

## REFERENCES

- Abdullah, T. & Tantri, F. (2016). *Manajemen Pemasaran*. Ed. 1, Jakarta: PT RajaGrafindo Persada.
- Allen, M. (2017). *causality*. sage research methods.
- Awwad, A., & Akroush, M. N. (2016). New product development performance success measures: an exploratory research. *EuroMed Journal of Business*.  
From: <https://www.emerald.com/insight/content/doi/10.1108/EMJB-12-2014-0043/full/html>
- Bratton & Gold (2017). *Human Resource Management, 6th Edition: Theory and Practice*. PALGRAVE.
- Endang, S., & Endah, P. (2017). The influence of product quality, facility and service quality towards customer satisfaction: Case study on customer satisfaction of Warung Apung Maritim food stall, West Surabaya. *Russian Journal of Agricultural and Socio-Economic Sciences*, 64(4). From: <https://cyberleninka.ru/article/n/the-influence-of-product-quality-facility-and-service-quality-towards-customer-satisfaction-case-study-on-customer-satisfaction-of-warung>
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23 (edisi kesembilan)*. Semarang: Universitas Diponegoro.
- Girad, Scott L. (2016), *Sales dan Marketing: Menjadi Marketing Andal dan Profesional*. Solo: PT. Tiga Serangkai

- Haryono, Budi. (2016). How to win Customer Through Customer Service With Heart. Yogyakarta: CV. Andi Offset.
- Hasan, A. (2016). Marketing Dan Kasus-kasus Pilihan. Yogyakarta: CAPS.
- Herlambang, Susatyo. (2016). Manajemen Pelayanan Kesehatan Rumah Sakit. Yogyakarta: Gosyen Publishing
- Hikmawati, M. (2017). Metodologi Penelitian. Depok: PT Raja. Grafindo Persada.
- Lupiyoadi, R. (2016) Manajemen Pemasaran Jasa. Ed. 3, Jakarta : Penerbit Salemba Empat.
- Minh, N. H., Ha, N. T., Anh, P. C., & Matsui, Y. (2015). Service quality and customer satisfaction: A case study of hotel industry in Vietnam. *Asian Social Science*, 11(10), 73. From: [https://www.researchgate.net/profile/YoshikiMatsui/publication/276090948\\_Service\\_Quality\\_and\\_Customer\\_Satisfaction\\_A\\_Case\\_Study\\_of\\_Hotel\\_Industry\\_in\\_Vietnam/links/579ff8ea08ae94f454e7c3d6/Service-Quality-and-Customer-Satisfaction-A-Case-Study-of-Hotel-Industry-in-Vietnam.pdf](https://www.researchgate.net/profile/YoshikiMatsui/publication/276090948_Service_Quality_and_Customer_Satisfaction_A_Case_Study_of_Hotel_Industry_in_Vietnam/links/579ff8ea08ae94f454e7c3d6/Service-Quality-and-Customer-Satisfaction-A-Case-Study-of-Hotel-Industry-in-Vietnam.pdf)
- Nurchahyo, R., Fitriyani, A., & Hudda, I. N. (2017). The influence of facility and service quality towards customer satisfaction and its impact on customer loyalty in Borobudur Hotel in Jakarta. *Binus Business Review*, 8(1), 23-29. From: <https://journal.binus.ac.id/index.php/BBR/article/view/1790>
- Priyatno, D. (2017) SPSS; Panduan Mudah Olah Data bagi Mahasiswa dan Umum. Yogyakarta: Penerbit Andi.
- Rangkuti, F. (2017). Teknik Membedah Kasus Bisnis Analisis SWOT Cara Perhitungan Bobot, Rating dan OCAI. Jakarta: Gramedia Pustaka.

- Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons.
- Sisinternational (2018). What is quantitative research. Retrieved Mar 20, 2019, from: <https://www.sisinternational.com/what-is-quantitative-research/>
- Sudaryono. (2016). Manajemen Pemasaran, Penerbit Andi, Yogyakarta.
- Sugiyono, (2017). Metode penelitian Pendidikan (Pendekatan Kualitatif, Kuantitatif, dan R and D).
- Sujarweni, V. (2016). Metodologi Penelitian Bisnis.
- Sujarweni, W, V. (2017). SPSS Untuk Penelitian. Yogyakarta : Pustaka Baru Press.
- Tjiptono, F. & Chandra, G. (2017). Service, Quality and Satisfaction, Ed.4, Yogyakarta : CV Andi Offset.
- Wijayanti, Titik. (2017). Marketing Plan ! dalam Bisnis Third Edition. Jakarta : PT. Elex Media Kompuntindo.