

DAFTAR PUSTAKA

- Basu Swastha & Irawan. (2008). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- Berry, L.L. (1998). *Delivering Quality Service*. New York: The Free Press.
- Crosby, P.B. (1979). *Quality is Free*. New York: McGraw-Hill.
- Deming, W.E. (1982). *Out of the Crisis*. Cambridge: MIT Press.
- Feigenbaum, A.V. (1991). *Total Quality Control* (3rd ed.). New York: McGraw-Hill.
- Garvin, D.A. (1987). Competing on the eight dimensions of quality. *Harvard Business Review*, 65(6), 101–109.
- Ghozali, I. & Latan, H. (2020). *Partial Least Squares: Konsep, Metode, dan Aplikasi Menggunakan Program SmartPLS 3.0* (edisi 3). Semarang: Badan Penerbit Universitas Diponegoro.
- Grönroos, C. (2007). *Service Management and Marketing*. Chichester: Wiley.
- ISO 9000. (2005). *Quality management systems – Fundamentals and vocabulary*. Geneva: International Organization for Standardization.
- Juran, J.M. (1988). *Juran's Quality Control Handbook*. New York: McGraw-Hill.
- Kasmir. (2010). *Kewirausahaan*. Jakarta: Rajawali Pers.
- Kotler, P. (2003). *Marketing Management* (11th ed.). Upper Saddle River, NJ: Prentice Hall.
- Kotler, P. & Armstrong, G. (2008). *Principles of Marketing* (12th ed.). New Jersey: Pearson Prentice Hall.
- Kotler, P. & Armstrong, G. (2017). *Principles of Marketing* (17th ed.). New Jersey: Pearson.
- Kotler, P. & Keller, K.L. (2009). *Marketing Management* (13th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Kotler, P. & Keller, K.L. (2016). *Marketing Management* (15th ed.). Essex: Pearson Education.
- Lamb, C.W., Hair, J.F. & McDaniel, C. (2001). *Marketing*. Cincinnati: South-Western College Publishing.
- Lovelock, C.H. (1996). *Services Marketing*. Upper Saddle River, NJ: Prentice Hall.
- Lovelock, C.H. & Wright, L. (2002). *Principles of Service Marketing and Management*. New Jersey: Prentice Hall.
- Lovelock, C.H. & Wirtz, J. (2011). *Services Marketing: People, Technology, Strategy*. New Jersey: Pearson Education.

- Meyer, C. & Schwager, A. (2007). Understanding customer experience. *Harvard Business Review*, 85(2), 116–126.
- Monroe, K.B. (2003). *Pricing: Making Profitable Decisions*. New York: McGraw-Hill.
- Oliver, R.L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. New York: McGraw-Hill.
- 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.
- Peter, J.P. & Donnelly, J.H. (2013). *Marketing Management: Knowledge and Skills* (11th ed.). New York: McGraw-Hill.
- Prahalad, C.K. & Ramaswamy, V. (2004). *The Future of Competition: Co-Creating Unique Value with Customers*. Boston: Harvard Business School Press.
- Rizkiyah, N., dkk. (2021). Analisis perilaku konsumen dalam pembelian produk makanan dan minuman. *Jurnal Manajemen Pemasaran*, 15(2), 101–112.
- Schiffman, L.G. & Kanuk, L.L. (2007). *Consumer Behavior* (9th ed.). New Jersey: Pearson Prentice Hall.
- Stanton, W.J. (1993). *Fundamentals of Marketing* (10th ed.). New York: McGraw-Hill.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tjiptono, F. (2008). *Service Management: Mewujudkan Layanan Prima*. Yogyakarta: Andi.
- Tjiptono, F. (2014). *Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian*. Yogyakarta: Andi.
- Tjiptono, F. (2015). *Strategi Pemasaran* (edisi 4). Yogyakarta: Andi.
- Tjiptono, F. & Diana, A. (2016). *Total Quality Management*. Yogyakarta: Andi.
- Zeithaml, V.A. & Bitner, M.J. (2003). *Services Marketing: Integrating Customer Focus Across the Firm*. New York: McGraw-Hill.
- Zeithaml, V.A., Berry, L.L. & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46.