

DAFTAR PUSTAKA

- Ahmed, M.U., Kristal, M.M., Pagel, M., 2014. "Impact of operational and marketing capabilities on firm performance: evidence from economic growth and downturns". *Int. J. Prod. Econ.* 154, 59-71.
- Azwar, Saifudidin. *Sikap Manusia Terori dan Pengukurannya*. Yogyakarta: Pustaka Pelajar, 2003.
- Berezan, O., Raab, C., Yoo, M., Love, C., 2013. "Sustainable hotel practices and nationality: the impact on guest satisfaction and guest intention to return". *Int. J. Hospitality Manage.* 34, 227-233.
- Brotherton, B., 2004. "Critical success factors in UK budget hotel operations". *Int. J. Oper. & Production Manag.* 24 (9/10), 944-969.
- Cardozo, R.N., 1965. "An experimental study of customer effort, expectation and satisfaction". *J. Mark. Res.* 2 (8), 224-249.
- Cepeda, G., Vera, d., 2007. "Dynamic capabilities and operational capabilities: A knowledge management perspective". *J. Bus. Res.* 60, 426-437.
- Chan, A., Hua, W., Mao, Z., 2009. "Critical success factors and customer expectation in hotel budget segment—a case study of China". *J. Qual. Assurance Hospitality & Tour.* 10 (1), 59-74
- Colotta, I., Shi, Y., Gregory, M., 2003. "Operation and performance of international manufacturing networks". *Int. J. Oper. Production Manag.* 23 (10), 1184- 1206.
- Coltman, T., Devinney, T.M., 2013. "Modeling the operational capabilities for customized and commoditized services". *J. Oper. Manag.* 31, 555-566.
- Cronin, J.J., Smith, J.S., Gleim, M.R., Martinez, J., Ramirez, E., 2011. "Green marketing strategies: an examination of stakeholders and the opportunities they present". *J. Acad. Market. Sci.* 39 (1), 158-174.
- Cooper, D.R dan Scindler (2001). *Business Research Method*. McGraw-Hill Irwin New York.
- Cooper, D.R dan Scindler. (2017). *Metode Penelitian Bisnis (buku kedua)*. Jakarta: Salemba empat.
- Davidson, R., 1993. Budget hotels in Europe. *Insights* 4, A141-A144.
- Djaali., dkk. *Pengukuran Dalam Pendidikan*. Jakarta: Program Pascasarjana, 2000.
- Fornell, C.A., 1992. "National Customer Barometer: The Swedish Experience". *J. Mark.* 1, 6-21.
- Ghozali, Imam. (2012). *Partial Least Squares; Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 2.0*. Semarang: Universitas Diponegoro

- Ghozali, Imam. (2014). *Partial Least Squares; Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 (edisi kedua)*. Semarang: Universitas Diponegoro
- Gilbert, D., Lockwood, A., 1990. "Budget hotels-the USA, France and UK compared". *The Travel and Tourism Analyst* 3, 19-36.
- Gursoy, D., Chen, S., J, G., Chi, C., 2014. "Theoretical examination of destination loyalty formation". *Int. J. Contemporary Hospitality Manage.* 26 (5), 809- 827.
- Hefimaputri, A.R., Indriani, M.T.D., 2015. "Customer attitude towards loyalty card of budget hotel in Bandung". *Journal of business and management.* 4 (5), 522-520.
- Hanley N dan Spash CL. 1993. *Cost Benefit Analysis and The Environment Methods and Case Studies*. (UK): Edward Elgar Publishing Limited.
- Hung, K., Ho, Y., Liao, H.C., Wu, C., 2012. "Service guarantees in the hotel industry: Their effects on consumer risk and service quality perceptions". *Int. J. Hospitality Manag.* 31 (3), 757-763.
- Hair, J. F, Jr., Anderson, R.E., Barry, J.B dan Black, W.C. (2009) *Multivariate Data Analysis*. Prentice-Hall International, Inc.
- Inntie, 2012. Annu. Rep. Chin. Budg. Hotel. 2012. Last accessed on June 18, 2013.
- Jani, D., Han, H., 2014. "Personality, satisfaction, image, ambience and loyalty: Testing their relationships in hotel industry". *Int. J. Hospitality Manag.* 37, 11-20.
- Jensen, M., Deozdenko, R., 2008. "The changing price of brand loyalty under perceived time pressure". *J. Prod. Brand Manage.* 17 (2), 115-120.
- Johnson, D.M., (1997). *Customer orientation and market action*. Englewood Cliffs, New Jersey: Prentice hall international inc.
- Kotler, P., Bowen, J. & Makens, J. (1999). *Marketing for hospitality anf tourism*, (International ed), Prentise Hall. New Jersey: Prentice Hall Int, Inc.
- Krajewski and Ritzman, *Operations Management, Strategy and Analysis*, Wesley Publishing Company, Inc. 1987.
- Kim, H., Cha, J., Singh, A.J., Knutson, B., 2013. "A longitudinal investigation to test the validity of the American customer satisfaction model in the U.S. hotel industry". *Int. J. Hospitality Manage.* 35, 193-202.
- Loureiro, S.M.C., Kastenholz, E., 2011. "Corporate reputation, satisfaction, delight and loyalty towards rural lodging units in Portugal". *Int. J. Hospitality Manage.* 24 (2), 155-179.
- Olson, Peter, 1993, *Consumer Behavior and Marketing Strategy*, Richard D. Irwan Inc, Boston, Third Edition.

- Pablo, Z., Teresa., A., Miguel, A.S., 2013. "A justice framework for understanding how guest react to hotel employee (mis)treatment". *Tour. Manag.* 36, 143-152.
- Prud'homme, B., Raymond, L., 2013. "Sustainable development practices in the hospitality industry: an empirical study of their impact on customersatisfaction and intentions". *Int. J. Hospitality manage.* 34, 116-126.
- Roper, A., Carmouche, R., 1989. "Budget hotels—a case of mistaken identity?". *International Journal of Contemporary Hospitality Management* 1 (1), 25-31.
- Subramanian, N., Gunasekaran, A., Gao, Y., 2015. "Innovative service satisfaction and customer promotion behavior in the Chinese budget hotel: an empirical study". *Int. J. Production Economics.* 201-210.
- Suryabrata, Sumadi, *Pengembangan Alat Ukur Psikologis*, Yogyakarta: Andi,2000
- Salunke, S., Weerawardena, J., McColl-Kennedy, J.R., 2013. "Competing through service innovation: The role of bricolage and entrepreneurship in project oriented firms". *J. Bus. Res.* 66, 1085-1097.
- Sekaran, U., 2006. *Research Methods for Business Edisi Keenam.*, Jakarta: Salemba Empat
- Teng, C.C., Horng. J.S., Hu, M.L., Chien, L.H., Shen, Y.C., 2012. "Developing energy conservation and carbon reduction indicators for the hotel industry in Taiwan". *Int. J. Hospitality Manage.* 31, 199-208.
- Tseng, M.-L., Lin, Y.H., Lim, M.K., Teehankee, B.L., 2015. "Using a hybrid method to evaluate service innovation in the hotel industry". *Appl. Soft Comput.* 28, 411-421.
- Victorino, L., Verma, R., Plaschka, G., Dev, C., 2005. "Service innovation and customer choices in the hospitality industry". *Manag. Serv. Qual.* 15 (6), 555-576.
- Wu, J.H., Melnyk, A., Flynn, B.B., 2010. "Operational Capabilities: The Secret Ingredient". *Decis. Sci.* 41 (4), 721-754.
- Xu, X., Gursoy, D., 2015. "A conceptual framework of sustainable hospitality supply chain management". *J. Hospitality Market. Manage.* 24, 229-259.
- Xu, X., Gursoy, D., 2015. "Influence of sustainable hospitality supply chain management on customers' attitudes and behaviors". *J. Hospitality Manage.* 49, 105-116.
- Yamit, Z., 2011. *Manajemen Produksi & Operasi Edisi pertama.* Yogyakarta: Ekonisia
- Zeithaml, VA, and M.J, Bitnev, 1996, *Services Marketing*, New York, The MC Grow Hall Companies Mc