

REFERENCES

- ADMININACA. (2021, December 17). *INACA Annual Report 2020*. Indonesia National Air Carrier Association (INACA).
- Agarwal, I., & Gowda, K. R. (2021). The effect of airline service quality on customer satisfaction and loyalty in India. *Materials Today: Proceedings*, 37, 1341–1348. <https://doi.org/10.1016/j.matpr.2020.06.557>
- Akhil, A., & Suresh, M. (2021). Assessment of service quality in restaurant using multi-grade fuzzy and importance performance analysis. *Materials Today: Proceedings*. <https://doi.org/10.1016/j.matpr.2021.01.767>
- Allen, J., Bellizzi, M. G., Eboli, L., Forciniti, C., & Mazzulla, G. (2021). Identifying strategies for improving airport services: introduction of the Gap-IPA to an Italian airport case study. *Transportation Letters*, 13(3), 243–253. <https://doi.org/10.1080/19427867.2020.1861506>
- Cindy Mutia Annur. (2021, December 2). *Terimbas Covid-19, Keberangkatan Penumpang Pesawat Domestik & Luar Negeri Turun di 2020*. Databoks.
- Cladera, M. (2021). An application of importance-performance analysis to students' evaluation of teaching. *Educational Assessment, Evaluation and Accountability*, 33(4), 701–715. <https://doi.org/10.1007/s11092-020-09338-4>
- Dewi Jayanti. (2021, October 4). *Refund Tiket Pesawat Lion Air Karena Reaktif, Namun Tidak Ada Kejelasan dan Sudah Lewat dari Jangka Waktu yang Diinfokan*.
- Ekiz, E., Hussein, K., & Bavik, A. (2006). *Perceptions of Service Quality in North Cyprus National Airline*.
- Erick Burgueño Salas. (2022, April 12). *Factors respondents considered to be more important when it comes to choosing an airline following the COVID-19 pandemic in 2020 and 2021*.
- Esmailpour, J., Aghabayk, K., Abrari Vajari, M., & de Gruyter, C. (2020). Importance – Performance Analysis (IPA) of bus service attributes: A case study in a developing country. *Transportation Research Part A: Policy and Practice*, 142, 129–150. <https://doi.org/10.1016/j.tra.2020.10.020>
- Farooq, M. S., Salam, M., Fayolle, A., Jaafar, N., & Ayupp, K. (2018). Impact of service quality on customer satisfaction in Malaysia airlines: A PLS-SEM approach. *Journal of Air Transport Management*, 67, 169–180. <https://doi.org/10.1016/j.jairtraman.2017.12.008>
- Hasan, M., Khan, M. N., & Farooqi, R. (2019). Service Quality Measurement Models: Comparative Analysis and Application in Airlines Industry. *Journal of Enterprise Information System*, 11(2).
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Aditama.
- Izadi, A., Jahani, Y., Rafiei, S., Masoud, A., & Vali, L. (2017). Evaluating health service quality: using importance performance analysis. *International Journal of Health Care Quality Assurance*, 30(7), 656–663. <https://doi.org/10.1108/IJHCQA-02-2017-0030>
- John W Creswell, & J David Creswell. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE.

- Kim, J. J., Lee, Y., & Han, H. (2019). Exploring competitive hotel selection attributes among guests: An importance-performance analysis. *Journal of Travel & Tourism Marketing*, 36(9), 998–1011. <https://doi.org/10.1080/10548408.2019.1683484>
- Leon G Schiffman, & Joe Wisenblit. (2019). *Consumer Behavior* (12th ed.). Pearson Education Limited.
- Leonard L. Berry, & A. Parasuraman. (1991). *Marketing Services : Competing Through Quality*. The Free Press.
- Martilla, J. A., & James, J. C. (1977). Importance-Performance analysis. *Journal of Marketing*.
- Nabila Nugraheni, & AMA Suyanto. (2021). ANALISIS KOMPARATIF KUALITAS PELAYANAN PADA JASA PENGIRIMAN JNE EXPRESS DAN J&T EXPRESS DI INDONESIA. *Mega Aktiva: Jurnal Ekonomi Dan Manajemen*, 10(1), 12–23.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and its Implication for Future Research. *Journal of Marketing*, 49.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Customer Perceptions of Service Quality. *Journal of Retailing*, 64(1).
- Philip Kotler, Kevin Lane Keller, & Alexander Chernev. (2022). *Marketing Management* (16th ed.). Pearson Education Limited.
- Rizal Fadli. (2021, September 9). *Revenge Travel Kala Pandemi dan Efeknya Bagi Penanganan COVID-19*. HaloDoc.
- Singhal, N., Gupta, H., & Mittal, G. (2018). Importance-performance Analysis to Identify Effective Learning Approaches for Sustainability in an Indian Business School. *Vision: The Journal of Business Perspective*, 22(3), 276–283. <https://doi.org/10.1177/0972262918785963>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. ALFABETA.
- Sugiyono. (2018a). *Metode Penelitian Kuantitatif*. ALFABETA.
- Sugiyono. (2018b). *Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (Mixed Methods)*. ALFABETA.
- Ulhaq, M. M. (2018). Evaluating Hospital Service Quality: An Application of CZSQ and CZIPA. *International Journal of Innovation, Management and Technology*, 246–251. <https://doi.org/10.18178/ijimt.2018.9.6.820>
- Uma Sekaran, & Roger Bougie. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian*. Salemba Empat.
- Varpio, L., Paradis, E., Uijtdehaage, S., & Young, M. (2020). The Distinctions Between Theory, Theoretical Framework, and Conceptual Framework. *Academic Medicine*, 95(7), 989–994. <https://doi.org/10.1097/ACM.0000000000003075>
- Vita Agnes. (2021, May 25). *Proses Refund yang Lama dari Lion Air dan Traveloka*. Media Konsumen.
- Yuni Embriani. (2021, June 16). *Lion Air, Mohon Jangan Reschedule Sesuka Hati!* Media Konsumen.

- Zeithaml, V. A., & Bitner, M. J. (1996). *Services Marketing* (1st ed.). McGraw Hill.
- Zellatifanny, C. M., & Mudjiyanto, B. (2018). THE TYPE OF DESCRIPTIVE RESEARCH IN COMMUNICATION STUDY. *Jurnal Diakom, 1*.