

REFERENCES

- Djunaidi, F. G. (2020). *Analysis of Factors Affecting Consumer Satisfaction in Using Eucalyptus Oil in a Walbarua Kettle in Ubung Village*. Qiara Media Publisher, Pasuruan.
- Fidaa Nafiisah and Moh Djemdjem Djamaludin. (2020). "The Effect of Satisfaction on Consumer Loyalty of Mujigae Resto Youth in Bogor City" *Journal of Consumer Science*.
- Firmansyah, A. (2018). *Consumer Behavior (Attitudes and Marketing)*. Deepublish Publisher Yogyakarta.
- Firmansyah, A. (2019). *Product and Brand Marketing (Planning & Strategy)*. Deepublish Publisher, Yogyakarta.
- Fitrah, & Luthfiyah. (2017). *Research Methodology; Quantitative Research, Classroom Action & Case Studies*. West Java: Trail Publishers.
- Ghozali, H. O. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21*. Semarang: Universitas Diponegoro
- Hasni Zardi, Yunia Wardi, and Susi Evanita. (2018). "The Effect of Product Quality, Price, Location and Customer Satisfaction on Customer Loyalty in the Simpang Raya Bukittinggi Restaurant Salero Nan Tau Raso" *Journal of PICEEBA*
- Herlina, V. (2019). *Practical Guide to Processing Questionnaire Data Using SPSS*. The publisher of PT. Elex Media Komputindo. Jakarta.
- Indahingwati, A. (2019). *Customer Satisfaction in Mobile SIM Service Quality*. Publisher CV. Jakad Publishing Surabaya, Surabaya.
- Indahingwati, A. (2019). *Customer Satisfaction on the Quality of Mobile SIM Services..* Jakad Media Publishing Publisher, Surabaya.
- Indrasari. M. (2019). *Marketing and Customer Satisfaction: Marketing and Satisfaction*. Surabaya: Unitomo Press
- Jaya, I. M. L. M. (2019). *Health Data Processing Using SPSS*. Thema Publishing Publisher, Yogyakarta.
- Junaedi. (2015). *Customer Loyalty of Television Advertisers in the Tembang Pantura Program*. Deepublish Publisher, Yogyakarta.

- Limakrisna, N., & Purba, T.P (2017). *Marketing Management, Theory & Applications in Business in Indonesia*. Mitra Wacana Media Publisher. Jakarta.
- Raouf Ahmad Rahter and Jyoti Sharma. (2017). "The Influence of Customer Satisfaction and Commitment to Customer Loyalty: Evidence From the Hotel Industry" *Journal of Hospitality Research and Applications*.
- Nuralam, I. P. (2017). *Marketer Ethics and Consumer Satisfaction in Islamic Banking Marketing*. Publisher UB Press, Jakarta.
- Priyatno, D. (2018). *Easy SPSS Guide for Data Processing for Students & the General*. Publisher CV. Andi Offset, Yogyakarta.
- Sudarso, A. (2016). *Marketing Management of Hospitality Services (Completed with Research Results at Star Hotels in North Sumatra)*. Publisher Deepublish Publisher, Yogyakarta.
- Sudarsono, Heri. (2020). *Textbook: Marketing Management*. Jember: Pustaka Abadi.
- Sudaryono. (2016). *Marketing Management Theory and Implementation*. Publisher CV. Andi Offset, Yogyakarta.
- Tjiptono, F. & Diana, A. (2019). *Customer Satisfaction-Concepts, Measurement and Strategy*. Publisher CV. Andi Offset, Yogyakarta.
- Wahyoedi, S., & S. (2019). *Sharia Bank Customer Loyalty: Studies on Religion, Service Quality, Trust & Loyalty*. Deepublish Publisher, Yogyakarta.
- Wahyudi, S. T. (2017). *Economic Statistics: Concept, Theory and Application*. Publisher UB Press. Jakarta.