

LIST OF REFERENCES

- Alawiyah, T. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen yang Menginap Pada Hotel Diamond di Kota Samarinda. *eJournal Administrasi Bisnis*, 803-817.
- Arianto, N. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan dan Loyalitas Pengunjung Dalam Menggunakan Jasa Hotel Rizen Kedaton Bogor. *Jurnal Pemasaran Kompetitif*, 83-101.
- Arokiasamy, A. R., & Abdullah, A. G. (2013). Service Quality and Customer Satisfaction in the Cellular Telecommunication Service Provider in Malaysia. *Researchers World*, 1-9.
- Arokiasamy, A. R., & Tat, H. H. (2014). Assesing the Relationship Between Service Quality and Customer Satisfaction in the Malaysian Automotive Insurance Industry. *IDOSI Publication*, 1023-1030.
- Askandar, N. S., & Susyanti, J. (2018). *Wirausaha Saja!* Jakarta: Esensi.
- Belas, J., & Gabcova, L. (2014). Reasons for Satisfaction and Dissatisfaction of Bank Customers. Study From Slovakia and The Czech Republic. *International Journal of Entrepreneurial Knowledge*, 4-13.
- Dhewanto, W. (2013). *Intrapreneurship: Kewirausahaan Korporasi*. Bandung: Rekayasa Sains.
- Douglas, B. (2016, Jul 1). Retrieved from Slideplayer: www.slideplayer.com
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 21*. Semarang: Badan Penerbit Universitas Diponegoro .
- Gronroos, C., & Gummerus, J. (2014). The Service Revolution and its Marketing Implications: service logic vs service-dominant logic. *Emeral Insight*, 206-229.
- Gures, N., Arslan, S., & Tun, S. Y. (2014). Customer Expectation, Satisfaction and Loyalty Relationship in Turkish Airline Industry. *International Journal of Marketing Studies*, 66-74.

- Jahmani, A. (2017). The Effect of Royal Jordanian Airline Service Quality on Passangers' Satisfaction. *International Journal of Business and Society*, 519-530.
- Lee, H. S. (2013). Major Moderator Influencing the Relationships of Service Quality, Customer Satisfaction and Customer Loyalty. *Canadian Center of Science and Education*, 1-11.
- Mallard, M. (2014, March 13). *Impressing Every Customer You Meet With Your Family Business*. Retrieved from Grasshopper: www.grasshopper.com
- Mudie, P., & Pirrie, A. (2015). *Service Marketing Management*. London: Elsevier.
- Nastiti, H. (2014). Analisis Pengendalian Kualitas Produk Dengan Metode Statistical Quality Control. *jpfeb UNSOED*, 414-423.
- Nugroho, D. M. (2015). Pengaruh Kualitas Pelayanan, Kualitas Produk Layanan, dan Harga Produk Layanan Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Pelanggan Prabayar Telkomsel. *Jurnal OE*, 158-174.
- Phan, C. A., & Nham, P. T. (2015). Impact of Service Quality on Customer Satisfaction of Automated Teller Machine Service: Case Study of a Private Commercial Joint Stock Bank in Vietnam. *ResearchGate*, 280-289.
- Poza, E. J., & Daugherty, M. S. (2014). *Family Business*. USA: Cengage Learning.
- Sanusi, A. (2013). *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.
- Sasongko, F., & Subagio, H. (2013). Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Restoran Ayam Penyet RIA. *Jurnal Manajemen Pemasaran Petra*, 1-7.
- Silaningsih, E., Gemina, D., & Yuningsih, E. (2015). Transjakarta Company Strategy and Minimum Service Standard To Raise Pssangers' Satisfaction. *JMK*, 1-10.
- Singh, A. (2013). Relationship Between Service Quality and Customer Satisfaction in Organized Retail Outlets. *International Knowledge Sharing Platform*, 84-95.

- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiono. (2017). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Tjiptono, F. (2014). *Pemasaran Jasa Prinsip, Penerapan dan Penelitian*. Yogyakarta: Penerbit ANDI.
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality dan Satisfaction*. Yogyakarta: Penerbit ANDI.
- Tjiptono, F. (2019). *Pemasaran Jasa Prinsip, Penerapan, Penerapan dan Penelitian*. Yogyakarta: Penerbit ANDI.
- Trihatmoko, A., & Harsono, M. (2017). *Kewirausahaan Membentuk dan Mengembangkan Unit Bisnis Handal dan Mapan*. Yogyakarta: UPP STIM YKPN.
- Writz, J., & Lovelock, C. (2016). *Services Marketing People Technology Strategy*. Singapore: World Scientific.

