

DAFTAR PUSTAKA

- Adelino, M. I. and Fitri, M. 2021. Integration of CSI, Airqual, IPA, and PGCV to determine prioritisation of service quality on JTA Airlines. *Jurnal Teknologi*, 11(1), 14–19.
- Al Cholili, A. Q. C. and Kancana, S. 2023. Analisis persepsi pelanggan terhadap kualitas jasa dengan metode Importance Performance Analysis dan Potential Gain Customer Value (Analysis of customer perceptions of service quality using the Importance Performance Analysis method and Potential Gain Customer Value). *Jurnal Studi Perhotelan dan Pariwisata*, 1(2), 99–110.
- Arifianto, N. H., Kancana, S. and Soeprapto, A. 2021. Penentuan prioritas peningkatan kualitas jasa dengan menggunakan metode Importance–Performance Analysis (IPA) dan indeks Potential Gain Customer Value (PGCV). *Paradigma*, 23(2), 153–162.
- Arum, C. S., Ramadhani, S. and Harahap, M. I. 2023. Pengaruh tingkat kualitas pelayanan terhadap kepuasan nasabah dengan metode Index Potential Gain Customer Value (PGCV). *Aghniya: Jurnal Ekonomi Islam*, 5(1), 56–68.
- Audia, N. R. and Tanjung, Y. 2025. Pengaruh kualitas pelayanan, harga dan fasilitas terhadap kepuasan konsumen di Labersa Hotel & Convention Centre Toba–Sumut. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 7280–7291.
- Badan Pusat Statistik Kabupaten Jepara. 2024. Statistik Hotel dan Akomodasi Lainnya Kabupaten Jepara 2024. Jepara: BPS Kabupaten Jepara.
- Badan Pusat Statistik Kabupaten Jepara. (n.d.). *Tabel statistik*. <https://jeparakab.bps.go.id/id/statistics-table?subject=561&sortBy=date%2Ctitle&sortOrder=desc%2Casc>
- Badan Pusat Statistik. (n.d.). *Statistical data*. <https://www.bps.go.id/en/statistics-table?subject=561&sortBy=date%2Ctitle&sortOrder=desc%2Casc>
- Badan Pusat Statistik Provinsi Jawa Tengah. (n.d.). *Tabel statistik*. <https://jateng.bps.go.id/id/statistics-table?subject=561&sortBy=date%2Ctitle&sortOrder=desc%2Casc>

- Depriansyah, R. and Yulius, M. N. Tanpa Tahun. Analisis kepuasan pelanggan menggunakan metode SERVQUAL dan peningkatan kualitas pelayanan dengan metode QFD pada Hotel New d'Dhave.
- Fasandra, F. 2025. Pelaku dalam Industri Pariwisata. *Pengantar Ilmu Pariwisata*, 26.
- Gaspersz, V. 2015. Lean Six Sigma for Manufacturing and Service Industries. Bogor: Vinnigess Info.
- Kotler, P. and Armstrong, G. 2024. Principles of Marketing. Edisi ke-19. Pearson.
- Kotler, P. and Keller, K. L. 2016. Marketing Management. Edisi ke-15. Pearson Education Limited.
- Kurniawati, E. P. and Hariastuti, N. P. 2020. Analisis peningkatan kualitas layanan Wifi Corner menggunakan SERVQUAL, IPA dan Index PGCV (Studi Kasus pada Pelanggan Wifi Corner Surabaya). *Jurnal Teknik Industri*, 21(2), 153–162.
- Lingga, N. A. and Sembiring, P. 2021. Implementation of Importance Performance Analysis to Analyze Customer Satisfaction in PT. Bank Tabungan Negara KCP Simalingkar Medan. *Jurnal Manajemen dan Teknik Industri*, 1(1), 1–10.
- Liu, P., Wu, L. and Li, X. R. 2022. What Can Hotels Learn from the Last Recovery? Examining Hotel Occupancy Rate and the Guest Experience. *International Journal of Hospitality Management*, 103, 103200.
- Lovelock, C. and Wirtz, J. 2018. Services Marketing: People, Technology, Strategy. Edisi ke-8. Singapore: World Scientific.
- Martilla, J. A. and James, J. C. 1977. Importance–Performance Analysis. *Journal of Marketing*, 41(1), 77–79.
- Nazarian, A., Shabankareh, M., Ranjbaran, A., Sadeghilar, N. and Atkinson, P. 2023. Determinants of Intention to Revisit in Hospitality Industry: A Cross-Cultural Study Based on GLOBE Project. *Journal of International Consumer Marketing*, 36(10), 1–18.
- Nunkoo, R., Teeroovengadum, V., Ringle, C. M. and Sunnassee, V. 2020. Service Quality and Customer Satisfaction: The Moderating Effects of Hotel Star Rating. *International Journal of Hospitality Management*, 91, 102414.
- Putra, A., Budi, S. and Rahman, D. 2023. Pengaruh tingkat kualitas pelayanan terhadap kepuasan nasabah dengan metode Index Potential Gain Customer Value (PGCV). *Jurnal Manajemen Pelayanan*, 5(2), 120–130.

- Sadewa, I. M. Y. A., Armoni, N. L. E., Nadra, N. M., Suja, I. K. and Utama, I. G. B. R. 2022. The Guest Satisfaction Acceleration Strategy Based on Importance Performance Analysis of Solaris Hotel Kuta, Bali, Indonesia. *International Journal of Current Science Research and Review*, 5(1).
- Saputro, B. A. 2025. Analisis kepuasan pelanggan Hotel X dengan metode SERVQUAL. *Prosiding TECHNOPEX 2025 Institut Teknologi Indonesia*, 554–557.
- Septiani, E., Pujiyanto, E. and Hisjam, M. 2020. A Design to Improve the Quality of OVO Electronic Money Payment Services in Tokopedia Using IPA and PGCV. *Jurnal Teknik Industri Universitas Muhammadiyah Malang*, 21(2), 153–162.
- Sugiyono. 2023. Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Tjiptono, F. and Chandra, G. 2019. Service, Quality & Satisfaction. Edisi ke-4. Yogyakarta: Andi.
- Viola, A., Jufriyanto, M. and Priyana, E. D. 2023. Analisis kepuasan pelanggan PT. Era Energi Krazu Nusantara dengan metode Service Quality dan Importance Performance Analysis. *Jurnal Teknologi*, 16(1), 75–80.
- Wijoyo, T. A., Suryaning, G. and Putri, J. A. 2023. Unlocking the Secrets to Elevating Guest Satisfaction at Hotel Griya Persada Bandungan, Semarang Regency: A Sizzling Exploration of Service and Product Quality Analysis. *Proceeding of International Conference on Digital Advance Tourism, Management and Technology*, 1(1), 415–421.
- Wilson, A., Zeithaml, V. A., Bitner, M. J. and Gremler, D. D. 2020. Services Marketing: Integrating Customer Focus Across the Firm. Edisi ke-3. McGraw-Hill Education.
- Zeithaml, V. A., Bitner, M. J. and Gremler, D. D. 2016. Services Marketing: Integrating Customer Focus Across the Firm. Edisi ke-8. McGraw-Hill Education.
- Zeithaml, V. A., Bitner, M. J. and Gremler, D. D. 2020. Services Marketing: Integrating Customer Service Across the Firm. Edisi ke-4. McGraw-Hill.
- Zeithaml, V. A., Parasuraman, A. and Berry, L. L. 1990. Delivering Quality Service: Balancing Customer Perceptions and Expectations. New York: Free Press.