

Daftar Pustaka

- Akamavi, R. K., Mohamed, E., Pellmann, K., & Xu, Y. (2015). *Key determinants of passenger loyalty in the low-cost airline business*. *Tourism Management*. Vol.: 46, Hlm : 528–545
- Alaan, Yunus. 2016. *Pengaruh Service Quality (Tangible, Empathy, Reliability, Responsiveness, dan Assurance) terhadap Customer Satisfaction: Penelitian pada Hotel Serela Bandung*. *Jurnal Manajemen*. Vol.: 15, No.: 2, Hlm : 255-270
- Anderson, E., Fornell, C., & Lehmann, D. R. 1994. *Customer satisfaction, market share, and profitability: Findings from Sweden*. *Journal of Marketing*. Vol.: 58, No.: 1, Hlm : 53–66.
- Baker, D. M. A. (2013). *Service quality and customer satisfaction in the airline industry: A comparison between legacy airlines and low-cost airlines*. *American Journal of Tourism Research*. Vol.: 2, No.: 1, Hlm : 67–77.
- Grewal, Druv & Sharma. (1991). *The Effect of Salesforce Behavior on Customer Satisfaction; An Interactive Framework*. *Journal of Personal Selling & Sales Management*, Vol.: 11, No.: 3.
- Koklica, Mateja Kos, Kinneyb, Monika Kukar, dan Vegelja, Spela. 2017. *An Investigation of Customer Satisfaction with Low-cost vs Full-service Airline Companies*. *Journal of Business Research*. Vol : 80, No. : 1, Hlm : 188-196

- Loureiro, S. M. C., & Fialho, A. F. (2016). *The role of intrinsic in-flight cues in relationship quality and behavioural intentions: Segmentation in less mindful and mindful passengers*. *Journal of Travel & Tourism Marketing*, Hlm : 1–15.
- Nadiri, H., Hussain, K., Ekiz, E. H., & Erdogan, S. (2008). *An investigation on the factors influencing passengers' loyalty in the North Cyprus national airline*. *The TQM Journal*, Vol.: 20, No.: 3, Hlm.: 265–280.
- Permana, Made Virma. 2013. *Peningkatan Kepuasan Pelanggan melalui Kualitas Produk dan Kualitas Layanan*. *Jurnal Dinamika Manajemen*. Vol.: 4, No.: 2, Hlm : 115-131
- Santoso, Singgih (2001). *SPSS Versi 10 Mengolah Data Statistik Secara Profesional*, Jakarta: PT. Alex Media Komputindo
- Sugiyono. 2009. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung : Alfabeta.
- Su, L., Swanson, S. R., Chinchanchokchai, S., Hsu, M. K., & Chen, X. (2016). *Reputation and intentions: The role of satisfaction, identification, and commitment*. *Journal of Business Research*. Vol.: 69, No.:9, Hlm : 3261–3269.
- Yulianto, A. 2010. *Meningkatkan Kualitas Pelayanan Jasa Penerbangan Indonesia Paska Insiden Kecelakaan Pesawat Terbang*. *Jurnal Dinamika Manajemen*. 1(1): 1-8.
- Yamit, Zulian. 2010. *Manajemen Kualitas Produk & Jasa*. Yogyakarta: Penerbit Ekonisia.