

DAFTAR PUSTAKA

- Abrar Yudhanta, F., & Widodo, T. (2018). *PERAN KEPUASAN PELANGGAN DALAM MEMEDIASI PENGARUH CUSTOMER RELATIONSHIP MANAGEMENT DAN SERVICE QUALITY TERHADAP CUSTOMER RETENSION (STUDI KASUS PENGGUNA SMARTPHONE SAMSUNG DI UNIVERSITAS TELKOM) THE ROLE OF CUSTOMER SATISFACTION IN MEDICATING THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT AND SERVICE QUALITY TO CUSTOMER RETENSION (SAMSUNG SMARTPHONE USER CASE STUDY IN TELKOM UNIVERSITY)*.
- Afthanorhan, A., Awang, Z., Rashid, N., Foziah, H., & Ghazali, P. L. (2019). Assessing the effects of service quality on customer satisfaction. *Management Science Letters*, 9(1), 13–24. <https://doi.org/10.5267/j.msl.2018.11.004>
- Alamsyah, A., & Rachmadiansyah, I. (2018). Mapping online transportation service quality and multiclass classification problem solving priorities. *Journal of Physics: Conference Series*, 971(1). <https://doi.org/10.1088/1742-6596/971/1/012021>
- Alma, B. (2009). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- Ardista, R., Tinggi, S., & Tribuana, I. E. (2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan PT. Langit Membiru Wisata Bogor. *JURNAL PARAMETER*, 6(1), 38–49.
- Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020919517>
- Ghozali, I. (2018). *Aplikasi Multivariate dengan Program IBM SPSS 25* (Edisi 9). Badan Penerbit Universitas Diponegoro.
- Grand Metro Hotel Tasikmalaya. (n.d.). GRAND METRO HOTEL TASIKMALAYA. In *Kota Tasikmalaya Telp* (Issue 263).
- Hijriani, I. (2019). *PENGARUH KUALITAS PELAYANAN DAN CITRA MEREK TERHADAP KEPUASAN KONSUMEN DI HOTEL BATUNG BATULIS BANJARMASIN*.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi*

Komunikasi dan Informasi. Aditama.

- Khan, A. G., Lima, R. P., & Mahmud, M. S. (2021). Understanding the Service Quality and Customer Satisfaction of Mobile Banking in Bangladesh: Using a Structural Equation Model. *Global Business Review*, 22(1), 85–100. <https://doi.org/10.1177/0972150918795551>
- Kiron, B. (2015). *Mengukur Kinerja Pelayanan dan Kepuasan Konsumen = Service Performance and Customer Satisfaction Measurement*. Pustaka Reka Cipta.
- Kotler, P., & Keller, K. L. (2016). *Marketing management*.
- Mulyapradana, A., Anjarini, A. D., & Harnoto, H. (2020). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan di PT. Tempo Cabang Tegal. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 3(1), 26–38. <https://doi.org/10.36778/jesya.v3i1.115>
- Octavia, R. (2019). *PENGARUH KUALITAS PELAYANAN DAN KEPUASAN NASABAH TERHADAP LOYALITAS NASABAH PT. BANK INDEX LAMPUNG*. <https://doi.org/10.9744/pemasaran.13.1.35-39>
- Philip T. Kotler, & Gary Armstrong. (2017). Philip T. Kotler, Gary Armstrong - Principles of Marketing-Pearson (2017). *Principles of Marketing Pearson*.
- Putri, N. W. A. P. A. Y., & Sharif, O. O. (2021). *THE EFFECT OF INFLUENCER ON ENGAGEMENT, EXPECTED VALUE, AND PURCHASE INTENTION*.
- Rahmadina, R., & Millanyani, H. (2022). *PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PADA HOTEL TEBU*. 6(3).
- Sari, P. K., Alamsyah, A., & Wibowo, S. (2018). Measuring e-Commerce service quality from online customer review using sentiment analysis. *Journal of Physics: Conference Series*, 971(1). <https://doi.org/10.1088/1742-6596/971/1/012053>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach*. Wiley.
- Shalsabilla, D. P., & Millanyani, H. (2021). *PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA BANDUNG GIRI GAHANA GOLF AND RESORT THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION ON BANDUNG GIRI GAHANA GOLF AND RESORT*.
- Sudaryono. (2017). *Metodologi Penelitian*. Rajawali Pers.
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF KUALITATIF DAN*

R&D. Alfabeta.

Tjiptono, F. (2019). *Pemasaran Jasa: Prinsip, Penerapan, Penelitian*. Andi.

travese.id. (n.d.). *Tasikmalaya: “Sang Mutiara Priangan Timur”* | *Traverse.id*.

Retrieved January 27, 2023, from <https://traverse.id/culture/tasikmalaya-sang-mutiara-dari-priangan-timur/@himsaifanah>

Urissa, W. U. (2019). *The Effect of Service Quality on Customer Satisfaction in Selected Private Banks (In Case of Wolaita Sodo Town)*. 11(19). <https://doi.org/10.7176/EJBM>

Wikipedia. (2021, January 13). *Kota Tasikmalaya - Wikipedia bahasa Indonesia, ensiklopedia bebas*. https://id.wikipedia.org/wiki/Kota_Tasikmalaya

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *BUSINESS RESEARCH METHODS* (Ninth Edition). South-Western College.