

## DAFTAR PUSTAKA

- [1] I. Alvarez Leon, A. Cavallin, and N. Louzao, "City or beach hotel? Location as a determinant of customer satisfaction and room rate," *International Journal of Tourism Cities*, vol. 7, no. 2, 2021, doi: 10.1108/IJTC-07-2020-0142.
- [2] M. Indrasari, *PEMASARAN DAN KEPUASAN PELANGGAN*. Surabaya: Unitomo Press, 2019.
- [3] P. Kotler, K. L. Keller, and A. Chernev, *Marketing Management*, 16th ed. Pearson Education, 2021.
- [4] D. J. Priansa, *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Bandung: Alfabeta, 2017.
- [5] A. E. Zahara, L. Judijanto, Apriyanto, M. Yuliasih, and A. Susilo, *Manajemen Pemasaran Modern*. PT. Sonpedia Publishing Indonesia, 2025.
- [6] E. ELLIYANA *et al.*, *DASAR DASAR PEMASARAN*, vol. 1. AHLIMEDIA PRESS, 2022.
- [7] E. Hendrayani *et al.*, *MANAJEMEN PEMASARAN (Dasar & Konsep)*. Bandung: Media Sains Indonesia, 2021.
- [8] D. Sunyoto, *Strategi Pemasaran : Konsep Memenangkan Persaingan Bisnis Dan Menakar Keberhasilan Strategi Menarik Konsumen*. Yogyakarta: CAPS (Center for Academic Publishing Service), 2015.
- [9] Sudaryono, *Manajemen Pemasaran : Teori Dan Implementasi*. Yogyakarta: Penerbit Andi, 2017.
- [10] Sudaryono, *Manajemen Pemasaran : Teori & Implementasi*. Yogyakarta: Penerbit Andi, 2016.
- [11] F. Halim *et al.*, *Manajemen Pemasaran Jasa* . Yayasan Kita Menulis, 2021.
- [12] J. Heizer, B. Render, and C. Munson, *Operations Management*, 12th ed. Pearson, 2021.
- [13] D. Fatihudin and M. A. Firmasyah, *PEMASARAN JASA (Strategi, Mengukur Kepuasan dan Loyalitas Pelanggan)*, vol. 1. Surabaya: Deepublish, 2019.
- [14] R. Hurriyati, *Bauran Pemasaran Dan Loyalitas Konsumen*. Bandung: Alfabeta, 2018.
- [15] F. Tjiptono and A. Diana, *MANAJEMEN DAN STRATEGI KEPUASAN PELANGGAN*, 1st ed. Penerbit ANDI, 2022.
- [16] M. Halilintar and Ganjar, "PENGARUH HARGA DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN IMPLIKASINYA TERHADAP LOYALITAS PELANGGAN PADA PT.MNC SKY VISION.TBK JAKARTA," *JURNAL MANAJEMEN*, vol. 5, no. Vol. 5 No. 2 (2017), pp. 48–68, Oct. 2017, Accessed: Mar. 31, 2024.

[Online]. Available:

<https://ejournal.borobudur.ac.id/index.php/manajemen/article/view/453>

- [17] L. S. Situmeang, "Pengaruh Kualitas Pelayanan, Harga Dan Lokasi Terhadap Kepuasan Konsumen Pada Rumah Makan Istana Hot Plate Medan," *Skripsi Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sumatera Utara*, 2017.
- [18] E. Soliha, A. Aquinia, R. Basiya, P. Waruwu, and M. Kharis, "Service Quality and Location towards Customer Value and the Effect on Customer Satisfaction," 2019. doi: 10.2991/icobame-18.2019.16.
- [19] D. K. Amini and D. B. Wiranatakusuma, "The Influence of Service Quality, Price, Corporate Image, and Location Towards Customer Satisfaction on Autocare Universitas Muhammadiyah Yogyakarta," *Journal of Economics Research and Social Sciences*, vol. 4, no. 1, 2020, doi: 10.18196/jerss.040117.
- [20] C. Y. Tarigan and M. A. Ikhsania, "The Effect of Service Quality, Price Perception, and Location on Customer Satisfaction at Harris Suites Fx Sudirman Hotel," *Enrichment: Journal of Management*, vol. 12, no. 1, 2021.
- [21] N. Rahmawati, L. A. Permadi, and B. H. Rinuastuti, "THE INFLUENCE OF ATTRACTION, LOCATION, AND SERVICE QUALITY ON REVISIT INTENTION TO SESAOT RURAL TOURISM," *JMM UNRAM - MASTER OF MANAGEMENT JOURNAL*, vol. 10, no. 1A, 2021, doi: 10.29303/jmm.v10i1a.636.
- [22] A. R. Prasetya and R. E. Prabowo, "THE INFLUENCE OF LOCATION, SERVICE QUALITY AND PRICE PERCEPTION ON WORKSHOP CUSTOMER SATISFACTION (Study on SBR AC/Audio Kendal Workshop)," *Ekonomi*, vol. 12, no. 02, pp. 1591–1598, 2023.
- [23] I. G. A. Pratama, P. H. Susanti, and P. A. Purwaningrat, "Pengaruh Kualitas Pelayanan, Harga, Dan Lokasi Terhadap Loyalitas Pelanggan (Studi di PT. Sejahtera Indobali Trada Benoa) ," *Jurnal Manajemen, Kewirausahaan dan Pariwisata* , vol. 1, pp. 1388–1397, Nov. 2021.
- [24] F. K. Marpaung, I. N. Hutagalung, M. M. Tinambunan, N. J. Siahaan, and L. H. Siregar, "Pengaruh kualitas pelayanan, harga, dan lokasi terhadap kepuasan pelanggan PT.Dwi Karya Sartika," *Paradigma Ekonomika*, vol. 16, pp. 81–96, Mar. 2021.
- [25] U. B. Haryoko and H. Rabanu, "PENGARUH KUALITAS PELAYANAN DAN LOKASI TERHADAP KEPUASAN PELANGGAN PADA BENGKEL ABADI JAYA MOTOR BOGOR," vol. 1, no. 2, pp. 148–159, Aug. 2019.
- [26] M. Srivastava and A. K. Rai, "Mechanics of engendering customer loyalty: A conceptual framework," *IIMB Management Review*, vol. 30, no. 3, pp. 207–218, Sep. 2018, doi: 10.1016/j.iimb.2018.05.002.
- [27] R. Lupiyoadi, *Manajemen Pemasaran Jasa: Berbasis Kompetensi*. Bandung: Salemba Empat, 2018. Accessed: Mar. 29, 2024. [Online]. Available:

[http://perpustakaan.universitaskebangsaan.ac.id:80/index.php?p=show\\_detail&iid=1349](http://perpustakaan.universitaskebangsaan.ac.id:80/index.php?p=show_detail&iid=1349)

- [28] Hardani *et al.*, *METODE PENELITIAN KUALITATIF & KUANTITATIF*. Mataram: CV. Pustaka Ilmu, 2020.
- [29] Sugiyono, *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D*, 1st ed. Yogyakarta: Alfabeta, 2019.
- [30] S. Siregar, *Metode Penelitian Kuantitatif : Dilengkapi Dengan Perbandingan Perhitungan Manual & SPSS*, 1st ed. Jakarta: Kencana, 2017.
- [31] C. Gunawan, *Mahir menguasai SPSS : mudah mengolah data dengan IBM SPSS statistic 25*, 1st ed. Yogyakarta: Deepublish, 2018.
- [32] Sugiyono, *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D*. Bandung: ALFABETA, 2022.
- [33] I. Ghozali, *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26*, 10th ed. Semarang: Badan Penerbit Universitas Diponegoro, 2021.
- [34] D. Wisnu, *Teori Organisasi, Struktur Dan Desain*. Malang: Penerbit Universitas Negeri Malang, 2019.
- [35] I. Ghozali, *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26*, 10th ed. Semarang: Badan Penerbit Universitas Diponegoro, 2021.