

DAFTAR PUSTAKA

- Bitner, M.J., Booms, B.H. and Stanfield, T.M. (1990), “*The service encounter: diagnosing favorable and unfavorable incidents*”, Journal of Marketing, Vol. 54 No. 1, pp. 71-84.
- Dennis A. Rauch, M. D. (2013). “*Measuring service quality inmid-scale hotels*”. Journal of Contemporary Hospitality Management, Vol. 27, pp 87-106.
- Hasan, I. 2006. *Analisis Data Penelitian dengan Statistik*, Jakarta : PT Bumi Aksara.
- Heskett, J.L., Sasser, W.E. and Schlesinger, L.A. (1997), “*The Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction, and Value*”, The Free Press, New York, NY.
- Kandampully, J. (2007), Services Management: “*The New Paradigm in Hospitality*”, Pearson Prentice Hall, Upper Saddle River, NJ.
- Kandampully, J., Juwaheer, T.D. and Hu, H-H. (2011), “*The influence of a hotel firm's quality of service and image and its effect on tourism customer loyalty*”, International Journal of Hospitality & Tourism Administration, Vol. 12 No. 1, pp. 21-42.
- Kandampully, J. and Suhartanto, D. (2000), “*Customer loyalty in the hotel industry: the role of customer satisfaction and image*”, International Journal of Contemporary Hospitality Management, Vol. 12 No. 6, pp. 346-351.
- Komar, R. (2014). *Hotel Management*. Jakarta: Grasindo.

- Larasati, S. (2015). *Excellent Hotel Operation*. Yogyakarta: Ekuilibria.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1994), "Reassessment of expectations as a comparison standard in measuring service quality: implications for further research", Journal of Marketing, Vol. 58 No. 1, pp. 111-125.
- Peng-Tien Lieu, J.-H. L.-B.-F. (2006). "The Establishment of Service Quality Model of Hotel Industry", Journal of Accounting Finance & Management Strategy, . pp1-14.
- Purnama, n. (2006). *Manajemen Kualitas Perspektif Global*. Yogyakarta: Ekonisia.
- Sudarmanto, R. G. (2005). *Analisis Regresi Liner Ganda dengan SPSS*. Bandar lampung: Graha Ilmu.
- Sekaran U, 2006. *Research Methods For Business*. Edisi 4, Buku 1, Jakarta: Salemba Empat
- Sekaran U, 2006. *Research Methods For Business*. Edisi 4, Buku 2, Jakarta: Salemba Empat
- Susan Mbuthia, C. M. (2013). *Hotel Service Quality: Perceptions And Satisfaction*. Arabian Journal of Business and Management Review.