

DAFTAR PUSTAKA

- Berger, C., et.al. (1993). *Center for Quality of Management Journal*, 4-8. *Kano's Methods for Understanding Customer-defined Quality*.
- Brandt, D. R. (2004). *Burke White Paper Series, 1. An "Outside-In" Approach to Determining Customer Driven Priorities for Improvement and Innovation*.
- Fraenkel, J., Wallen, N., & Hyun, H. (2012). *How To Design And Evaluate Research In Education. TT-1*
- Huang, E. Y., Lin, S. W., & Fan, Y. C. (2015). M-S-QUAL: Mobile service quality measurement. *Electronic Commerce Research and Applications*, 14(2), 126–142. <https://doi.org/10.1016/j.elerap.2015.01.003>
- Kassim, N., & Asiah Abdullah, nor. (2010). The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross cultural analysis. *Asia Pacific Journal of Marketing and Logistics*, 22(3), 351–371. <https://doi.org/10.1108/13555851011062269>
- [Kotler, P. \(2003\). *Manajemen Pemasaran \(11th ed., Vol. 2\)*. Jakarta: Indeks.](#)
- Kotler, P., and Keller, L.K.. (2016). *Marketing Management, Global Edition. Unite State: Pearson Education, Inc.*
- Maholtra, N. K., & Briks, D. F. (2017). *Marketing Research : An Applied Orientation 3rd edition. New Jersey : Pearson Education International*
- Martilla, J., & James, J. (1977). *Martilla1977.Pdf*.
- Mazur, G. H. (1993). *The Fifth Symposium on Quality Function Deployment. QFD for Service Industries: From Voice of Customer to Task Deployment*.
- Özer, A., Argan, M. T., & Argan, M. (2013). *The Effect of Mobile Service Quality Dimensions on Customer Satisfaction. Procedia - Social and Behavioral Sciences*, 99, 428–438. <https://doi.org/10.1016/j.sbspro.2013.10.511>
- Oxford Advanced Learner Dictionary International Student's Edition*. England: Oxford University Press
- Pawitra, T. A., & Tan, K. C. (2001). *Integrating Servqual and Kano's model into QFD for service excellence development. Managing Service Quality: An International Journal*, 11(6), 418– 430.
- Sugiyono (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung :

Alfabeta.

Ulrich, K. T., & Eppinger, S. D. (2006). *Product Design and Development Vol. 5*. New York: Mc Graw Hill Book.

Wang, T., & Ji, P. (2010). Understanding customer needs through quantitative analysis of Kano's model. *International Journal of Quality and Reliability Management*, 27(2), 173–184. <https://doi.org/10.1108/02656711011014294>

Yang, C. C. (2005). *The refined Kano's model and its application*. *Total Quality Management and Business Excellence*, 16(10), 1127–1137. <https://doi.org/10.1080/14783360500235850>