

REFERENCE

- Afroz, N. N. (2018). Effects of training on employee performance-A study on Banking sector, Tangail Bangladesh. *Global Journal of Economics and Business*, 4(1), 111-124.
- Ainiyah, N., Deliar, A., & Virtriana, R. (2016). The classical assumption test to driving factors of land cover change in the development region of northern part of west Java. *The International Archives of Photogrammetry, Remote Sensing and Spatial Information Sciences*, 41, 205.
- Al Rasyid, H. (2017). Pengaruh kualitas layanan dan pemanfaatan teknologi terhadap kepuasan dan loyalitas pelanggan Go-Jek. *Jurnal Ecodemica*, 1(2), 210-223.
- Alhkami, A. A., & Alarussi, A. S. (2016). Service quality dimensions and customer satisfaction in telecommunication companies. *Asian Journal of Business and Management*, 4(3).
- Andraini, D. D. (2018). Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan pada Hotel Inna Parapat.
- Anggita, R., & Ali, H. (2017). The Influence of Product Quality, Service Quality and Price to Purchase Decision of SGM Bunda Milk (Study on PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District). *Scholars Bulletin*, 3(6), 261-272.
- Apuke, O. D. (2017). Quantitative research methods: A synopsis approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 33(5471), 1-8.

- Ary, D., Jacobs, L. C., Irvine, C. K., & Walker, D. (2018). *Introduction to Research in Education*. United States: Cengage Learning.
- Astina, I. N. G. *Kualitas Layanan Berbasis Kearifan Lokal Bali: Sebuah Kajian terhadap Kualitas Layanan Berbasis Kearifan Lokal Bali terhadap Kepuasan dan Niat Perilaku Loyal Wisatawan Mancanegara pada Hotel Non-Bintang di Bali*. Penerbit Andi.
- Atmaja, N. P. C. D., & Utami, N. M. S. (2018). Servqual Gap and Comparative Analysis of Service Quality Perception: Determination Framework and Critical Factors for Submission of Service Quality in the Public Health Center (Puskesmas) in Sukawati District, Gianyar Region, Bali-Indonesia. *International Journal of Contemporary Research and Review*, 9(11), 21127-21137.
- Atmowardoyo, H. (2018). Research methods in TEFL studies: Descriptive research, case study, error analysis, and R & D. *Journal of Language Teaching and Research*, 9(1), 197-204.
- Brata, B. H., Husani, S., & Ali, H. (2017). The influence of quality products, price, promotion, and location to product purchase decision on Nitchi at PT. Jaya Swarasa Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*, 2(4), 357-374.
- Cahyono, Y., Purwanto, A., Azizah, F. N., & Wijoyo, H. (2020). Impact Of Service Quality, University Image And Students Satisfaction Towards Student loyalty: Evidence From Indonesian Private Universities. *Journal of Critical Reviews*, 7(19).

- Catharina, E. (2020). Pengaruh Harga dan Kualitas Layanan terhadap Kepuasan Pelanggan pada Fave Hotel di Jalan Rungkut. *Jurnal Strategi Pemasaran*, 7(1), 11.
- Cooper, H., Hedges, L. V., & Valentine, J. C. (Eds.). (2019). *The handbook of research synthesis and meta-analysis*. Russell Sage Foundation.
- Darliah, E. (2017). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Pada Hotel Metro Cikarang.
- Desiyanti, 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(03), 20660-20668.
- Duli, N. (2019). *Metodologi Penelitian Kuantitatif: Beberapa konsep dasar untuk penulisan skripsi & analisis data dengan SPSS*. Deepublish.
- Elisabeth, D. R., Nasir, A., & Suyono, J. (2019). The Effect of Service Quality on Customer Satisfaction at Koperasi Karyawan PT. Lotus Indah Textile Industry. *IJEED International Journal Of Entrepreneurship And Business Development eISSN 2597-4785 pISSN 2597-4750*, 2(2), 172-178.
- Endrawati, D., & Juliani, R. D. (2018). Hubungan Kualitas Layanan dengan Kepuasan Pelanggan PT. Indoguna Utama Semarang. *Majalah Ilmiah Inspiratif*, 3(6).
- Harahap, D. A., & Amanah, D. (2020). Determinants of Consumer Purchase Decision in SMEs. *International Journal of Scientific & Technology Research*, 9(3), 3981-3989.

- Harmen, H., Agustini, F., Harahap, L. M., & Amanah, D. (2017). Analysis of factors influencing the visitor satisfaction on Pantai Cermin, Indonesia. *IOSR Journal of Business and Management Ver. II, 19(6)*, 2319-7668.
- Hermawan, H., Brahmanto, E., & Hamzah, F. (2018). *Pengantar Manajemen Hospitality*. Penerbit NEM.
- Indrasari, M. (2019). *Pemasaran Dan Kepuasan Pelanggan: pemasaran dan kepuasan pelanggan*. Unitomo Press.
- Jilcha Sileyew, K. (2019). Research Design and Methodology. *Text Mining- Analysis, Programming and Application [Working Title][Internet]. IntechOpen*.
- Johnson, E.C. & Karlay, J.S. (2018). Impact of Service Quality on Customer Satisfaction. (Thesis, University of Gavle).
- 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)*, 30-38.
- Kartikasari, A., & Albari, A. (2019). The influence of product quality, service quality and price on customer satisfaction and loyalty. *Asian Journal of Entrepreneurship and Family Business, 3(1)*, 49-64.
- Kotler, P., & Keller, K. L. (2016). *A Framework for Marketing Management*. England: Pearson Education Limited.
- Kumari, K., & Yadav, S. (2018). Linear regression analysis study. *Journal of the practice of Cardiovascular Sciences, 4(1)*, 33.

- Li, F., Lu, H., Hou, M., Cui, K., & Darbandi, M. (2021). Customer satisfaction with bank services: The role of cloud services, security, e-learning and service quality. *Technology in Society, 64*, 101487.
- Magembe, C., & Njuguna, R. (2019). Service Characteristics and Service Quality of Organizations within the Telecommunications Sector; A Case of Safaricom Public Limited in Nakuru County. *International Journal of Current Aspects, 3(V)*, 57-75.
- Majid, U. (2018). Research fundamentals: Study design, population, and sample size. *Undergraduate research in natural and clinical science and technology journal, 2*, 1-7.
- Maulana, A. S. (2016). Pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan PT. TOI. *Jurnal Ekonomi Universitas Esa Unggul, 7(2)*, 78663.
- Mishra, P., Singh, U., Pandey, C. M., Mishra, P., & Pandey, G. (2019). Application of student's t-test, analysis of variance, and covariance. *Annals of cardiac anaesthesia, 22(4)*, 407.
- Neupane, R., & Devkota, M. (2017). Evaluation of the impacts of service quality dimensions on patient/customer satisfaction: A study of private hospitals in Nepal. *International Journal of Social Sciences and Management, 4(3)*, 165-176.
- Novansa, H., & Ali, H. (2017). Purchase Decision Model: Analysis of brand image, brand awareness and price (Case study SMECO Indonesia SME products). *Saudi Journal of Humanities and Social Sciences, 2(8)*, 621-632.

- Nunkoo, R., Teeroovengadam, V., Ringle, C. M., & Sunnassee, V. (2020). Service quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management, 91*, 102414.
- Ovidani, Z., & Hidayat, W. (2020). Pengaruh Kualitas Pelayanan, Harga Dan Kepercayaan Terhadap Kepuasan Pelanggan Pada Hotel Dafam Semarang. *Jurnal Ilmu Administrasi Bisnis, 9*(2), 167-174.
- Pasharibu, Y., Paramita, E. L., & Febrianto, S. (2018). Price, service quality and trust on online transportation towards customer satisfaction. *Jurnal Ekonomi dan Bisnis, 21*(2), 241-266.
- Polas, M. R. H., Rahman, M. M., Miah, M. A., & Hayash, M. M. A. (2018). The impact of waiting time towards customers satisfaction in fast food establishments: Evidence from Bangladesh. *IOSR Journal of Business and Management, 20*(5), 11-21.
- Queirós, A., Faria, D., & Almeida, F. (2017). Strengths and limitations of qualitative and quantitative research methods. *European Journal of Education Studies*.
- Ramya, N., Kowsalya, A., & Dharanipriya, K. (2019). Service quality and its dimensions. *EPRA International Journal of Research & Development, 4*, 38-41.
- Rewa, J. A. (2019). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Di Hotel Grand Aquila Bandung. *Almana: Jurnal Manajemen dan Bisnis, 3*(3), 576-584.

- Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen*. Deepublish.
- Rusdi, M., & Ali, M. M. (2020). Influence Of Service Quality And School Image On Satisfaction And Its Implications Towards Loyalty Of students SMK PGRI 35 Jakarta. *Dinasti International Journal of Digital Business Management*, 2(1), 135-145.
- Saidani, B., Muztahid, M. S., & Haro, A. (2017). The influence of perceived quality, brand image, and emotional value towards purchase intention of consina backpack. *JRMSI-Jurnal Riset Manajemen Sains Indonesia*, 8(1), 1-19.
- Sharma, S. (2019). Descriptive Statistics and Factorial Design. *Horizons University, Paris PHD*, 650.
- Shrestha, N. (2020). Detecting multicollinearity in regression analysis. *American Journal of Applied Mathematics and Statistics*, 8(2), 39-42.
- Suliyanto, S. E., & MM, S. (2017). Metode Penelitian Kuantitatif.
- Thabit, T., & Raewf, M. (2018). The evaluation of marketing mix elements: A case study. *International Journal of Social Sciences & Educational Studies*, 4(4).
- Theresia, L., & Bangun, R. (2017, December). Service quality that improves customer satisfaction in a university: A case study in Institut Teknologi Indonesia. In *IOP Conference Series: Materials Science and Engineering* (Vol. 277, No. 1, p. 012059). IOP Publishing.
- Tjomblang, T. A., Zainiar, Y. M., & Artha, N. A. (2016). The Analysis of Service Quality on Customer Satisfaction At“Kimia Farma”Pharmacy Number 33

Makassar, Indonesia. *International Journal of Business and Management Invention*, 45-52.

Unaradjan, D.D. (2019). *Metode Penelitian Kuantitatif*. Jakarta: Penerbit Universitas Katolik Indonesia Atma Jaya

Wahyuni, S., & Ginting, M. (2017). The impact of product quality, price and distribution on purchasing decision on the Astra motor products in Jakarta. *Arthatama*, 1(1), 18-26.

Walker, L. (2017). *Tourism and Hospitality management*. In *Anatolia*.
<https://doi.org/10.1080/13032917.2017.1292710>

Zainal, P., & Burda, A. (2021). Pengaruh Harga, Fasilitas, Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Hotel Borobudur Jakarta. *SI Manajemen*, 1-20

