

REFERENCES

- Agus, Arawati, Barker, Sunita & Kandampully, Jay (2007) "An exploratory study of service quality in the Malaysian public service sector," *International Journal of Quality and Reliability Management*, vol.24 (2).
- Amstrong, G. dan Kotler (2001). *Principles of Marketing*, 9, Prentice Hall PTR.
- Assauri, S. (2004) *Manajemen Pemasaran: Dasar, Konsep dan Strategi* Jakarta: PT Grafindo Persada.
- Azzadina, I., Huda, A.N., & Sianipar, C.P.M. (2012). *Understanding Relationship between Personality Types, Marketing-mix Factors, and Purchasing Decisions*.
- Cho, B. H., Lee, C., & Chon, T. J. (2004). Effect of customers' service quality satisfaction for repurchase of golf range user. *Korean Journal of Physical Education*, vol 42(2).
- Cronin, J. J., Brady, M. K., & Hult, T. M. (2000). Assessing the effects of quality, value, customer satisfaction on consumer behavioral intentions in service, *Journal of Marketing* 59(1).
- Dehghan, A., 2006, *Relationship between Service Quality and Customer Satisfaction*, Thesis, Luella University of Technology.
- Drumond, H. (2003). *Introduction to Organizational Behaviour*. United Kingdom: Oxford.
- Hiransomboon, Katanyu. (2015) *Marketing Mix Affecting Accommodation Service Buying Decisions of Backpacker Tourist Traveling at Inner Rattanakosin Island in Bangkok, Thailand*
- Hosseini, Seyed Mohammad Hassan. (2011). *Marketing Mix from Viewpoint of Zanjan Grand Hotel Customers*.
- Huriyati, Ratih. (2005). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung. CV Alfabeta.
- Kotler, P., & Amstrong, G. (2008). *Principles of Marketing*, 12th ed, upper Saddle River, NJ : Pearson Education.

- Lee J-H;Kim,H-D;Ko ,Y, and Sagas ,M(2011).The influence of service quality on satisfaction and intention: a gender segmentation strategy. *Sport Management Review* 14:54-63.
- Lin, S. M. (2011). *Marketing Mix (7P) and Performance assessment of western fast food industry in Taiwan: An application by associating DEMATE and ANP.*
- Lovelock, C. (2005). *Manajemen Pemasaran Jasa.* Jakarta: PT Indeks.
- Sekaran, U. (2006). *Research Methods for Business.* Jakarta: Salemba Empat.
- Schiffman, L.G. Kanuk, L.L. (2010). *Consumer Behavior.* Edisi ke 10. Prentice-Hall International, Inc., Upper Saddle River, New Jersey.
- W. J. Stanton, M. J. Etzel & B. J. Walker, (2007). *Marketing,* 14th edition. McGraw-Hill/Irwin.
- Zeithaml, V., Berry, L. and Parasuraman, A. (1996) „The behavioral consequences of service quality“, *Journal of Marketing,* 60(2), 31–46.