REFERENCES

Ainiyah, N., Deliar, A., & Virtriana, R. (2016). The classical assumption test to driving factors of land cover change in the development region of northern part of west Java. *International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences - ISPRS Archives*, *41*(July), 205–210. https://doi.org/10.5194/isprsarchives-XLI-B6-205-2016

Al-Haqam, R. F., & Hamali, A. Y. (2016). The Influence of Service Quality toward Customer Loyalty: A Case Study at Alfamart Abdurahman Saleh Bandung. *Binus Business Review*, *7*(2), 203. https://doi.org/10.21512/bbr.v7i2.1686

Al Ababneh, M. M. (2017). Service Quality in the Hospitality Industry. *Journal of Tourism & Hospitality*, *06*(01), 3633089. https://doi.org/10.4172/2167-0269.1000e133

Aldaihani, F. M. F., & Azman, N. (2018). Factors Affecting Customer Loyalty in the Restaurant Service Industry in Kuwait City, Kuwait. *Journal of International Business and Management*, *1*(2), 1–8. https://www.researchgate.net/publication/326190684_Factors_Affecting_Customer_Loyalty_in_the_Restaurant_Service_Industry_in_Kuwait_City_Kuwait

Amalia, D. (2015). Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan di Rental Mobil CV. Ilham Motor Gandu Mlarak Ponorogo. *Al Tijarah*, *1*(1), 97. https://doi.org/10.21111/tijarah.v1i1.384

Apuke, O. D. (2017). Quantitative Research Methods : A Synopsis Approach.

Kuwait Chapter of Arabian Journal of Business and Management Review, *6*(11), 40–47. https://doi.org/10.12816/0040336

Davahli, M. R., Karwowski, W., Sonmez, S., & Apostolopoulos, Y. (2020). The hospitality industry in the face of the COVID-19 pandemic: Current topics and research methods. *International Journal of Environmental Research and Public Health*, *17*(20), 1–22. https://doi.org/10.3390/ijerph17207366

Hair, Joseph F., et al. (2017) Research Methods for Business. John Wiley & Sons Ltd..

Heath, R. L., Johansen, W., & Bowen, S. A. (2018). Mission and Vision. *The International Encyclopedia of Strategic Communication*, *November 2018*, 1–9. https://doi.org/10.1002/9781119010722.iesc0111

Jonatan, J. (2020). *THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER LOYALTY AT PT. BERSAMA REZEKI MAKMUR*.

Kabir, S. M. (2016a). *Measurement Concepts: Variable, Reliability, Validity, and Norm*. *July 2016*, 72–110.

Kabir, S. M. (2016b). Methods of data collection. *Plastic Surgical Nursing*, *14*(2), 109–110. https://doi.org/10.1097/00006527-199406000-00014

KOLAWOLE, A. O., & Sekumade, A. (2017). *Hypotheses and Hypothesis Testing*.

Kotler, P., & Armstrong, G. (2018). Principles of Marketing 17th Global Edition. In *Pearson Education Limited*.

Leavy, P. (2017). *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches*.

Leninkumar, V. (2016). The Effect of Service Quality on Customer Loyalty.

European Journal of Business and Management, *8*(33), 44–49. http://140.116.249.155/file.php/66423/CB_Final-Telecom_in_Vietnam.pdf

Librianty, A., & Yuliarto, R. T. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada PT. PLN (Persero) Rayon Jawi Pontianak. *Jurnal Ilmiah Aset*, *21*(1), 1–7. https://doi.org/10.37470/1.21.1.138

Massey, A., & Miller, S. J. (2016). Tests of Hypotheses Using Statistics. *Mathematics Department, Brown University, Providesnce, RI 2912*, 1–32.

McCombes, S. (2020, September 3). *Descriptive research*. Scribbr. https://www.scribbr.com/methodology/descriptive-research/

Novak, P. (2017, April 24). What are the 4 segments of the hospitality industry, https://www.hospitalitynet.org/opinion/4082318.html

Novianti, Endri, dan D. (2018). Novianti et al., 90 – 108 MIX: Jurnal Ilmiah Manajemen, Volume VIII, No. 1, Feb 2018. *MIX: Jurnal Ilmiah Manajemen*, *VIII*(1), 90–108.

Nursiti, D., & Fedrick, D. (2018). *Pengaruh kinerja karyawan terhadap kepuasan dan loyalitas pelanggan chatime focal point medan*. *2*(1), 46–56.

Oktavia, R., Irwandi, I., Rajibussalim, T., Mentari, M., & Mulia, I. S. (2018). Assessing the validity and reliability of questionnaires on the implementation of Indonesian curriculum K-13 in STEM education. *Journal of Physics: Conference Series*, *1088*. https://doi.org/10.1088/1742-6596/1088/1/012014

Peppers, D., & Rogers, M. (2016). *Managing Customer Experience and Relationships*.

Prasetyo, A., & Anindita, R. (2016). Import Demand Function of Rice in Indonesia.

Habitat, *27*(1), 1–6. https://doi.org/10.21776/ub.habitat.2016.027.1.1

Putri, Y. L., & Utomo, H. (2017). PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN DENGAN KEPUASAN SEBAGAI VARIABEL INTERVENING (Studi Persepsi Pada Pelanggan Dian Comp Ambarawa). *Among Makarti*, *10*(1), 70–90. https://doi.org/10.52353/ama.v10i1.147

Rahman, R. (2016). Customer Needs and Customer Satisfaction. *Theeranaipunya - A Capacity Building Training Programme Equipping the Fisher Women Youth for the Future*, *June*, 259–262. https://www.researchgate.net/publication/303813023

Ranabhat, D. (2018). Customer Loyalty in Business. *Views of Students of Centria University of Applied Sciences*, *March*, 33+3. https://www.theseus.fi/bitstream/handle/10024/142883/Ranabhat Durga .pdf?sequence=1&isAllowed=y

Rashid Wani, S. (2017). Edu/Research Methodology/Sampling. *Population and Sample*, 1–7.

Rita. (2020). *The Influence of Service Quality on Customer Loyalty at Sensuri Coffee Centre Point Mall Medan*.

Saxena, M., Rachna, M., & Bajpai, L. (2015). Customer Loyalty through Employee Engagement: A conceptual model. *International Journal of Research in Management and Technology*, *5*(4), 289–297.

Sharma, S. (2019). *Descriptive Statistics*.

Siregar, N. A. (2019). Analisis Faktor-Faktor yang Mempengaruhi Loyalitas

Pelanggan Pasar dengan Kepuasan Sebagai Variabel Intervening di Toko Abang-Adik. *Jurnal Benefita*, *4*(2), 363. https://doi.org/10.22216/jbe.v4i2.1555

Solichin, I. A., Kantun, S., & Suyadi, B. (2017). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Restoran Quick Chicken Jalan Jawa No. 63 Jember Tahun 2016. *JURNAL PENDIDIKAN EKONOMI: Jurnal Ilmiah Ilmu Pendidikan, Ilmu Ekonomi Dan Ilmu Sosial*, *11*(1), 61. https://doi.org/10.19184/jpe.v11i1.4999

Taghipourian, M. J., & Bakhsh, M. M. (2015). *Loyalty : From Single-Stage Loyalty to Four-Stage Loyalty*. *6*, 48–51.

Taherdoost, H. (2018). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *SSRN Electronic Journal*, *January 2016*. https://doi.org/10.2139/ssrn.3205035

Tiong, P. (2018). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pt. Primagum Sejati Di Makassar. *Jurnal STIEAMKOP*, *Vol.1*(No.2), 176–204.

Trochim, P. (2020, August 05). Hypotheses. https://conjointly.com/kb/hypotheses-explained/

Veal, A. J. (2018). Research methods for leisure and tourism. In *Annals of Tourism Research*.