

## REFERENCES

- Abutabenjeh, S., & Jaradat, R. M. (2018). *Clarification of research design, research methods, and research methodology: A guide for public administration researchers and practitioners*.  
[https://www.researchgate.net/publication/325364832\\_Clarification\\_of\\_research\\_design\\_research\\_methods\\_and\\_research\\_methodology\\_A\\_guide\\_for\\_public\\_administration\\_researchers\\_and\\_practitioners](https://www.researchgate.net/publication/325364832_Clarification_of_research_design_research_methods_and_research_methodology_A_guide_for_public_administration_researchers_and_practitioners)
- Ali, F., Ryu, K., & Hussain, K. (2016). Influence of Experiences on Memories, Satisfaction and Behavioral Intentions: A Study of Creative Tourism. *Journal of Travel and Tourism Marketing*, 33(1).  
<https://doi.org/10.1080/10548408.2015.1038418>
- Analytica, S. (2021). *What Are The 4 Measures Of Variability*.  
<https://statanalytica.com/blog/measures-of-variability/>
- Andryarto, N. M. (2020). *PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN, DAN LOKASI TERHADAP KEPUTUSAN PEMBELIAN*. 36.
- Anwar, G., & Zebari, B. A. (2015). The Relationship between Employee Engagement and Corporate Social Responsibility: A Case Study of Car Dealership in Erbil, Kurdistan. *International Journal of Social Sciences & Educational Studies*, 2(2).

Ariffin, A. A. M., Maghzi, A., Soon, J. L. M., & Alam, S. S. (2018). Exploring the influence of hospitality on guest satisfaction in luxury hotel services. *E-Review of Tourism Research*, 15(1).

A.S, R. (2023). *Population vs Sample: Definitions, Differences and Examples*. <https://www.simplilearn.com/tutorials/machine-learning-tutorial/population-vs-sample#GoTop>

Asenahabi, B. M. (2019). *Basics of Research Design: A Guide to selecting appropriate research design*. [https://www.researchgate.net/publication/342354309\\_Basics\\_of\\_Research\\_Design\\_A\\_Guide\\_to\\_selecting\\_appropriate\\_research\\_design](https://www.researchgate.net/publication/342354309_Basics_of_Research_Design_A_Guide_to_selecting_appropriate_research_design)

Ashirwadani, J. (2014). *Methods of Data Analysis*. [https://www.academia.edu/8135057/Methods\\_of\\_Data\\_Analysis](https://www.academia.edu/8135057/Methods_of_Data_Analysis)

Bevans, R. (2020). *Multiple Linear Regression | A Quick Guide (Examples)*. <https://www.scribbr.com/statistics/multiple-linear-regression/>

Bhandari, P. (2020). *Levels of Measurement | Nominal, Ordinal, Interval and Ratio*. <https://www.scribbr.com/statistics/levels-of-measurement/>

Bhandari, P. (2022). *Independent vs. Dependent Variables | Definition & Examples*. <https://www.scribbr.com/methodology/independent-and-dependent-variables/>

Böhme, C. (2023). *Shaping the Guest Experience: How Personalized Services Improve Customer Satisfaction in Luxury Hotels and Create a Competitive Advantage.*

Booking.com. (2024). *Aryaduta Medan Reviews.*

[https://www.booking.com/hotel/id/arya-duta-medan-medan.html?aid=318615&label=English\\_Indonesia\\_EN\\_ID\\_ID\\_29562093505-YQnSZU6\\_bQkOw8lla78e7AS634117828035%3Apl%3Aata%3Aap1%3Aap2%3Aac%3Aap%3Aneg%3Afi55346740026%3Atidsa-302055334485%3Alp9126798%3Ali%3Adec%3Adm%3Aag29562093505%3Acmp340122265&sid=d350cc01cde908870e119971b4633c21&dest\\_id=-2687472;dest\\_type=city;dist=0;group\\_adults=2;group\\_children=0;hapos=1;hpos=1;no\\_rooms=1;req\\_adults=2;req\\_children=0;room1=A%2CA;sb\\_price\\_type=total;sr\\_order=popularity;sreepoch=1704267007;srpvid=87e434bdf2c6001c;type=total;ucfs=1&#hotelTmpl](https://www.booking.com/hotel/id/arya-duta-medan-medan.html?aid=318615&label=English_Indonesia_EN_ID_ID_29562093505-YQnSZU6_bQkOw8lla78e7AS634117828035%3Apl%3Aata%3Aap1%3Aap2%3Aac%3Aap%3Aneg%3Afi55346740026%3Atidsa-302055334485%3Alp9126798%3Ali%3Adec%3Adm%3Aag29562093505%3Acmp340122265&sid=d350cc01cde908870e119971b4633c21&dest_id=-2687472;dest_type=city;dist=0;group_adults=2;group_children=0;hapos=1;hpos=1;no_rooms=1;req_adults=2;req_children=0;room1=A%2CA;sb_price_type=total;sr_order=popularity;sreepoch=1704267007;srpvid=87e434bdf2c6001c;type=total;ucfs=1&#hotelTmpl)

Buharova, I., & Vereshchagina, L. (2021). Tourism and the hospitality industry: Current state problems and prospects of development. *E3S Web of Conferences*, 273. <https://doi.org/10.1051/e3sconf/202127309038>

Carev, D. (2008). Guest Satisfaction & Guest Loyalty: Study For Hotel Industry. *Management.*

Chasanah, U. (2019). *PENGARUH KUALITAS PRODUK, PELAYANAN DAN LOKASI TERHADAP LOYALITAS PELANGGAN PADA CAFE WAROENG PISA PURWOKERTO, BANYUMAS.*

Crina, I. (2017). Competitiveness through in the hospitality industry- theoretical aspect and measurement methods in the international practice. *The Journal Contemporary Economy Revista Economica Contemporană*, 2(4).

Data, K. (2022, May). *How to Test Linearity Assumption in Linear Regression using Scatter Plot.*  
<https://kandadata.com/how-to-test-linearity-assumption-in-linear-regression-using-scatter-plot/>

Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2). <https://doi.org/10.1177/0092070394222001>

Fadzali, F. (2021). *Research Methods.*  
[https://www.researchgate.net/publication/351043540\\_Research\\_Methods](https://www.researchgate.net/publication/351043540_Research_Methods)

Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, 25(5), 397. <https://doi.org/10.1016/j.emj.2007.08.005>

- Ginting, L. (2018). The Effect of Service Quality on Satisfaction and Loyalty in Menara Lexus Hotel Medan. *KnE Social Sciences*, 3(10).  
<https://doi.org/10.18502/kss.v3i10.3376>
- Gremler, D. D., & Brown, S. W. (1996). *Service Loyalty: Its Nature, Importance, and Implications*.
- Griffin, J. (1995). Customer loyalty: how to earn it, how to keep it. *Choice Reviews Online*, 32(11). <https://doi.org/10.5860/choice.32-6312>
- Gupta, R. (2018). *The Current Hospitality Scenario: Competition, Upswing, Marketing : 4Hoteliers*. 4Hoteliers.Com.
- Hasanah, E. U., & Wahyudi, D. (2021). *Effect of Service Quality and Location to Tourist Loyalty Towards a New Normal*.  
<https://www.atlantis-press.com/proceedings/icobame-20/125953976>
- Hassan, M. (2024). *Data Analysis – Process, Methods and Types*.  
<https://researchmethod.net/data-analysis/>
- Hayes, A. (2023a). *Descriptive Statistics: Definition, Overview, Types, Example*.  
[https://www.investopedia.com/terms/d/descriptive\\_statistics.asp](https://www.investopedia.com/terms/d/descriptive_statistics.asp)
- Hayes, A. (2023b). *T-Test: What It Is With Multiple Formulas and When To Use Them*. <https://www.investopedia.com/terms/t/t-test.asp>

Ing, I., & Dahlan, K. S. S. (2023). *The Influence Of Price, Location And Promotion On Customer Loyalty Mediated By Customer Satisfaction.*

<https://ijssr.ridwaninstitute.co.id/index.php/ijssr/article/view/568/1011>

Jaya Saputra, A., & Djumarno, D. (2021a). Effect of Price and Service Quality on Customer Satisfaction and Its Implications for Customer Loyalty at Aston Pluit Hotel & Residence Jakarta. *Dinasti International Journal of Economics, Finance & Accounting*, 2(1).

<https://doi.org/10.38035/dijefa.v2i1.728>

Jaya Saputra, A., & Djumarno, D. (2021b). Effect of Price and Service Quality on Customer Satisfaction and Its Implications for Customer Loyalty at Aston Pluit Hotel & Residence Jakarta. *Dinasti International Journal of Economics, Finance & Accounting*, 2(1).

<https://doi.org/10.38035/dijefa.v2i1.728>

Jovinka, E. (2022). *The influence of brand image, price, and product quality towards customer purchase decision at Boshi Bakery Bali.*

<http://repository.uph.edu/54599/>

Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: The role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management*, 12(6).

<https://doi.org/10.1108/09596110010342559>

Kaydos, W. (2020). *Operational Performance Measurement: Increasing Total Productivity.*

[https://books.google.co.id/books?hl=en&lr=&id=G1cBEAAAQBAJ&oi=fnd&pg=PP1&dq=operational+variable+and+variable+measurement+2020&ots=sMfpHrw-mz&sig=PgdEt2iwB20avNa9YvDRidkkNQI&redir\\_esc=y#v=onepage&q&f=false](https://books.google.co.id/books?hl=en&lr=&id=G1cBEAAAQBAJ&oi=fnd&pg=PP1&dq=operational+variable+and+variable+measurement+2020&ots=sMfpHrw-mz&sig=PgdEt2iwB20avNa9YvDRidkkNQI&redir_esc=y#v=onepage&q&f=false)

Keni, K., & Sandra, K. K. (2021). *PREDIKSI CUSTOMER EXPERIENCE DAN SERVICE QUALITY TERHADAP CUSTOMER LOYALTY: CUSTOMER SATISFACTION SEBAGAI VARIABEL MEDIASI.*

<https://journal.untar.ac.id/index.php/jmieb/article/view/11196>

Leavy, P. (2022). *Research design: Quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches.*

[https://books.google.co.id/books?hl=en&lr=&id=qUiKEAAAQBAJ&oi=fnd&pg=PP1&dq=research+design+2022&ots=RxJhDoAp7R&sig=MhnzMXboAzGaSSIoAcAHddeJp70&redir\\_esc=y#v=onepage&q=research%20design%202022&f=false](https://books.google.co.id/books?hl=en&lr=&id=qUiKEAAAQBAJ&oi=fnd&pg=PP1&dq=research+design+2022&ots=RxJhDoAp7R&sig=MhnzMXboAzGaSSIoAcAHddeJp70&redir_esc=y#v=onepage&q=research%20design%202022&f=false)

Li, Z., & Yao, J. (2019). *Testing for Heteroscedasticity in High-dimensional Regressions.*



[https://www.researchgate.net/publication/282403465\\_Testing\\_for\\_Heteroscedasticity\\_in\\_High-dimensional\\_Regressions](https://www.researchgate.net/publication/282403465_Testing_for_Heteroscedasticity_in_High-dimensional_Regressions)

Liantono, O. (2022). *The Influence of Food Quality, Service Quality, and Price on Customer Satisfaction at Pondok Telaga Ikan*.  
<http://repository.uph.edu/54575/>

Majaski, C. (2023). *Hypothesis to Be Tested: Definition and 4 Steps for Testing with Example*.  
<https://www.investopedia.com/terms/h/hypothesistesting.asp>

Maula, I. (2022). *Hubungan Tingkat Pengetahuan Ibu Tentang Gizi Anak Dengan Status Gizi Anak Usia 1-3 Tahun*.  
[https://repository.upi.edu/75232/4/TA\\_H5131\\_1902431\\_Chapter3.pdf](https://repository.upi.edu/75232/4/TA_H5131_1902431_Chapter3.pdf)

McCombes, S. (2023). *Sampling Methods | Types, Techniques & Examples*. <https://www.scribbr.com/methodology/sampling-methods/#non-probability-sampling>

Meyer, C., & Schwager, A. (2007). Understanding customer experience. In *Harvard Business Review* (Vol. 85, Issue 2).

Michaely, M. (2023). *The Effect of Location, Product Design and Quality of Service on Customer Loyalty at Madam Souvenir, Medan*.



Middleton, F. (2019). *Reliability vs. Validity in Research | Difference, Types and Examples.*

<https://www.scribbr.com/methodology/reliability-vs-validity/>

Muraina, I. O., & Adeleke, I. A. (2022). *PREDICTING STUDENTS"*

*CHOICE OF SELECTING APPROPRIATE AND RELEVANT RESEARCH DESIGN FOR DATA ANALYSIS USING VISIRULE.*

[https://www.researchgate.net/publication/358284706\\_PREDICTIN](https://www.researchgate.net/publication/358284706_PREDICTIN)

[G\\_STUDENTS\\_CHOICE\\_OF\\_SELECTING\\_APPROPRIATE\\_A](https://www.researchgate.net/publication/358284706_PREDICTIN)  
[ND\\_RELEVANT\\_RESEARCH\\_DESIGN\\_FOR\\_DATA\\_ANALYS](https://www.researchgate.net/publication/358284706_PREDICTIN)  
[IS\\_USING\\_VISIRULE](https://www.researchgate.net/publication/358284706_PREDICTIN)

Mwita, K. M. (2022). *Research in Business & Social Science. 11*, 533–534.

<https://www.ssbfn.net.com/ojs/index.php/ijrbs/article/view/1842/137>

0

Nurjanah, I., Putri, Y., & Hermawan, H. (2021a). Peran General Store

Section dalam Mendukung Mutu Pelayanan Usaha Hotel. *Media*

*Wisata, 17*(1). <https://doi.org/10.36276/mws.v17i1.148>

Nurjanah, I., Putri, Y., & Hermawan, H. (2021b). Peran General Store

Section dalam Mendukung Mutu Pelayanan Usaha Hotel. *Media*

*Wisata, 17*(1). <https://doi.org/10.36276/mws.v17i1.148>

Orhan, E. (2023). *Urban hotel location determinants: Evidence from*

*Ankara's Hotel Geography.*

- Panjaitan, J. E., & Yuliati, A. L. (2016). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada JNE Cabang Bandung [The Influence of Service Quality on Customer Satisfaction at JNE Branch in Bandung]. *DeReMa (Development Research of Management): Jurnal Manajemen*, 11(2).  
<https://doi.org/10.19166/derema.v11i2.197>
- Pasharibu, Y., Paramita, E., & Febrianto, S. (2018). *Price, service quality and trust on online transportation towards customer satisfaction*.  
<https://www.semanticscholar.org/paper/Price%2C-service-quality-and-trust-on-online-towards-Pasharibu-Paramita/cfd3f9ce36adf9b2c78c9470354ed939b9dbc001>
- Sachio, F. (2021a). *The influence of service quality and customer satisfaction on customer loyalty at Grand City Hall hotel, Medan*.
- Sachio, F. (2021b). *The influence of service quality and customer satisfaction on customer loyalty at Grand City Hall hotel, Medan*.
- Salmaa, S. (2023, July 18). *Snowball Sampling: Jenis, Contoh, Ciri, Langkah*.  
[https://penerbitdeepublish.com/snowball-sampling/#b\\_Sugiyono](https://penerbitdeepublish.com/snowball-sampling/#b_Sugiyono)
- Santoso, K. (2020). *Pengaruh Kualitas Layanan dan Kepercayaan terhadap Loyalitas Konsumen dimediasi oleh Kepuasan Konsumen pada Hotel Bintang 5 di Semarang*.

Schmitt, B. (1999). *Experiential marketing, How to get customers to sense, feel, think, act, and relate to your company and brands. New York.*

Showkat, N., & Parveen, H. (2017). *Non-Probability and Probability Sampling.*

[https://www.researchgate.net/publication/319066480\\_Non-Probability\\_and\\_Probability\\_Sampling](https://www.researchgate.net/publication/319066480_Non-Probability_and_Probability_Sampling)

Shukla, S. (2020). *CONCEPT OF POPULATION AND SAMPLE.*

[https://www.researchgate.net/publication/346426707\\_CONCEPT\\_OF\\_POPULATION\\_AND\\_SAMPLE](https://www.researchgate.net/publication/346426707_CONCEPT_OF_POPULATION_AND_SAMPLE)

Sileyew, K. J. (2019). *Cyberspace* (E. A. Taieh, I. H. Al Hadid, & A. El Mouatasim, Eds.).

[https://books.google.co.id/books?hl=en&lr=&id=eqf8DwAAQBAJ&oi=fnd&pg=PA27&dq=descriptive+research+design&ots=cLM31WhgOc&sig=Qsz0Wn7mpG5nQ6QYFtMZTstDXI&redir\\_esc=y#v=onepage&q&f=false](https://books.google.co.id/books?hl=en&lr=&id=eqf8DwAAQBAJ&oi=fnd&pg=PA27&dq=descriptive+research+design&ots=cLM31WhgOc&sig=Qsz0Wn7mpG5nQ6QYFtMZTstDXI&redir_esc=y#v=onepage&q&f=false)

Sombut, N., & Sujchaphong, N. (2021). *Effects of Customer Experience on Loyalty of 4-5 Star Hotel Business in Thailand.*

<http://202.28.34.124/dspace/handle/123456789/1196>

Soriton, J. F. W., Tampi, J. R. E., & Walangitan, O. F. (2021). *Pengaruh Kualitas Pelayanan, Lokasi dan Harga terhadap Loyalitas Pelanggan Berusaha Motor Kawangkoan.*

<https://ejournal.unsrat.ac.id/v3/index.php/productivity/article/view/36518/33958>

Taber, Keith. S. (2018). *The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education.*

[https://www.bing.com/search?pglt=43&q=Taber%2C+K.S.+The+Use+of+Cronbach%E2%80%99s+Alpha+When+Developing+and+Reporting+Research+Instruments+in+Science+Education.+Res+Sci+Educ+48%2C+1273%E2%80%931296+\(2018\).+https%3A%2F%2Fdoi.org%2F10.1007%2Fs11165-016-9602-2&cvid=c53fb189f0f747c3a582516c7284932b&gs\\_lcrp=EgZjaHJvbWUyBggAEEUYOTIHCAEQRRj8VdIBBzMwNmowajGoAgCwAgA&FORM=ANNAB1&PC=HCTS](https://www.bing.com/search?pglt=43&q=Taber%2C+K.S.+The+Use+of+Cronbach%E2%80%99s+Alpha+When+Developing+and+Reporting+Research+Instruments+in+Science+Education.+Res+Sci+Educ+48%2C+1273%E2%80%931296+(2018).+https%3A%2F%2Fdoi.org%2F10.1007%2Fs11165-016-9602-2&cvid=c53fb189f0f747c3a582516c7284932b&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIHCAEQRRj8VdIBBzMwNmowajGoAgCwAgA&FORM=ANNAB1&PC=HCTS)

Taylor, C. (2019). *Null Hypothesis and Alternative Hypothesis.*

[https://online210.psych.wisc.edu/wp-content/uploads/PSY-210\\_Unit\\_Materials/PSY-210\\_Unit08\\_Materials/Taylor\\_NullHypothesis\\_2019.pdf](https://online210.psych.wisc.edu/wp-content/uploads/PSY-210_Unit_Materials/PSY-210_Unit08_Materials/Taylor_NullHypothesis_2019.pdf)

Turney, S. (2022). *Coefficient of Determination ( $R^2$ ) | Calculation & Interpretation.* <https://www.scribbr.com/statistics/coefficient-of-determination/>

Vincent, F. (2021). *Pengaruh customer experience, customer satisfaction, dan customer loyalty terhadap brand power dan brand performance*

*hotel internasional bintang 4-5 di Indonesia berdasarkan perspektif konsumen.*

