

DAFTAR PUSTAKA

- Brady, M.K. dan Cronin, J.J. 2001. Some New Thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach. *The Journal of Marketing* 2001; 65(3): 34 – 49.
- Caruana, A. 2002. Service loyalty: The effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*, 36(7/8), 811–828.
- Cheng, T. C., Lai, L. C., dan Yeung, A. C. 2008. The Driving Forces of Customer Loyalty: A Study of Internet Service Providers in Hong Kong. *International Journal of E-Business Research* , 26-42.
- Clemes, M. D., Gan, C., Kao, T. H., dan Choong M. 2008. An Empirical Analysis of Customer Satisfaction in International Air Travel. *Innovative Marketing* 2008; 4: 50-62.
- Dhillon, D. J. 2013. Brand loyalty in hospitality sector in India: A case study of Indian hotels in Goa-Kerala. *Journal of Business and Management*, 9(3), 58 -63.
- Dominici, G., dan Guzzo, R. 2010. Customer satisfaction in the hotel industry: A case study from Sicily. *International Journal of Marketing Studies*, 2(2), 3-12
- Ekinci, Y. 2003. An investigation of the determinants of customer satisfaction. *Tourism Analysis*, 8(2), 193-196.
- Farrelly, F.J. dan Quester, P.G. 2005, “Examining important relationship quality constructs of the focal sponsorship exchange,” *Industrial Marketing Management*, 34, 211-219.
- Forozia, A., Zadeh, M. S., dan Gilani, M. H. 2013. Customer satisfaction in hospitality industry: Middle East tourists at 3 star hotels in Malaysia. *Research Journal of Applied Sciences, Engineering and Technology*, 5 (17), 4329 - 4335.
- Fung So, K. K., King, C., Sparks, B. A. , dan Wang, Y. 2013. The influence of customer brand identification on hotel brand evaluation and loyalty department. *International Journal of Hospitality Management*, 34, 31-41.
- Ghozali, I. 2013. Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi. Semarang: Badan Penerbit Universitas Diponegoro.

- Gray, B. 2004. The relationships between service quality, customer satisfaction and buying intentions in the private hospital industry. *South African Journal of Business Management*, 35(4), 27–37.
- Hermann, A., Xia, L., Monroe, K. B., dan Huber, F. 2007. The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. *Journal of Product & Brand Management* , 49 - 58.
- Hsiung, L. C. 2011. A Study on The Relations Between the brand image and Customer Satisfaction in Catering Business. *Journal of Business Management* 5 (18), 7732-7739.
- Janghyeon, N., Ekinci, Y. , dan Whyatt , G. 2011. Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009-1030.
- Kandampully, J., dan Suhartanto, D. 2000. Customer loyalty in the hotel industry: The role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management*, 12(6), 346-351.
- Kayaman, R. , dan Arasli, H. 2007. Customer based brand equity: Evidence from the hotel industry. *Managing Service Quality*, 17(1), 92-109.
- Lahap, J dan Ramli, N, S 2016. A Study of Brand Image towards Customer's Satisfaction in The Malaysian Hotel Industry. *The 6th International Research Symposium in Service Management*, IRSSM-6 2015, 11-15 August 2015, UiTM Sarawak, Kuching, Malaysia. *Procedia-Social and Behavioral Science* 224 (2016) 149 – 157.
- Malik, M, E; Ghafoor, M, M; dan Iqbal, Hafiz Kashif. 2012. Impact of Brand Image, Service Quality and Price on Customer Satisfaction In Pakistan Telecommunication Sector. *International Journal of Business and Social Science* .2(23),123-129.
- Maroofi, F., Nazaripour, M., dan Maaznezhad, S. 2012. Investigating the service brand, customers value and its perspective. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 2(4), 102-118.
- Merima C; Kasim T dan Armin, A. 2010. An Integrated Model of Price, Service Quality, Satisfaction and Loyalty: An Empirical Research in the Banking Sector of Bosnia and Herzegovina, *Economic Research-Ekonomska Istrazivanja*, 23(4), 142-161,

- Minsung, K., Kwang-Ho, A. , dan Won -Moo, H. (2011). Building brand loyalty through managing brand community commitment . *Management Decision*, 49(7), 1194-1213.
- Mohajerani, P., dan Miremadi, A. 2012. Customer satisfaction modeling in hotel industry: A case study of Kish Island in Iran. *International Journal of Marketing Studies*, 4(3), 134-152.
- Mouri, N. 2005. An Examination of Consumer Value,Satisfaction and Post-purchase behavior. *Universityof Central Florida*, 156.
- Nagata, H., Satoh, Y., Gerrard, S., dan Kyötmäki, P. 2011. The dimensions that construct the evaluation of service quality in academic libraries. *Performance Measurement and Metrics* 2011; 5 (2): 53 – 65
- Oxtafiani, Neni dan Widowati, S, Y. 2017. Analysis of Effect of Service Quality, Quality Product and Prices on Customer Satisfaction. *Economics & Business Solutions Journal*, 1(1) ,35-44.
- Parasuraman, A., Zeithaml, V. A., dan Berry, L.L. 1988. SERVQUAL: A Multi-Item Scale for Measuring Consumer Perceptions of the Service Quality. *Journal of Retailing*. 64(1): 12- 40.
- Peng, L, W, Y., dan Qing. 2006. Impact of Relationship Marketing Tactics (RMTs) on Switchers and Stayers in a Competitive Service Industry. *Journal of Marketing Management* , 25-59.
- Prajogo, D.I., dan Sohal, A.S. 2001. The relationship between TQM practices and innovation performance: a literature review and research framework. *Technovation* 21(9): 539– 558.
- Rahhal, Wael. 2015. The Effect of Service Quality Dimensions on Customer Satisfaction: An Empirical Investigation in Syrian Mobile Telecommunication Services. *International Journal of Business and Management Invention*, 4(5) 81-89.
- Razak, I ; Nirwanto, N ; dan Triatmanto, B. 2016. The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value. *Journal of Marketing and Customer Research An International Peer Reviewe Journal Vol. 30. Pp. 59-68*
- Sachdev, S. B., dan Verma, H. V. 2004. Relative importance of service quality. *Journal of Services Research*, 4(1), 93-116.

- Saeed, R ; Lodhi, R, N ; Mehmood, A., 2013. Effect of Brand Image on Barnd Loyalty and Role of Customer Satisfaction In It. *World Applied Sciences Journal* 26 (10): 1364-1370.
- Saleem, H., dan Raja, N. S. (2014). The impact of service quality on customer satisfaction, customer loyalty. *Middle-East Journal of Scientific Research*, 19(5), 706-711.
- Sanzo, M.J., Santos, M.L., Vazquez, R. dan Alvarez, L.I. 2003“The effect of market orientation on buyer-seller relationship satisfaction,”*Industrial Marketing Management*, 3(2) 327-345.
- Schulz, R. N., dan Omweri, J. N. 2012. The effect of business image on customer retention in hotels in Eldoret , Kenya. *European Journal of Business and Management*, 4(18), 185-193.
- Sondoh Jr., Stephen L; Omar, M, W., 2007. The Effect of Brand Image on overall Satisfaction and Loyalty Intention in The Context of Color Cosmetic. *Asian Academy of Management Journal*, 12(1) 83-107.
- Spath, D., dan Fähnrich, K. -P. 2007. Advancesin Services Innovations. *Springer, Berlin, and ISBN*.
- Sugiyono, 2013, Metodelogi Penelitian Kuantitatif, Kualitatif Dan R&D. (Bandung: ALFABETA)
- Sugiyono. 2012. Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta.
- Tan, Q., Oriade, A., dan Fallon, P. 2014. Service Quality and Customer Satisfaction in Chinese Fast Food Sector: A Proposal for CFFRSERV. *AHTR* 2014; 2(1): 30-53
- Thakur, S dan Singh, A.P. 2012. Brand Image , costumer Satisfaction and Loyalty Intention: A Study in The Context of Cosmetic Product Among The People of Central India. *Excel International Journal of Multidisciplinary Magamenet Studies*, 2(5) 37-50.
- Turban, E. 2002. *Electronic commerce: A managerial perspective*. New York: Prentice Hall.
- Usta, M. , Berezina, K. , dan Cobanoglu, C. 2014. The impact of hotel attributes' satisfaction on overall guest satisfaction. *Journal of Service Management*, 6(3), 1-12.

Wheeler A .2013 *Designing Brand Identity: an essential guide for whole branding team* (4thed.). New Jersey: John Wileyand Sons, Inc.

YEO, G, T; THAI, Vinh V, dan ROH, Sae Yeon. 2015. An Analysis of Port Service Quality and Customer Satisfaction: The Case of Korean Container Ports. *The Asian Journal of Shipping and Logistics* 31 (4) 437 – 447.

Yuda B, I Gede, M dan Sumaedi, . 2013. An Analysis of Library Customer Loyalty (The role of Service Quality and Costumer Satisfaction, a case study in Indonesia). *Library Management* 34(6-7)397-4114.

Zafar, M; Zafar, S. 2012. Service Quality, Customer Satisfaction and Loyalty: An Empirical of Banking Sector in Pakistan. *Information Management and Business Review*, . 4(3)159-167.