

BIBLIOGRAPHY

Books:

Cahill, J. (2015). *Marketing Management*, Second Edition, United States of America: Pearson

Evans, (2015). *Customer Satisfaction*. Canada: Nielson Education Inc

Kotler, P. (2016). *Marketing Management*. Australia: Prentice Hall

Kotler, P, and Armstrong, G.(2014). *Marketing Management. Twelfth Edition*. United States of America: Pearson International Edition

Martin, R. and Bridgmon, J.H.(2012). *Business Research Methods*. Thirteenth Edition. USA: South-Western Cengage Learning

Oliver, R. L. (2014). *Satisfaction: A Behavioral Perspective on the Customer*. New York : Mc Graw - Hill

Omachonu, and Joel E. Ross. (2016). *Principles of Quality Management*. Fourth Edition. Florida: CRC Press Ltd

Peter, J.P, and Donnelly.(2016). *Marketing Management*. Eighth Edition. New York: McGraw-Hill Companies, Inc.

Rosenbloom, P. (2015). *Marketing*. New York : McGraw International Edition

Sirkin, (2019). *Research Methods*. England: Pearson Education Limited

Sugiyono, A.(2019). *Penelitian Bisnis Manajemen*. Jakarta: Rineka Cipta

Winston. (2010). *Professional Services Marketing: The Service Quality*. England: Pearson Education Limited

Siyoto, S., & Sodik, M. A. (2015). *Dasar metodologi penelitian*. Yogyakarta: Literasi Media Publishing.

Sugiyono. (2015). *Metode penelitian pendidikan: penelekatan kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. (2017). Metode penelitian kuantitatif, kualitatif, dan r&d. Bandung: Alfabeta.

Journal:

Gilaninia, Shahram., Mohmmad Taleghani², Mohammad Reza Khorshidi Talemi³ (2014). *THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION*. Journal of Research and Development Vol. 1, No.4, 2013

Navaratnaseelan, J.J, and Elangkumaran, P. (2014). *Impact of Service Quality on Customer Satisfaction: A Study on Customers of Commercial Bank of Ceylon PLC Trincomalee District*. Srilanka: Advanced Technological Institute, pp. 359-362

Robert AB, Cindy Prishila Wowor². (2017). *THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND SERVICE (EMPIRICAL STUDY AT CELEBRITY FITNESS JAKARTA)*. Journal of Business Strategy and Execution, 3(2), 154 – 175.

Thuy, Ly Nam. (2014). *The Relationship between Service Quality and Customer Satisfaction of Thien Huong Corn Wine Company in Vietnam*.

Department of Business Administration. I-Shou University. Master Thesis Yeo, Gi Tae, et. al. (2015). *An Analysis of Port Service Quality and Customer Satisfaction: The Case of Korean Container Ports*. The Asian Journal of Shipping and Logistic. Vol. 31(4) (2015) 437-447

Zeithaml, V.A. (2007), “Service quality, profitability, and the economic worth of customers: what we know and what we need to learn”, Journal of the Academy of Marketing Science, Vol. 28 No. 1, pp. 67-85.

Website

Businessdictionary.com. Definition of Marketing. Retrieved 01 March 2019.

<http://www.businessdictionary.com/definition/marketing.html> AMA.

Marketing and its element. Retrived 01 March 2019.

<https://www.ama.org/the-definition-of-marketing/>