

DAFTAR PUSTAKA

- Angga, dkk (2014). Usulan Peningkatan Kualitas Layanan Hotel Kuta Paradiso Dengan Menggunakan Integrasi Servqual, Model Kano dan Qfd. Retrieved 2016. From : <https://openlibrary.telkomuniversity.ac.id/>
- Arikunto, S. (2008). *Avaluasi Program Pendidikan, Pedoman Teoritis Praktis bagi Mahasiswa dan Praktisi Pendidikan (2nd ed.)*. Jakarta: Bumi Aksara
- AR.Ilker Murat, dkk (2009). *An application of Integrating SERVQUAL and Kano's model into QFD for logistic services.*, 21(1), pp 106-126
- Duta, dkk (2013). Peningkatan Kualitas Layanan Travel PT.Yola Lancar Jaya Kediri dengan Metode Integrasi Service Quality dan Kano ke dalam *Quality Function Deployment*. Retrieved 2015. From : <http://repository.ubaya.ac.id/17315/>
- Eman, R. (2010). *Voice-of-the-Customer Marketing: A Revolutionary 5-Step Process to Create Customers Who Care, Spend, and Stay*. McGraw-Hill.
- Foster , Dennis L. 2000. *First Class An Introduction to Travel and Tourism Second Edition*. Jakarta : Raja Grafindo Persada.
- Hakim, A. (2013). Peningkatan Kualitas Pelayanan Melalui Integrasi Metode Servqual dan Model Kano ke dalam Quality Function Deployment (Studi Kasus : Mengke; Alfa Motor AHASS 2763 Kaliurang km.5,9 Yogyakarta). Retrieved 2015. From : <http://jrmsi.studentjournal.ub.ac.id/>
- Hotel XYZ. (2016). *Pencapaian Revenue dan occupancy Hotel Malaka. Bandung : GM Report end of Year Hotel XYZ Tahun 2016*
- Hotel XYZ .(2016). Nilai Review Hotel XYZ. Retriever November 12, 2016, from Traveloka : <https://www.traveloka.com/>
- Hotel XYZ .(2016). Nilai Review Hotel XYZ. Retriever November 12, 2016, from Pegi Pegi : <https://www.pegipegi.com>
- Hotel XYZ .(2016). Nilai Review Hotel XYZ. Retriever November 12, 2016, from Agoda : <https://www.agoda.com/id-id/>
- Kano, N., Seraku, N., Takahashi, F., & Tsuji, S. (1984). *Attractive Quality And Must-Be Quality. The Journal of Japanese Society for Quality Control* , 39-48 (14), 39-48

- Kusuma. (2015). Service Quality Banquet Novotel Surabaya Hotel and Suites. Retrieved 2016. From : studentjournal.petra.ac.id/index.php/ilmu-komunikasi/article/viewFile/3825/3545
- Kotler, Philip. (2003). *Marketing Management, 11th Edition. Prentice Hall Int'l*, New Jersey.
- Kotler, Philip (2009). *Manajemen Pemasaran – Perspektif Indonesia, Edisi Ketiga Belas*, Jakarta : Penerbit Erlangga
- Lupiyoadi, Rambat. 2001. *Manajemen Pemasaran Jasa – Teori dan Praktek*. Jakarta : Salemba Empat
- Lovoleck, dkk (2010). *Pemasaran Jasa- Perspektf Indonesia, Edisi Ketujuh*, Jakarta : Penerbit Erlangga
- Malhotra, N. K. (2005). *Riset Pemasaran Pendekatan Terapan (4 ed.)*. Jakarta: PT. INDEKS Kelompok Gramedia.
- Mazur, Glenn H. (1993). *QFD for Service Indutries From Voice of Customer to Task Deployment. The Fifth Symposium on Quality Function Deployment*. Japan Business Consultant, Ltd.
- Mudie & Pirrie. 2006. *Service Marketing Management*. USA : Butterworth-Heinemann Elsevier
- Nasution (2004) .*Manajemen Jasa Terpadu*. Bogor : Ghalia Indonesia
- Parasuraman, et.al, 1985. *A Conceptual Model of Service Quality and it's Implication For Future Research. Journal of Marketing*, vol.49. No.3, 41-50
- Parasuraman, A., V. A. Zeithaml, dan L.L. Berry, 1998, *SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*, *Journal of Retailing*, Vol. 64, No. 1.
- Pawitra, Theresia A., dan Tan, Kay C (2001). *Integration SERVQUAL and Kano's Model into QFD for Service Excellence Development. Managing Service Quality*, 11 (6), pp. 418-430
- PPID Bandung. (2015). *Rekapitulasi data Jumlah Tamu yang Menginap di Kota Bandung tahun 2010 hingga 2015* . Retrieved November 10, 2016, from Pejabat Pengelola Informasi dan Dokumentasi: <http://ppid.bandung.go.id>

- Rayo R. & Mansur A. (2013). Analisis Perbaikan Layanan Hotel Menggunakan Servqual dan Diagram Kartesius (Studi Kasus di Hotel Kombokarno). Retrieved 2016. From journal.stimykpn.ac.id/index.php/tb/article/download/18/17
- Rokhmat & Amar (2016). Perbaikan kualitas layanan hotel dengan menggunakan model Servqual dan *performance control matrix* (Studi Kasus di University Hotel UIN Sunan Kalijaga Yogyakarta). Retrieved 2016. From: <https://publikasiilmiah.ums.ac.id/handle/11617/7113>
- Sambodo A. & Bagyono (2005). Dasar - dasar Kantor Depan Hotel. Yogyakarta : Andi Offset
- Sekaran, Uma. (2006). *Research Methods for Business* . Jakarta: Salemba Empat.
- Supranto, J. (2001). *Pengukuran Tingkat Kepuasan Pelanggan untuk Meningkatkan Pangsa Pasar*. Jakarta: PT Rineka Cipta.
- Suryadharma. (2015). Pengaruh Kualitas Pelayanan Pada Kepuasan Pelanggan Hotel Bintang Pesona di Denpasar Timur. Retrieved 2016. From : ojs.unud.ac.id/index.php/Manajemen/article/viewFile/11433/8605
- Tjiptono, F., & Chandra , G. (2011). *Service, Quality, and Statisfaction* (3 ed.). Yogyakarta: Andi.
- Ulrich, Karl T. & Eppinger, Steven D. (2012). *Product Design and Developmpment* (4 ed). New York : Mc Graw Hill Book.
- Walden, D. (1993). A Special Issue on Kano's Methods for Understanding Customer Defined Quality. *The Center for Quality of Management Journal*, 2 (4), 3-35.
- Walker, J. R. (2004). *Introduction to hospitality management*. New Jersey: Pearson Education International
- Zeithaml, V. A., M. J. Bitner, et al. (2006). *Services marketing : integrating customer focus across the firm*. Boston, McGraw-Hill/Irwin.