

DAFTAR PUSTAKA

- Azwar A., & Prihartono, J. (1986). *Metodologi Penelitian*. Salemba 4, Jakarta.
- Bahrin, S., Alifah, S., & Mulyono, S. (2018). Rancang Bangun Sistem Informasi Survey Pemasaran dan Penjualan Berbasis *Object Oriented Programming*. *Transistor Elektro Dan Informatika*.
- Chandra, T., & Novia, D. (2019). Analisis Kualitas Pelayanan dan Kepuasan Pelanggan Menggunakan Metode Customer Satisfaction Index (CSI) dan *Importance Performance Analysis* (IPA) pada Optik “Jakarta” Pekanbaru. *Procuratio: Jurnal Ilmiah Manajemen*, 7(2), 125-139.
- Edvardsson, B., Gustafsson, A., & Roos, I. (2005). Service portraits in service research: a critical review. *International journal of service industry management*.
- Ferraz, N. D. A., Melo, F. J. C. D., Jerônimo, T. D. B., Albuquerque, A. P. G. D., & Medeiros, D. D. D. (2018). Avaliação da qualidade dos serviços: caso real no centro fitness do hotel. *Revista Brasileira de Pesquisa em Turismo*, 12, 01-27.
- Flynn, B. B., Schroeder, R. G., & Sakakibara, S. (1995). The impact of quality management practices on performance and competitive advantage. *Decision sciences*, 26(5), 659-691.
- Ghozali, I. (2006). *Aplikasi analisis multivariate dengan program SPSS*. Badan Penerbit Universitas Diponegoro.
- Haksever, C., Render, B., Russell, R. S., & Murdick, R. G. (2000). *Service management and operations*. Pearson College Division.
- Hom, W. C. (1997). Make customer service analyses a little easier with the PGCV index. *Quality Progress*, 30(3), 89.
- Ismail, I., & AlBahri, F. P. (2019). Perancangan E-Kuisisioner menggunakan CodeIgniter dan React-Js sebagai Tools Pendukung Penelitian. *J-SAKTI (Jurnal Sains Komputer dan Informatika)*, 3(2), 337-347.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran edisi ketiga belas*. Jakarta: Erlangga.

- Mowen, J. C., & Minor, M. J. (2003). *Comportamento do Consumidor*. (1^a ed.) Prentice Hall.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). *A conceptual model of service quality and its implications for future research*. *Journal of marketing*.
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences [by] John T. Roscoe*.
- Sampson, S. E., & Froehle, C. M. (2006). Foundations and implications of a proposed unified services theory. *Production and operations management*, 15(2), 329-343.
- Sitinjak, J. R. T. Sugiarto, 2006, Lisrel. *Cetakan Pertama, Penerbit Graha Ilmu, Yogyakarta*.
- Streiner, D. L. (2003). Starting at the beginning: an introduction to coefficient alpha and internal consistency. *Journal of personality assessment*, 80(1), 99-103.
- Subandi, S., Anubhakti, D., & Vallendito, B. (2017). Rancang Bangun Kuesioner Survey Berbasis Web. *SENTIA 2017*, 9.
- Supranto, J. (2018). *Pengukuran tingkat kepuasan pelanggan*. Jakarta: Rineka Cipta
- Teken, I. B. 1965. *Teknik sampling*. Jakarta: PT. Gramedia Pustaka Utama.
- Tileng, M. Y., Utomo, W. H., & Latuperissa, R. (2013). *Analysis of Service Quality Using Servqual Method and Importance Performance Analysis (IPA) in Population Department, Tomohon City*. *International Journal of Computer Applications*, 70(19).
- Tjiptono, F. (2005). *Pemasaran Jasa*. Jawa Timur. Banyumedia Publishing
- Yuniar, S. S., Arijanto, S., & Liansari, G. P. (2014). Usulan Perbaikan Kualitas Pelayanan Jasa Pengiriman Paket Berdasarkan Hasil Pengukuran Menggunakan Metode *Service Quality* (Servqual) Di PT. X. *Reka Integra*.
- Zeithaml, V. A., Parasuraman, A., Berry, L. L., & Berry, L. L. (1990). *Delivering quality service: Balancing customer perceptions and expectations*. Simon and Schuster.

Zetra, A., & Yanuar, F. (2019). *Statistical Analysis to Evaluate The Service Quality at Community Health Center in Padang, Indonesia. Eksakta: Berkala Ilmiah Bidang MIPA (E-ISSN: 2549-7464), 20(2), 25-32.*