

DAFTAR PUSTAKA

[1]	Bardi, J. A. (2011). Hotel front office management (5th ed.). Wiley.
[2]	Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2016). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. <i>Journal of Service Research</i> , 14(3), 252–271.
[3]	Chan, S., & Coleman, M. (2019). Workplace learning in hospitality: Understanding how employees learn in the workplace. <i>International Journal of Hospitality Management</i> , 80, 1–9.
[4]	Grönroos, C. (2015). Service management and marketing: Managing the service profit logic (4th ed.). Wiley.
[5]	Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.
[6]	Marriott International, Inc. (2025). Our story. https://www.marriott.com/about/culture-and-values/history.mi
[7]	Zeithaml, V. A., & Bitner, M. J. (2003). Services marketing: Integrating customer focus across the firm (3rd ed.). McGraw-Hill.