

REFERENCES

- Abdullah, T. & Tantri, F. (2016). *Manajemen Pemasaran*. Ed. 1, Jakarta: PT RajaGrafindo Persada.
- Adam, M. (2016). *Manajemen Pemasaran Jasa Teori Dan Aplikasi*. Bandung: CV Alfabeta.
- Alnaser, F., Ghani, M., & Rahi, S. (2018). **Service quality in Islamic banks: The role of PAKSERV model**, customer satisfaction and customer loyalty. *Accounting*, 4(2), 63-72.
- Bambale, A. J., & Goni, K. (2017). **Is Service Quality Going to Integrate Human Resource Management Practices (HRMPS) and Customer loyalty in Hotel Industry**. *International Journal of Innovation, Management and Technology*, 8(3), 243-247.
- Blackburn, R., De Clercq, D., & Heinonen, J. (Eds.). (2018). *The SAGE handbook of small business and entrepreneurship*. Sage.
- Charles Makanyeza (2017) Mediators of the relationship between service quality and customer loyalty: Evidence from the banking sector in Zimbabwe
- Diena Lemy (2019) How service quality innovations can develop customer loyalty in Indonesia's hotels.
- Egdair, I. M. M., & Abdelsalam, M. K. (2020). **The impact of corporate culture on service quality of Islamic Bank in Libya: The mediating role of work engagement**.
- H, M. E., Kumadji, S., & Yulianto, E. (2016). **Pengaruh kualitas pelayanan terhadap kepuasan, kepercayaan dan loyalitas (Survei pada Pelanggan yang Menginap di Jambuluwuk Batu Resort Kota Batu)**. *Jurnal Administrasi Bisnis (JAB)* , Vol.15, No.2.

- Hamali, A. Y., & Budihastuti, E. S. (2017). *Pemahaman Kewirausahaan*. Jakarta: Kencana.
- Leninkumar, V. (2016). **The Effect of Service Quality on Customer Loyalty**. *European Journal of Business and Management*, Vol.8, No.33.
- Limakrisna, Nandan dan Wilhelmus Hary Susilo. (2016). *Manajemen Pemasaran Teori dan Aplikasi dalam Bisnis*. Jakarta: Mitra Wacana Media.
- Marakanon, L., & Panjakajornsak, V. (2017). **Perceived quality, perceived risk and customer trust affecting customer loyalty of environmentally friendly electronics products**. *Kasetsart Journal of Social Sciences*, 38(1), 24-30.
- Mazzarol, T., & Reboud, S. (2020). Entrepreneurship and Innovation in Large Firms. In *Entrepreneurship and Innovation* (pp. 95-129). Springer, Singapore.
- Muchson. (2017). *Entrepreneurship (Kewirausahaan)*. Guepedia.
- Sanawiri, B., & Iqbal, M. (2018). *KEWIRAUSAHAAN*. Malang: UB Press.
- Sodexo (2019) **5 Dimensi Kepuasan Pelanggan yang Jarang Diketahui Pebisnis Pemula**.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: ALFABETA.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: ALFABETA.
- Sujarweni, V. W. (2018). *Metodologi Penelitian Bisnis Dan Ekonomi Pendekatan Kuantitatif*. Yogyakarta: PUSTAKABARUPRESS.
- Tiglao, N. C. C., De Veyra, J. M., Tolentino, N. J. Y., & Tacderas, M. A. Y. (2020). **The perception of service quality among paratransit users in Metro Manila using structural equations modelling (SEM) approach**. *Research in Transportation Economics*, 100955. doi:10.1016/j.retrec.2020.100955

Zappe, F. 2017. **Diffusion of Service Innovation. Innovation patterns of the Netflix and Uber services.** Munich, Germany: GRIN Verlag.

Zuhri, N. S. (2016). *Sukses Membangun Wirausaha.* Bandung: Fokusmedia.

