

DAFTAR PUSTAKA

- Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(2), 125-143. <https://doi.org/10.1287/mksc.12.2.125>
- Bitner, M. J. (1990). Evaluating service encounters: The effects of physical surroundings and employee responses. *Journal of Marketing*, 54(2), 69-82. <https://doi.org/10.1177/002224299005400206>
- Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55-68. <https://doi.org/10.1177/002224299205600304>
- Grönroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36-44.
<https://doi.org/10.1108/EUM00000000004784>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: Quality comes to services. *Harvard Business Review*, 68(5), 105-111.
- Supranto, J. (2006). Pengukuran tingkat kepuasan pelanggan untuk meningkatkan kualitas pelayanan. Rineka Cipta.
- Tjiptono, F., & Chandra, G. (2011). *Service, quality & satisfaction* (2nd ed.). Andi Offset.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2013). *Services marketing: Integrating customer focus across the firm* (6th ed.). McGraw-Hill
- Middleton, V. T. C., & Clarke, J. (2001). *Marketing in travel and tourism* (3rd ed.). Butterworth-Heinemann. <https://doi.org/10.4324/9780080511108>
- Kurniawan, A. (2020). *Kualitas Pelayanan dan Pengaruhnya terhadap Kepuasan Pelanggan pada Industri Pariwisata*. *Jurnal Manajemen Pariwisata*, 12(1), 45–56. 10. [Jurnal Ekobis Ekonomi Bisnis & Manajemen](#) 8(2):117-122
- Tjiptono, F. (2019). *Service Management: Mewujudkan Layanan Prima*. Yogyakarta:AndiOffset. https://books.google.co.id/books/about/SERVICE_MANAGEMENT.html?id=6n6REAAQBAJ&redir_esc=y