

## DAFTAR PUSTAKA

- A.Yoeti, Oka. 2005. *Perencanaan Strategi Pemasaran Daerah Tujuan Wisata*. Jakarta: PT. Pradnya Paramita.
- Adil, M. 2013. "The Relationship Between Service Quality And Customer Satisfaction In Indian's Banking Sector: An Item Analysis And Factor – Specific Approach", *The Lahore Journal of Business*, 1(2), 43-63.
- Andaleeb,S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. *Journal of Services Marketing*, 20(1), 3-11.
- Aydin, S. and Ozer, G. (2005), "The analysis of antecedents of customer loyalty in the Turkish mobiletelecommunication market", *European Journal of Marketing*, Vol. 39 No. 7/8, pp. 910-25.
- Bangun Kuntoro Harjo dan Asri Laksmi Riani, 2003, "Analisis Kualitas Pelayanan dan Kepuasan Nasabah Bank", *Jurnal: Fokus Manajerial*, Vol. 1 (2), Surakarta, p.123-136.
- Bloemer et al., 1998 "J. Bloemer, K. de Ruyter, P. Peeters Investigating Drivers of Bank Loyalty: The Complex Relationship Between Image", *Service Quality and Satisfaction International Journal of Bank Marketing*, 16 (1998), pp. 276-286
- Bonifield C. & Catherine Cole. 2007. "Affective responses to service failure: Anger, regret, and retaliatory versus conciliatory responses", *Market Lett* (2007) 18:85–99
- Cronin, J.J.Jr., Brady, MK. & Hult, GT. (2000), "Assessing the effects of quality, value, and customer satisfaction on consumer behavioural intentions in service environments", *Journal of retailing*, Vol.76, No. 2, pp. 193-218.

- Djarwanto, PS. dan Pangestu Subagyo. 2000. Statistik Induktif. Edisi 4. Yogyakarta : BPFE.
- Engel, et all. 2000. Perilaku Konsumen. Edisi Keenam. Jilid I. Binarupa Aksara, Jakarta.
- Ghozali, Imam. 2011. Analisis Multivariate dengan SPSS. Semarang: BP UNDIP.
- Gures, N., Arslan, S., & Tun, S. (2014). Customer expectation, satisfaction, and loyalty relationship in Turkish airline industry. *International Journal of Marketing Studies*, 6(1), 66-74.
- Ha, N.T., Minh, N.H., Anh, P.C., & Matsui.Y. (2015). Retailer Service Quality and Customer Loyalty: Empirical Evidence in Vietnam. *Asian Social Science*. 11, (4), 90-101.
- Hadiati S. dan Sarwi Ruci, 1999, "Analisis Kinerja Kualitas Pelayanan Terhadap Kepuasan Pelanggan pada Telkomsel Malang Area", *Jurnal Manajemen dan Kewirausahaan* Vol.1, No. 1: 56 – 64
- Hidayah Anis dan Sumiyarsih, 2018, "Dampak Ketidakpuasan Konsumen Pada Sikap Konsumen Berdasarkan Dimensi Kualitas Jasa Dan Perbedaan Karakteristik Demografi", *JPSB* Vol.6 No.1, 2018
- Hue N.M , Nguyen T.H. , Phan C.A. & Yoshiki M. 2015. "Service Quality and Customer Satisfaction: A Case Study of Hotel Industry in Vietnam", *Asian Social Science*; Vol. 11, No. 10.
- Irawan, H. 2004. *Indonesian Customer Satisfaction: Membedah Strategi Kepuasan Pelanggan Merek Pemenang ICSA*. Jakarta : PT Alex Media Komputindo
- Jahmani A, 2017, "The Effect Of Royal Jordanian Airline Service Quality On Passengers' Satisfaction", *International Journal of Business and Society*, Vol. 18 S3, 2017, 519-530

- Karsono, 2008, “Peran Mediasi Kepuasan Pelanggan, Citra Perusahaan dan Biaya Switching Dalam Pengaruh Kualitas Pelayanan Pada Kesetiaan Pelanggan, Fokus Manajerial Jurnal Manajemen dan Kewirausahaan”, Vol. 6, No. 2, pp 10 – 31.
- Kotler dan Keller, Kevin Lane. 2007. Manajemen Pemasaran. Edisi kedua belas. Jakarta : Indeks
- Kotler, 2005. Manajemen Pemasaran, jilid 1 dan 2. Jakarta : PT Indeks Kelompok Gramedia.
- Kotler, P and Keller, K. L., 2008, Manajemen Pemasaran, Edisi Keduabelas, Jilid 1, PT. Indeks, Indonesia, pp.19 – 308
- Kotler, Philip. (1987). Manajemen Pemasaran. Edisi Indonesia. Erlangga, Jakarta.
- Lee, H. (2013). Major moderators influencing the relationships of service quality, customer satisfaction and customer loyalty. *Asian Social Science*, 9(2), 1-11.
- Lupiyoadi, R., 2001, Manajemen Pemasaran Jasa Dan Praktik, Edisi Pertama, Salemba empat, Jakarta pp. 6 – 8, 148 – 150.
- Moenir, 2006, Manajemen Pelayanan Umum di Indonesia. Jakarta : Bumi Aksara
- Nugroho A dan Rizal Hari Magnadi, 2018, “Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Jasa Pengiriman Lazada Express Saat Harbolnas Di E-Commerce”, *Diponegoro Journal Of Management*, Semarang, Volume 7 Nomor 4
- Oliver, R. (1980), “A cognitive model of the antecedents and consequences of satisfaction decisions”, *Journal of Marketing Research*, Vol. 17, pp. 460-469.
- Parasuraman A, Valarie A Zeithmal and Leonard L. Berry, 1985, “A conceptual Model of Service Quality and its Implications for Future Research”. [www.imt.za/qrater/Q-rater.html](http://www.imt.za/qrater/Q-rater.html)

- Parasuraman, A., Berry, L. and Zeithaml, V. (1988), "SERVQUAL a multiple item scale for measuring customer perceptions of service quality", *Journal of Retailing*, Vol. 64, pp. 12-40.
- Parasuraman, A., Zeithaml, V. and Berry, L. (1985), "A conceptual model of service quality and its implications for future research", *Journal of Marketing*, Vol. 49, pp. 41-50.
- Roscoe, J. T., 1975, *Fundamental Research Statistics for the Behavioral Sciences*. New York: Holt, Rinehart and Winston, Inc. hal.189-197
- Rust, R., & Zahorik, A. (1995). Customer satisfaction, customer retention and market share. *Journal of Retailing*, 69(2), 193-215.
- Sari K. dan Rushadiyati, 2018, "Pengaruh Kualitas Pelayanan Jasa Internet Dan Usaha Jasa Internet Pada Kepuasan Pelanggan Di Rumah Kreasi Network (Rknet), Jati Asih – Bekasi", *Jurnal Fakultas Ekonomi, Universitas Respati Indonesia, Jakarta*, pp 1-8
- Sekaran, Uma. 2011. *Research Methods For Business (Metode Penelitian Untuk Bisnis)*. Jakarta: Salemba Empat.
- Setiawan W. 2017. *Era Digital dan Tantangannya*, ISBN.978-602-50088-0-1.
- Simamora, Henry. (2014). *Manajemen Sumber Daya Manusia*. Yogyakarta: Bagian Penerbitan Sekolah Tinggi Ilmu Ekonomi YKPN
- Sriwidodo U. dan Indriastuti R. T, 2010, "Pengaruh Dimensi Kualitas Pelayanan Jasa Terhadap Kepuasan Nasabah", *Jurnal Ekonomi dan Kewirausahaan* Vol. 10, No. 2, pp 164 – 173.
- Sugiyono. 2013. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Supranto, 2001, *Pengukuran Tingkat Kepuasan Pelanggan Untuk Menaikkan Pangsa Pasar*, Cetakan Kedua, PT. Reinka Cipta, Jakarta, pp. 43 – 75

- Tabaku E. dan Shpetim Cerri, 2016. "An Assessment Of Service Quality And Customer Satisfaction In The Hotel Sector", *Tourism & Hospitality Industry, Congress Proceedings*, pp. 480-489
- Titien Alawiyah, 2018, "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Yang Menginap Pada Hotel Diamond Di Kota Samarinda", *eJournal Administrasi Bisnis, Kalimantan, Volume 6, Nomor 2, 2018*: 803-817
- Tjiptono, Fandy dan Gregorius Chandra. 2005. "Service, Quality, & Satisfaction". Yogyakarta : ANDI
- Wanja K., Ndung'u Kabare & Anne Wairimu Mwangi. 2018. "Influence of Perceived Service Quality on Consumer Satisfaction amongst Dairy Milk Processors in Kenya", *IJRBS Vol 7 No 4, ISSN: 2147-4478*
- Wawan Wardiana. 2002. "Perkembangan Teknologi Informasi di Indonesia", Fakultas Teknik Universitas Komputer Indonesia (UNIKOM)
- Yamit, Zulian. 2010. *Manajemen Kualitas Produk & Jasa*. Yogyakarta: Ekonisia.
- Yamit, Zuliana. 2004. *Manajemen Kualitas Produk dan Jasa*, ed. 1, cet. Ke 3 Yogyakarta : Ekonisia.
- Yarimoglu, E. (2014). "A review on dimensions of service quality models". *Journal of Marketing Management*, 2(2), 79-93.
- Zeithaml, V., Berry, L., & Parasuraman, A. 1996. "The behavioral consequences of service quality. *Journal of marketing*", 60(2), 31-46.
- Zeithaml, Valerie A., Parasuraman, A. & Berry, Leonard L. 1990. "Delivering Quality Service", The Free Press, New York, N.Y