Pengaruh Service Quality Terhadap Satisfaction dan Customer Loyalty Koperasi Dadirah di Dili Timor-Leste. *E-Jurnal Ekonomi dan Bisnis Universitas Udayana* 5.3 (2016) : 455-488. [PDF]
- Purnomo, R.A. (2017). *Analisis Statistik Ekonomi dan Bisnis Dengan SPSS*. Edisi 2. [E-Book]. Ponorogo: CV. Wade Group

- Ramya, N., Kowsalya, A., & Dharanipriya, K. (2019). Service and its Dimensions. *EPRA International Journal of Research and Development (IJRD)*, 4(2), ISSN: 2455-7838 [PDF]
- Sileyew, K.J. (2019). *Research Design and Methodology*. London: IntechOpen, doi: 10.5772/intechopen.85731
- Situmeang, L.S. (2017). *Pengaruh Kualitas Pelayanan, Harga dan Lokasi Terhadap Kepuasan Konsumen pada Rumah Makan Istana Hot Plate Medan*. (Dissertation, Universitas Islam Negri Sumatera Utara). [PDF]
- Soetewey, A. (2020). *What is The Difference Between Population and Sample?*. Retrieved from Towards Data Science: <https://towardsdatascience.com/what-is-the-difference-between-population-and-sample-e13d17746b16>
- Sood, T. (2017). *Strategis Marketing Management and Tactics in the Service Industry*. [E-Book]. USA: IGI Global
- Staffaroni, S. (2019). *How to Define Customer Satisfaction and Measure it*. Retrieved from GetFeedback: <https://www.getfeedback.com/resources/cx/how-to-define-customer-satisfaction-and-measure-it/>
- Streetfkerk, R. (2019). *Qualitative vs Quantitative Research*. Retrieved from Scribbr: <https://www.scribbr.com/methodology/qualitative-quantitative-research/>
- Sugiyono. (2017). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. Alfabeta.

- Theresia, L., & Bangun, R. (2017). Service quality that improves customer satisfaction in a university: a case study in Institut Teknologi Indonesia. *IOP Conf. Ser.: Mater. Sci. Eng.* 277 012059. [PDF]
- Twin, A. (2020). *Marketing*. Retrieved from Investopedia: <https://www.investopedia.com/terms/m/marketing.asp>
- Unaradjan, D.D. (2019). *Metode Penelitian Kuantitatif*. [E-Book]. Jakarta: Penerbit Universitas Katolik Indonesia Atma Jaya
- Wahyuni, S. (2020). *Kinerja Sharia Conformity and Profitability Index dan Faktor Determinan*. [E-Book]. Surabaya: Scopindo Media Pustaka
- Yosep, C., Kindangen, P., & Tumewu, F. (2016). The Influence of Service Quality on Customer Satisfaction in Gran Puri Hotel Manado. *Jurnal Berkala Ilmiah Efisiensi*, 16(1). [PDF]
- Yusuf, M., & Daris, L. (2019). *Analisis Data Penelitian: Teori dan Aplikasi dalam Bidang Perikanan*. [E-Book]. Bogor: PT Penerbit IPB Press