

## REFERENCES

- Aditi, B., & Hermansyur. (2017). Uji Heteroskedastisitas. *PENGARUH INOVASI DAN KREATIVITAS TERHADAP KEPUASAN KONSUMEN PADA UMKM DI KOTA MEDAN*, 6.
- Ainiyah, N., Deliar, A., & Virtriana, R. (2016). Classical Assumption Test. *THE CLASSICAL ASSUMPTION TEST TO DRIVING FACTORS OF LAND COVER CHANGE IN THE DEVELOPMENT REGION OF NORTHERN PART OF WEST JAVA*, 206.
- Anggarsari, F. (2017, September 15). *Service Marketing, Sudahkah Anda Pahami?* Retrieved from Zahir Blog: <https://zahiraccounting.com/id/blog/service-marketing-sudahkah-anda-pahami/>
- Aruperes, L. (2015). RESEARCH METHOD. *THE EFFECT OF INNOVATION AND ADVERTISING TO CUSTOMER LOYALTY AT CINEMAXX STUDIO IN MANADO*, 79-80.
- Batatx. (2015, February 8). *4 Hasil Bumi Aceh Yang Mendunia*. Retrieved June 19, 2019, from Aceh Planet: <http://acehplanet.com/4-hasil-bumi-aceh-yang-mendunia/>
- Bernazzani, S. (2019, May 22). *What Is Customer Satisfaction?* Retrieved June 23, 2019, from blog.hubspot.com: <https://blog.hubspot.com/service/what-is-customer-satisfaction>

- Bhat, A. (2019). *RESEARCH DESIGN: DEFINITION, CHARACTERISTICS AND TYPES*. Retrieved July 2, 2019, from questionpro.com: <https://www.questionpro.com/blog/research-design/>
- Budi. (2020, Maret 9). *Pengertian Standar Deviasi*. Retrieved from Sridianti.com: <https://www.sridianti.com/pengertian-standar-deviasi.html>
- Chen, J. K., Batchuluun, A., & Batnasan, J. (2015). Abstract. *Services innovation impact to customer satisfaction and customer value enhancement in airport*, 219.
- Dais, S. (2018, Agustus 21). *Bagaimana Fungsi Standar Deviasi dalam Statistik Deskriptif*. Retrieved from Sridianti.com: <https://www.sridianti.com/bagaimana-fungsi-standar-deviasi-dalam-statistik-deskriptif.html>
- Daragahi, G. A. (2017). Customer satisfaction. *The Impact of Innovation on Customer Satisfaction: A Study of the Cosmetics Producer in Tehran*, 123.
- Durst, S., Mention, A. L., & Poutanen, P. (2015). Introduction. *Service innovation and its impact: What do we know about?*, 1.
- Fan, S. S., Chen, Y. C., & Miao, L. (2018, March 3). Discussing the Effect of Service Innovation on Customer Satisfaction Based on Statistics Education – A Case on Qianjiangyue Leisure Farm. *EURASIA Journal of Mathematics, Science and Technology Education*, 2468-2474. Retrieved June 25, 2019

- Ferreira, N. M. (2019, May 12). *What is Entrepreneurship? Entrepreneur Definition and Meaning*. Retrieved June 24, 2019, from id.oberlo.com: <https://id.oberlo.com/blog/what-is-entrepreneurship>
- Goenawan, M. A. (2018, May 31). *Perusahaan China Jajal Antar Makanan Pakai Drone*. Retrieved June 28, 2019, from Inet.detik.com: <https://inet.detik.com/consumer/d-4046805/perusahaan-china-jajal-antar-makanan-pakai-drone>
- Hanif, M. I., & Asgher, M. U. (2018). Dependent Variable: Service Innovation Performance. *Service Innovation and Service Innovation Performance: A Study of Banking Services*, 674.
- Hannochs. (2015). *About Us*. Retrieved June 21, 2019, from [hannochs.com](http://www.hannochs.com/was/about-us/): <http://www.hannochs.com/was/about-us/>
- Helkkula, A., Kowalkowski, C., & Tronvoll, B. (2018). Abstract. *Archetypes of Service Innovation: Implications for Value Cocreation*, 284.
- Hoyos, Á. T., & Braun, B. M. (2015). ENTREPRENEURIAL HUMAN ACTION. *Managing Innovation: A Values Based Approach*, 65.
- Iberahim, H., Taufik, N. M., Adzmir, A. M., & Saharuddin, H. (2016). Customer Satisfaction and Service Quality. *Customer Satisfaction on Reliability and Responsiveness of Self Service Technology for Retail Banking Services*, 15.
- Inspiring. (2018, January 15). *Daerah Penghasil Kayu Jati Terbesar di Indonesia*. Retrieved June 22, 2019, from Inspiring.id: <https://inspiring.id/daerah-penghasil-kayu-jati/>

- Jovancic, N. (2018, August 9). *The Ultimate Guide on How to Create a Likert Scale Survey*. Retrieved July 2, 2019, from [blog.leadquizzes.com: https://blog.leadquizzes.com/the-ultimate-guide-on-how-to-create-a-likert-scale-survey/](https://blog.leadquizzes.com/the-ultimate-guide-on-how-to-create-a-likert-scale-survey/)
- Kenton, W. (2017, June 28). *Sample*. Retrieved July 5, 2019, from [investopedia.com: https://www.investopedia.com/terms/s/sample.asp](https://www.investopedia.com/terms/s/sample.asp)
- Kenton, W. (2019, May 6). *Population Definition*. Retrieved July 5, 2019, from [investopedia.com: https://www.investopedia.com/terms/p/population.asp](https://www.investopedia.com/terms/p/population.asp)
- Klein, A. G., Gerhard, C., Büchner, R. D., Diestel, S., & Engel, K. S. (2016). Heteroscedasticity measure. *The detection of heteroscedasticity in regression models for psychological data*, 572.
- Kupelian, K. (2019, January 4). *11 things you probably didn't know about Walmart*. Retrieved June 24, 2019, from [businessinsider.com: https://www.businessinsider.com/walmart-facts-ceo-doug-mcmillon-walton-family-2019-1/?IR=T](https://www.businessinsider.com/walmart-facts-ceo-doug-mcmillon-walton-family-2019-1/?IR=T)
- Kuwado, F. J. (2018, April 5). *Jumlah Entrepreneur di Indonesia Jauh di Bawah Negara Maju, Ini Kata Jokowi*. Retrieved from [Kompas.com: https://nasional.kompas.com/read/2018/04/05/17261391/jumlah-entrepreneur-di-indonesia-jauh-di-bawah-negara-maju-ini-kata-jokowi](https://nasional.kompas.com/read/2018/04/05/17261391/jumlah-entrepreneur-di-indonesia-jauh-di-bawah-negara-maju-ini-kata-jokowi)
- Mahmoud, M. A., Hinson, R. E., & Anim, P. A. (2017). Service innovation and CS. *Service innovation and customer satisfaction: the role of customer value creation*, 6.

Martini, U., & Buffa, F. (2020). *Marketing for Sustainable Tourism*. Switzerland: MDPI.

McCombes, S. (2019, May 15). *Descriptive Research*. Retrieved July 2, 2019, from scribbr.com: <https://www.scribbr.com/methodology/descriptive-research/>

Narkhede, S. (2018, June 6). *Understanding Descriptive Statistics*. Retrieved July 7, 2019, from towardsdatascience.com: <https://towardsdatascience.com/understanding-descriptive-statistics-c9c2b0641291>

O'Connell, L. (2019, April 4). *Total revenue of Walmart worldwide from 2012 to 2019 (in billion U.S. dollars)*. Retrieved June 25, 2019, from Statista.com: <https://www.statista.com/statistics/555334/total-revenue-of-walmart-worldwide/>

Parihar, H. (2018, October 10). *Indicators of Customer Satisfaction To Track*. Retrieved from FeedbacQ: <https://www.feedbacq.co/blog/2018/10/10/what-customer-satisfaction-indicators-should-you-track/>

Parihar, H. (2018, October 10). *Indicators of Customer Satisfaction To Track*. Retrieved June 29, 2019, from feedbacq.co: <https://www.feedbacq.co/blog/2018/10/10/what-customer-satisfaction-indicators-should-you-track/>

Quora. (2018, January 28). *quora.com/What-is-the-general-concept-of-a-service-Innovation*. Retrieved June 22, 2019, from Quora.com:

<https://www.quora.com/What-is-the-general-concept-of-a-service-Innovation>

Sasrawan, H. (2018, Januari 5). *5 Fungsi Standar Deviasi*. Retrieved from <https://hedisasrawan.blogspot.com/2018/01/5-fungsi-standar-deviasi.html>:  
<https://hedisasrawan.blogspot.com/2018/01/5-fungsi-standar-deviasi.html>

Setya, D. (2019, Oktober 10). *Canggih! Kisah-kisah Makanan yang 'Terbang' Menggunakan Drone*. Retrieved from Detik Food: <https://food.detik.com/info-kuliner/d-4741476/canggih-kisah-kisah-makanan-yang-terbang-menggunakan-drone/2/#news>

Singh, S. (2018, June 26). *Sampling Technique*. Retrieved July 5, 2019, from Towardsdatascience.com: <https://towardsdatascience.com/sampling-techniques-a4e34111d808>

Steber, C. (2017, January 26). *Quantitative Research Design: Methods & Appropriate Uses*. Retrieved July 2, 2019, from cfrinc.net: <https://www.cfrinc.net/cfrblog/quantitative-research-design>

Sugiyono. (2017). *METODE PENELITIAN KUANTITATIF, KUALITATIF DAN R&D*. Bandung: Alfabeta.

Surbhi. (2017, December 30). *Difference Between Structured and Unstructured Interview*. Retrieved July 02, 2019, from keydifferences.com: <https://keydifferences.com/difference-between-structured-and-unstructured-interview.html>

Tacy, A. (2019, April 22). *A (Modern) Services Innovation Framework*. Retrieved July 2, 2019, from Solvinnov.com: <http://solvinnov.com/a-modern-services-innovation-framework/>

Vicky. (2017, Juli 08). *Statistika uji T, uji F, dan uji Z*. Retrieved from vickyblog: <http://atikazfblog.blogspot.com/2017/07/statistika-uji-t-uji-f-dan-uji-z.html>

Yeh, T. M., Chen, S. H., & Chen, T. F. (2019). Literature Review. *The Relationships among Experiential Marketing, Service Innovation, and Customer Satisfaction - A Case Study of Tourism Factories in Taiwan*, 3.

Yeh, T. M., Chen, S. H., & Chen, T. F. (2019, February). The Relationships among Experiential Marketing, Service Innovation, and Customer Satisfaction—A Case Study of Tourism Factories in Taiwan. *Sustainability*, 1-12. Retrieved June 25, 2019

