

Daftar Pustaka

- Any Noor. 2017. Manajemen Event. Bandung : Alfabeta
- Arima Et Al. (2018). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Jasa Penerbangan Lion Air Kota Padang. Jurnal Rap Unp, Vol 9. No 1.
- Aulia, Nanda. 2017. Pengaruh Experiential Marketing Dan Kualitas Produk Terhadap Loyalitas Pelanggan Peppo. Prosiding Manajemen. Issn: 2460-8332
- Hisam Et Al. (2016). The Impact Of Service Quality On Customer Satisfaction: A Study On Selected Retail Stores In India. International Review Of Management And Marketing.
- Hurriyati, R. 2018. Bauran Pemasaran Dan Loyalitas Konsumen. Bandung: Alfabeta.
- Ismail, A., Mohd Yunan, S., Yusrizal, 2016. Services Quality As A Predictor Of Customer Satisfaction And Customer Loyalty. Univ. Kebangs. Malays
- Karyose Et Al. (2017). Customer Loyalty: The Effect Of Service Quality, Corporate Image, Customer Relationship Marketing And Customer Satisfaction As Intervening Variable-An Empirical Analysis Of Bank Customers In Malang City. Marketing And Research 4.
- Kotler, Philip And Kevin Lane Keller, (2016). Marketing Management -15th Edition Pearson Education, Inc.
- Sugiyono. (2016). Metode Penelitian Kuantitatif Kualitaitif Dan Kombinasi (Mixed Methods). Bandung: Alfabeta.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitaitif, Dan R&D. Bandung: Alfabeta, Cv.
- Sugiyono, 2018. Metode Penelitian Evaluasi (Pendekatan Kuantitatif, Kualitaitif, Dan Kombinasi). Alfabeta.

Jurnal

- AK, A. F. Y., & Trianasari, N. (2018). Analisis Hubungan Kepuasan Konsumen Terhadap Loyalitas Konsumen Produk Pt Mustika Ratu Tbk Di Indonesia. *eProceedings of Management*, 5(3).
- Mujahadah, I. N., & Suryawardani, B. (2018). Pengaruh Event Marketing Terhadap Keputusan Pembelian Pada Pt. Traveland Convex Indonesia Tahun 2018. *eProceedings of Applied Science*, 4(3)
- Murdana, Y. T., & Suryawardani, B. (2019). Pengaruh Sosial Media Marketing Melalui Instagram Terhadap Brand Awareness Pada Pt. Dealpro Indonesia Bandung 2019. *eProceedings of Applied Science*, 5(2).
- Nuraeni, S. D., & Suryawardani, B. (2017). Analisis Efektivitas Promosi Melalui Media Sosial Instagram Pada Pt. Niion Indonesia Utama Tahun 2017. *eProceedings of Applied Science*, 3(2).
- Putri, N. N., Haryono, A. T., & Warso, M. M. (2016). Efektifitas Atmospher Dan Event Marketing Terhadap Keputusan Pembelian Yang Dimediasi Oleh Minat Beli Pada Konsumen Tembi Rumah Budaya Yogyakarta. *Journal of Management*, 2(2).
- Suryawardani, B., Hanifa, F, H., Sastika, W., & Wulandari, A. (2019). Service Excellence And Service Recovery: The Impacts On Customer Satisfaction And Loyalty. *Sustainable Collaboration In Business, Technology, Information And Innovation (Scbtii)*

Website

- (<http://doingbusiness.org>, 2018).
- (<https://www.antaranews.com>, 2019)
- (<https://www.suara.com/>, 2019)
- (<https://ekonomi.bisnis.com/>, 2020)