

## LIST OF REFERENCES

- Amstron, G., & Kotler, P. (2015). *Marketing : An Introduction* (Twelfth Edition ed.). Pearson Education Limited.
- Bluman, A. G. (2014). *Elementary Statistics : A Step by Step Approach*. New York: McGraw-hill Education.
- Carter, R. (2017, September 2017). *The 15 Key Factors That Influence Customer Satisfaction*. Retrieved February 13, 2019, from <https://www.guided-selling.org/customer-satisfaction-factors/>
- Claessens, M. (2015, April 23). *Definition of Product and Service – What is a Product, What is a Service?* Retrieved February 08, 2019, from Marketing-Insider: <https://marketing-insider.eu/definition-of-product/>
- Claessens, M. (2017, June 20). *4 Types of Consumer Products*. Retrieved February 09, 2019, from <https://marketing-insider.eu/4-types-of-consumer-products/>
- Claessens, M. (2018, June 12). *Definitions of Product Quality - Different Approaches to Quality*. Retrieved November 14, 2018, from Marketing Insider: <https://marketing-insider.eu/definitions-of-product-quality/>
- Cruz, A. V. (2015). *Relationship Between Product Quality and Customer Satisfaction*.
- David. (2017, January 19). *What is the Difference Between Population and Sample?* Retrieved March 14, 2019, from Statistics Solutions: <https://www.statisticssolutions.com/what-is-the-difference-between-population-and-sample/>
- Dudovskiy, J. (2018). *Descriptive Research*. Retrieved March 14, 2019, from Research Methodology: <https://research-methodology.net/descriptive-research/>

- Dudovskiy, J. (2018). *Sampling*. Retrieved March 14, 2019, from Research Methodology: <https://research-methodology.net/sampling-in-primary-data-collection/>
- Effendi, E. N. (2015). Analisis Pengaruh Harga, Kualitas Produk, dan Pengembangan Produk Terhadap Kepuasan Pelanggan Pada Mebel UD. Kartini Jepara Nganjuk.
- Farnsworth, B. (2016, April 26). *Qualitative vs Quantitative Research – What Is What?* Retrieved March 09, 2019, from Imotions: <https://imotions.com/blog/qualitative-vs-quantitative-research/>
- Gaol, A. L. (2016). Pengaruh Kualitas Produk Terhadap Tingkat Kepuasan Konsumen dan Loyalitas Konsumen. *Jurnal Administrasi Bisnis (JAB)*, 128.
- Heale, R., & Twycorss, A. (2015). *Validity and Reliability in Quantitative Studies*. Retrieved March 18, 2019, from <https://ebn.bmj.com/content/18/3/66>
- Hilnbrnad, J. (2017, April 2017). *Garvin's 8 Dimensions of Quality in Digital Design*. Retrieved February 10, 2019, from <http://jhil.co/garvins-8-dimensions-of-quality-in-digital-design/>
- Hitung, R. (2013). *Tabel R Statistika dan Cara Membacanya*. Retrieved May 03, 2019, from <https://rumushitung.com/2013/06/08/tabel-r-statistika-dan-cara-membacanya/>
- Hoe, L. C., & Mansori, S. (2018). The Effects of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry. *International Journal of Industrial Marketing*, 20-35.
- Javed, F. (2017). *Customer Satisfaction and Customer Perceived Value and its Impact on Customer Loyalty: The Mediation Role of Customer Relationship Management*. Retrieved February 12, 2019, from <http://www.icommercentral.com/open-access/customer-satisfaction-and-customer-perceived-value-and-its-impact-on-customer-loyalty-the-mediational-role-of-customer-relationship-management.php?aid=85790>
- Justin. (2018, April 12). *Understanding the Differences Between Constructs, Variables, and Operational Definitions*. Retrieved March 16, 2019, from <https://www.statisticssolutions.com/understanding-the-differences-between-constructs-variables-and-operational-definitions/>
- Kotler, P., & Keller, K. L. (2017). *Manajemen Pemasaran* (12 ed.). Indeks.

- Kusuma, N. P., Suyadi, I., & Abdillah, Y. (2014). Analyzing the Effect of Product Quality on Customer Satisfaction and Customer Loyalty in Indonesia SME's (Case Study on the Customer of Batik Bojonegoro Marely Jaya). *Jurnal Administrasi Bisnis* , 1-7.
- Leonard, K. (2019, January 28). *What Is the Purpose of Marketing & Sales?* Retrieved February 08, 2019, from Small Business: <https://smallbusiness.chron.com/purpose-marketing-sales-57689.html>
- Majasaki, C. (2019, February 18). *Hypothesis Testing*. Retrieved March 18, 2019, from <https://www.investopedia.com/terms/h/hypothesistesting.asp>
- Mangkuatmodjo, S. (2015). *Statistik Deskriptif*. Jakarta: Rineka Cipta.
- Mordkoff, T. (2016). *Descriptive Statistics*. Retrieved March 17, 2019, from <http://www2.psychology.uiowa.edu/faculty/mordkoff/GradStats/part%201/I.05%20dsriptvs.pdf>
- Nazir, M. (2017). *Metode Penelitian*. Bogor: Ghalia Indonesia.
- Nurhasan. (2016, January 13). *Memahami Pengertian Bisnis Internasional*. Retrieved February 12, 2019, from <http://www.suksesitubebas.com/2016/01/memahami-pengertian-bisnis-internasional.html>
- Pohan, R. A. (2015). Pengaruh Kualitas Produk, Kualitas Layanan, Dan Harga Terhadap Kepuasan Konsumen Pada Toko Kopinkra-Kotama Shoes.
- Razak, I. (2016). The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value . *Journal of Marketing and Customer Research*, 30, 60.
- S, S. (2016, April 18). *Difference Between Primary and Secondary Data*. Retrieved March 16, 2019, from Key Differences: <https://keydifferences.com/difference-between-primary-and-secondary-data.html>
- Sanusi, A. (2016). *Metodologi Penelitian Bisnis*. Salemba Empat.
- Siregar, S. (2017). *Statistik Parametrik untuk Penelitian Kuantitatif*. Jakarta: PT Bumi Aksara.

- Spacey, J. (2017, April 28). *7 Types of Product Quality*. Retrieved November 15, 2018, from Simplicable: <https://simplicable.com/new/product-quality>
- Stephanie. (2014, December 10). *Simple Random Sample: Definition and Examples*. Retrieved March 16, 2019, from Statistics How To: <https://www.statisticshowto.datasciencecentral.com/simple-random-sample/>
- Stephanie. (2014). *Coefficient of Determination (R Squared): Definition, Calculation*. Retrieved March 18, 2019, from <https://www.statisticshowto.datasciencecentral.com/probability-and-statistics/coefficient-of-determination-r-squared/>
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Sujarweni, V. W. (2015). *SPSS Untuk Penelitian*. Yogyakarta: Pustaka Baru Press.
- Taylor, C. (2018, February 02). *The Levels of Measurement in Statistics*. Retrieved March 17, 2019, from ThoughtCo: <https://www.thoughtco.com/levels-of-measurement-in-statistics-3126349>
- Taylor, C. (2018, September 24). *Null Hypothesis and Alternate Hypothesis*. Retrieved March 01, 2019, from ThoughtCo: <https://www.thoughtco.com/null-hypothesis-vs-alternative-hypothesis-3126413>
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality and Satisfaction* (Vol. 4). CV Andi .
- Tjiptono, F., & Chandra, G. (2017). *Pemasaran Strategik* (Vol. 3). Yogyakarta: Penerbit Andi.