## REFERENCES

- Darmis. (2021). Things That Affect Room Rates. Solo: Gumun Institute Foundation.
- Dharmawati, M. (2016). Entrepreneurship. Publisher PT. RajaGrafindo Persada Depok.
- Faizah et al (2017) with research title: The Effect of Price, Product Quality and Service Quality Toward Customer Satisfaction at O-Mamamia Steak and Ice Cream Restaurant
- Fathoroni, Annisa, Nuraini Siti Fatonah, Roni Andarsyah and Noviana Riza. 2020. A Decision Support System Tutorial for Lecturer Performance Assessment Using the 360 Degree Feedback Method. Bandung: Creative Archipelago Industry.
- Firmansyah, A. (2018). Consumer Behavior (Attitude and Marketing). Publisher Deepublish Publisher Yogyakarta.
- Ghodang, Hironymus. 2020. Quantitative Research Methods: Basic Concepts & Applications of Regression and Path Analysis With SPSS. Medan: Group Partner Publisher.
- Herlina, V. (2019). Practical Guide to Processing Questionnaire Data Using SPSS. The publisher of PT. Elex Media Komputindo. Jakarta.
- Indahningwati, A. (2019). Customer Satisfaction on the Quality of Mobile SIM Services.. Jakad Media Publishing Publisher, Surabaya.
- Ismainar, Hetty. 2015. Patient Safety in Hospitals. Publisher Deepublish Publisher, Yogyakarta.
- Jaya, I. M. L. M. (2019). Quantitative and Qualitative Research Methods. Thema Publishing Publisher, Yogyakarta.
- Kurniawan, A. R. (2018). Marketing Basics, Everything About Marketing & Sales. Quadrant Publishers, Yogyakarta.
- Limakrisna, N., & Purba, T.P (2017). Marketing Management, Theory & Applications in Business in Indonesia. Media Publisher DiscoursePartners. Jakarta.

- Marsam. (2020). The Influence of Leadership Style, Competence, and Commitment to Employee Performance at the Technical Implementation Unit in Yapis, Biak Numfor Regency Branch. Pasuruan: Qiara Media.
- Marzuki, A, Crystha, A., & Pipit, F. R. (2020). Statistics Practice. Malang: Media Press Expert.
- Mulyono. (2018). Achievement Through JFP Come Collect Your Credit Score. Yogyakarta: Depublish Publisher.
- Mutiawati, Cut, Fiktrika Mita Suryani, Renni Anggraini & Azmeri. 2019. Performance of Highway Public Transportation Services. Publisher Deepublish Publisher, Yogyakarta.
- Nurhayani, and Deni, S. (2019). Contemporary Marketing Strategy. Yogyakarta: Qiara Media.
- Priyatno, D. (2018). Easy SPSS Guide for Data Processing for Students & the General. Publisher CV. Andi Offset, Yogyakarta.
- Purnomo., Rochmat Aldy. 2019. Economic and Business Statistical Analysis With SPSS. Ponorogo: UNMUH Ponorogo Press.
- Ramdhani, Dadan. et al, (2020). Cost Accounting (Concept and Implementation in Manufacturing Industry). Yogyakarta: Markumi.
- Riyanto, Slamet and Aglis Andhita Hatmawan. 2020. Research Methods Quantitative Research in the Fields of Management, Engineering, Education and Experiments. Yogyakarta: Depublish Publisher.
- Santoso, Muhammad. 2019. Customer Loyalty of PDBANK CREDITAN PEOPLE in Cirebon Region. Publisher Deepublish Publisher, Yogyakarta.
- Sudarso, A. (2016). Marketing Management of Hospitality Services (Completed with Research Results at Star Hotels in North Sumatra. Publisher Deepublish Publisher, Yogyakarta.
- Sudaryono. (2016). Marketing Management Theory and Implementation. Publisher CV. Andi Offset, Yogyakarta.
- Sulistyawati and Seminari (2016) with research title: The Effect of Service Quality Toward Customer Satisfaction at Indus Ubud Gianyar Restaurant.
- Tjiptono, F. & Diana, A. (2016). Customer Satisfaction-Concepts, Measurement and Strategy. Publisher CV. Andi Offset, Yogyakarta.

- Tjiptono, F. & Diana, A. (2019). Customer Satisfaction-Concepts, Measurement and Strategy. Publisher CV. Andi Offset, Yogyakarta.
- Tjiptono, F. & Chandra, George. 2016. Service, Quality & Satisfaction. Andi Offset Publisher, Yogyakarta.
- Tjiptono, F. & Chandra, George. 2019. Service Quality & Customer Satisfaction. Andi Offset Publisher, Yogyakarta.
- Wijayanti, T. (2019). Marketing Plans! In Business. Publisher PT. Elex Media Komputindo. Jakarta.
- Yunitasari and Lestariningsih (2016) with the research title: The Effect of Product, Price, and Service Quality Toward Customer Satisfaction at KFC Restaurant.
- Yusuf, Muhammad and Lukman Daris. 2018. Analysis of Research Data Theory & Applications in the Field of Fisheries. Bogor: IPB Press.

