

The Effect of Service Quality, Consumer Relations Management on Customer Satisfaction and Implications for Customer Loyalty at Ibis Pasteur Bandung Hotel

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Abstract

The tourism industry is now growing, especially areas that have natural potential as a source of tourism, one of which is the city of Bandung in the Province of North Sumatra. With the development of tourism that occurred in the parapet area, hotel industry players are also encouraging to participate in providing facilities complementary for a tourist. Hospitality as a means of accommodation that is a vital need for travelers as a facility that provides lodging services, food and drink services and other facilities as a complementary tour. The large number of hotels that stand in the city of Bandung encourages each hotel to compete with each other in attracting tourists to stay at hotels that are already available. One effort to attract tourists is to always prioritize guest satisfaction by maintaining the quality of services found at the hotel. Because the quality of service is very important and is a key to success of each product and service. This quality is given to consumers / guests to meet the expectations of consumers guests by providing products and services at a price level. Hotel Ibis Pasteur Bandung is a hotel with a magnificent building and is located at a strategic point and always every guest / customer who stays at the hotel. both in terms of tangibles, reliability, responsiveness, assurance, or in terms of empathy, as well as establishing good relationships with consumers and consumers to create customer satisfaction during a stay at the Ibis Pasteur Bandung hotel to create high Customer Loyalty. Based on the above phenomenon, the author is interested in researching about, service quality, CRM, Consumer satisfaction, and Consumer loyalty at the Ibis Pasteur Hotel Bandung, this study uses descriptive and ferrictive methods, with phat hypothesis test analysis and multiple linear regression, sample 100. The results of this study shows that Service Quality, CRM and Customer Satisfaction have a positive and significant effect on Customer Loyalty at Ibis Pasteur Bandung.

Keywords: service quality, customer relationship management, Customer satisfaction, Customer loyalty.

1. Introduction

The tourism industry is now growing, especially areas that have natural potential as a source of tourism, one of which is the city of Bandung in the Province of North Sumatra. With the development of tourism that is happening in the parapet area, the hotel industry players are also

participating in the provision of supplementary facilities for a tourist. Hospitality as a means of accommodation that is a vital need for travelers as a facility that provides lodging services, food and drink services and other facilities as a complementary tour.

The tourism sector recorded the 9th highest growth in the world, the version of The World Travel & Tourism Council (WTTC). It was announced by WTTC that Indonesia is the ninth highest tourism growth country in the world, "Indonesia's tourism growth in January-December 2017 reached 22 This growth rate is above the average growth of world tourists by 6.4 percent, and the growth of tourists in ASEAN by 7 percent. While Vietnam is growing better at 29 percent, the reason is that Vietnam has done a lot of deregulation. But Indonesia's tourism growth is far higher than Malaysia's which grew only 4 percent, Singapore's 5.8 percent and Thailand's 8.7%.



Figure 1. Development of Foreign Tourist Visits 2018

This shows that tourism can be the largest foreign exchange earning sector, even now it is the fourth largest national foreign exchange contributor after oil palm (CPO), oil and gas and mining (coal). Foreign exchange donations from the tourism sector increased since 2015 from 12.2 billion US dollars, in 2016 to 13.6 billion US dollars and in 2017 continued to increase to 15 billion US dollars. The tourism sector this year is expected to reap foreign exchange up to 17 billion US dollars, and 2019 projections of 20 billion US dollars.

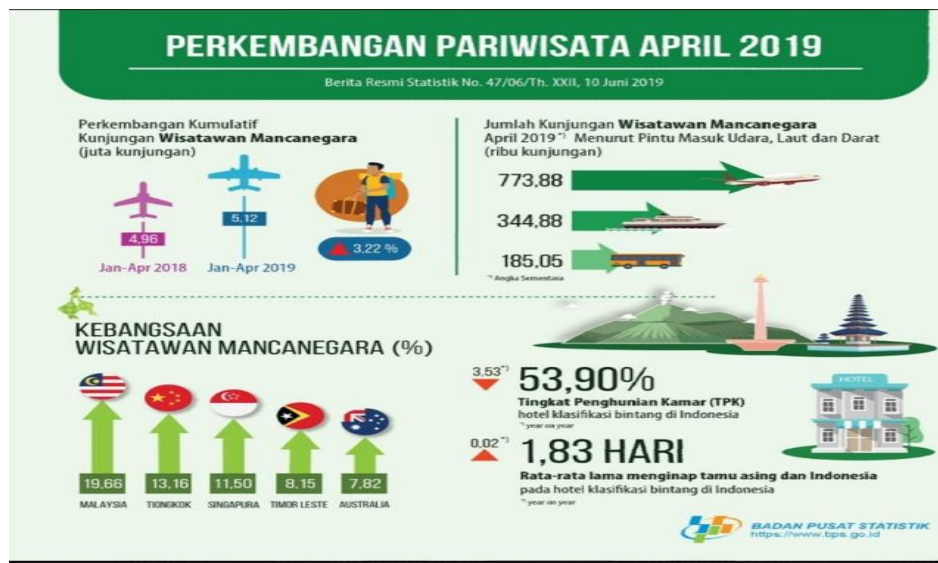


Figure 2. Development of Tourism 2019

Tourism and hospitality are closely related in advancing tourism in Indonesia. The American Hotel and Motel Association (AHMA) states that a hotel is a place where lodging, food and drink and other services are available for rent to guests or people who are staying temporarily. Along with these developments, if previously the main product or service of a hotel that became the main needs of tourists is a room or inn, now it has experienced growth. The hospitality industry is a service industry that combines products and services.

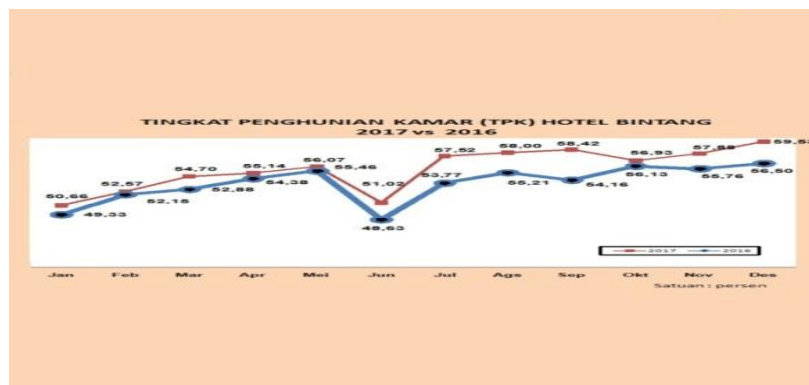


Figure 3. Occupancy Rate of Star Hotels in Bandung 2018

In developing the tourism industry, hotels are one of the basic means of providing lodging, hotels have a different understanding for everyone. Meanwhile, according to the Big Indonesian Dictionary (KBBI) stated that the hotel is a multi-room building that is rented as a place to stay and eat people who are traveling (Widjaya, 2015).

A hotel is a type of accommodation that uses part or all of a building to provide commercially managed lodging, dining and drinking services and meets the conditions set by the government (Bataafi, 2015). From the definition above, it can be concluded that there are several basic elements contained in the definition of hotel as commercial accommodation, namely:

A hotel is a building, institution, company, or business entity of accommodation. Hotel provide service facilities in the form of lodging, food, and beverage services and other services.

1. Hotel is a service facility that is open to the public in traveling.
2. A business that is managed commercially

The large number of hotels standing in the city of Bandung encourages each hotel to compete with each other in attracting tourists to stay at hotels that are already available. One effort to attract tourists is to always prioritize guest satisfaction by maintaining the quality of service found in hotels. Because the quality of service is very important and is a key to success of each product and service. This quality is given to consumers / guests to meet the expectations of consumers / guests by providing products and services at a price level. Hotels can be divided and grouped into several types according to specific sizes and criteria:

- a. According to the size of the hotel:
 1. Small Hotel, which is a hotel that has 150 residential rooms.
 2. Medium-Average Hotel, which is a hotel that has 150-300 residential rooms.
 3. Large Hotel, which is a hotel that has 600 residential rooms.
- b. Based on the length of time guests stay:
 1. Transit Hotels, guests who stay overnight, on average only one night.
 2. Semi-Residential Hotel, guests who stay more than one night, but stay short, approximately between two weeks to one month.
 3. Residential Hotel, a guest who stays for a long time, at least one month (Sulistyono, 2011)
- c. By Hotel Location
 1. City Hotel, a hotel located in an urban area.
 2. Residential Hotel, a hotel located on the edge or adjacent to a big city.
 3. Motel, which is a hotel located on the edge or along a highway that connects between big cities and has the provision of separate parking facilities.
 4. Beach Hotel, a hotel located in the seaside area (Bataafi, 2012).

Based on the above basic elements, the hotel definition can be summarized in detail, namely: a type of accommodation business that provides lodging, dining and drinking facilities and services as well as other services for the public who wish to stay temporarily and are managed commercially.

Hotel Ibis Pasteur Bandung is a hotel with a magnificent building and is located at a strategic point and always every guest / customer who stays at the hotel. both in terms of tangibles, reliability, responsiveness, assurance, or in terms of empathy, as well as establishing good relations with consumers and consumers to create customer satisfaction during a stay at the Ibis Pasteur Bandung hotel to create high Consumer Loyalty.

On this basis the Ibis Pasteur Bandung Hotel is demanded to be responsive and proactive in reading opportunities and wishes of the community as guests who use the hotel services. Based on the results of previous observations, this fluctuation occurred in addition to the large number of hotels in the city of Bandung, the fall in the number of occupancy was allegedly caused by the gap between Consumer expectations and management perceptions. Consumer satisfaction through providing quality services is the commitment and responsibility of management and all hotel employees.



Figure 4. Hotel Ibis Pasteur Bandung

Ibis Pasteur Bintang III Hotel, located near the main gate of Bandung, ibis Pasteur Bandung, with a strategic hotel location for transit around the Bandung area. With our trendy restaurant and Kitchen with an abundant buffet menu including international and local food, feel the comfort of the Ibis lounge while drinking one of your favorites, don't feel disconnected with our free high-speed Wi-Fi and have a good night's sleep at Sweet Bed™, the concept of a bed ibis. Meeting rooms are available according to your business needs.

This is an opportunity for the Ibis Hotel, Pasteur Bandung in increasing consumer satisfaction and customer and consumer loyalty. By trying to add a different added value to the product or service that will make a hotel different from others, which ultimately causes why people have their own reasons for choosing a hotel.

This is supported by research where the development of a hotel is influenced by CRM and Quality of Service performance increasing customer and consumer satisfaction and this has a positive impact on the level of customer and consumer loyalty, this is evidenced by research conducted by Mario Susilo and Rudy Aryanto with the title Research "Analysis of the Effects of CRM and Service Quality on Consumer Satisfaction and Its Impact on Consumer Loans Aryaduta Jakarta Hotel (2017). And according to Kotler and Keller (2007) explained that satisfied consumers usually remain loyal for a longer time. This is in line with research conducted by Octavia (2016) with the results of the study showing that customer satisfaction has a positive and significant influence on customer loyalty. And Siddiqi Research (2011) explained that the relationship between service quality, customer satisfaction, and consumer loyalty can provide creative ideas to improve services in order to gain a competitive advantage in the retail banking sector (Siddiqi, 2011). This was also supported by Al-Rousan et al. (2010) who stated that service companies must strive to maintain superior service quality beyond their competitors to obtain and maintain customer satisfaction.

A company with a large number of consumers must have a very good service system. Considering it seems not easy for a company to provide good services together for each of its customers who have different perceptions, desires, time and place with the company without an effective Customer Relationship Management. This is important to note so that the relationship established between the company and consumers will be maintained both for the long term, and prevent the shift of consumers to competitors.

Ibis Pasteur Hotel Bandung is one of the hotels that is faced with the problem of decreasing occupancy rates or the level of hotel guests' stay decision. Ibis Pasteur Bandung Hotel is one of the five-star hotels in Bandung, which is in a very strategic location because it is located in the heart of Bandung which provides easy access for tourists both foreign and domestic tourists to

visit various places in Bandung. Ibis Pasteur Bandung Hotel provides a comfortable and friendly service atmosphere. Although Ibis Pasteur Bandung Hotel has many advantages, it has not been able to provide a good experience for its guests and is not enough to be able to maintain hotel guests to stay at their hotel. So that the Ibis Pasteur Hotel Bandung is faced with the problem of decreasing the level of hotel guests' decision to stay. The following data is about occupancy rates at Ibis Pasteur Hotel Bandung:

Table 1. Occupancy Rate Data Hotel Ibis Bandung 2015 – 2019

| Year | Amount of Occupancy | Percentage of Occupancy | Percentage of Target Amount Occupancy |
|------|---------------------|-------------------------|---------------------------------------|
| 2015 | 48.718 | 46,36 % | 50% |
| 2016 | 75.582 | 72,70 % | 55% |
| 2017 | 68.379 | 67,75% | 65% |
| 2018 | 73.274 | 71,12% | 70% |
| 2019 | 73.153 | 71,05% | 75% |

Source: Front Office Department Hotel Ibis Pasteur Bandung (2019)

Data in Table 1 is the average occupancy rate of the first timer individual guest where the individual guest is the first time staying at the Ibis Pasteur Hotel Bandung and from these data shows that the occupancy rate of the Ibis Pasteur Bandung room is unstable. This is seen by the ups and downs of the number of individual guest dwellings. Ibis Pasteur Bandung Hotel occupancy rate in 2016 decreased by 4.95% and the total percentage of occupancy in 2017 is still below the total percentage of occupancy in 2015 of 1.58% and in 2018 decreased by 0.07% and did not reach the target set by the management of the Ibis Pasteur Hotel Bandung, which is 75%. The decline and instability is an indicator of the problem of hotel guests' decision to stay at the Ibis Pasteur Hotel Bandung, Bandung. Then from the average occupancy data of the Ibis Pasteur Hotel in Bandung in 2019 did not reach the target set by the West Java Indonesian Hotel and Restaurant Association which targets an average hotel occupancy per year to reach 80%.

According to information provided by Adrian Utra training manager and Aricka Primayadi assistant revenue manager at the Ibis Pasteur Hotel Bandung, the unstable room occupancy rate is due to increasingly competitive hotel competitiveness in the city of Bandung, renovation of hotel buildings and changes in the classification of hotel stars from 4 stars to 4 stars. 5 star after renovation of the hotel building. This resulted in a decrease in occupancy rates or hotel guests' decision to stay at Ibis Pasteur Hotel in Bandung and it was feared that it would affect the income received by the hotel.

On the basis of that the authors to make research on, service quality, Customer Relationship Management, Consumer satisfaction, and Consumer loyalty at the Ibis Pasteur Hotel Bandung. This study is entitled "Service Quality, Customer Relationship Management towards Customer Loyalty with Customer Satisfaction as a mediating variable in customer loyalty at the Ibis Pasteur Bandung Hotel".

2. Literature Review

- Quality of Service Rahayu (2014) explained that by improving the quality of service so that it will shape consumer satisfaction and is expected to foster consumer loyalty. As is the case with the banking industry sector, satisfying service quality can be a stimulant for consumers

to be loyal. According to Clow in Laksana (2008) Effect of Service Quality on satisfaction as follows if the services provided to Consumers are as expected, it will give satisfaction. Thus if the Quality of Service continues to be improved so as to achieve what is expected by the Consumer, the Consumer will be satisfied. Consumers will feel very satisfied if the satisfaction component can be fulfilled in full. Consumer satisfaction is very valuable to banks, so it's no wonder there is always a slogan that the Consumer is the king, which needs to be served as well as possible.

- The final form of the Consumer Relations Management program is partnering or co-marketing, which is a partnership relationship between consumers and marketers to serve the needs of the end consumer. In mass markets there are two types of partnering namely; co-branding and affinity partnering, whereas in the Consumer type distributor this program is carried out by means of logistics partnering and cooperative marketing efforts, whereas in the Consumer type the partnering business program is implemented in the form of Co-design, Co-development and Co-marketing. The concept of Consumer Relation Management is also conveyed by Sheth, Parvatiyar (2001) which states that Consumer Relation Management is a comprehensive strategy and process in obtaining, maintaining and relating to Consumers to create superior value for companies and consumers.
- Furthermore, Storbacka and Lehtinen (2001) put forward three concepts of Consumer Relations Management. First is creating consumers. The purpose of creating consumers is not only to maximize revenue from transactions, but through competitive advantage that is not only based on price, but also based on the ability of providers to help consumers generate value for themselves. The second concept is to see the product as a process. In this case the traditional difference between goods and services is meaningless. The product is seen as an entity that includes an exchange between the processes carried out by the provider and the processes carried out by the Consumer, in which in this exchange the ability of the provider is partly transferred to the creation of Consumer value. Therefore, product differences become process differences, thus opening unlimited opportunities to create various types of relationships. The third concept is the responsibility of the provider. Consumer Relations Management is not just a company satisfying the needs of consumers, it is also not enough with satisfied customers. Companies can create stronger relationships only if they are responsible for developing relationships and offer opportunities to consumers to create their own value.
- According to Richens in Kasmir (2010) states Consumer Satisfaction is obtained by providing recommendations or notifying the pleasant experience and is a word of mouth advertising. This means that customer satisfaction will quickly spread to other consumers and potentially add new customers. A good level of satisfaction will affect the loyalty of consumers actively continue to promote and recommend to their family and friends to make the BJB Bank as the best choice even it is not easy to move to another bank.
- Consumer Satisfaction Tjiptono (2015) explained that Consumer Satisfaction can create Consumer loyalty to companies that provide satisfying quality. Kotler (2015) emphasizes three important things in building consumer satisfaction, including: quality, service, and value. Mantaub (2015) explained that service quality that can be implemented properly is a key factor that has an influence on the success of a bank because it can create customer satisfaction.

- Griffin (2010) explained that Consumer loyalty is a Consumer who repurchases goods and services, builds a business by buying more than before, pays a premium price, and provides positive word of mouth (WOM) from time to time. Kotler (2015) explained the concept of consumer loyalty is more associated with behavior than with attitude. Oliver in Kotler (2015) explained that loyalty is a consumer's willingness to continue purchasing at a company in the long term and use the product or service repeatedly, and recommend it to friends and others voluntarily.

Framework and Hypothesis

Based on the framework described above, a research paradigm can be made regarding The Effect of Service Quality, Consumer Relations Management on Customer Satisfaction and implications for Customer Loyalty.

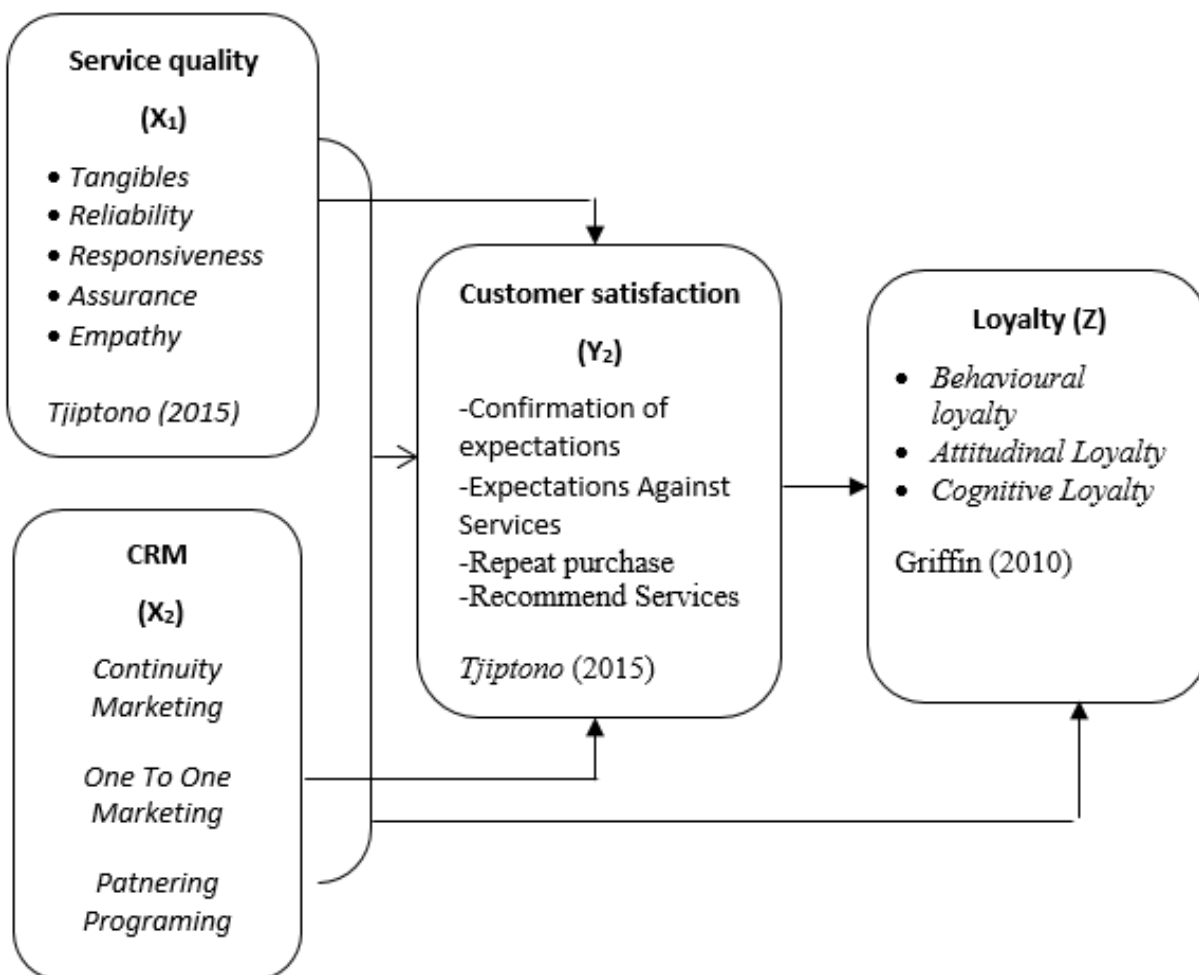


Figure 5. Framework Research

Hypothesis

- Service quality has a partial effect on Customer Satisfaction at the Ibis Pasteur Hotel Bandung

2. Service quality has a partial effect on Customer Satisfaction at the Ibis Pasteur Hotel Bandung
3. Service quality and CRM effect on customer loyalty at the Ibis Pasteur Hotel Bandung
4. Customer Satisfaction partially influences Customer Loyalty at the Ibis Pasteur Hotel Bandung
5. Service quality and CRM affect customer loyalty through customer satisfaction at the Ibis Pasteur Hotel Bandung

3. Methodology

Object of research The Effect of Service Quality, Consumer Relations Management on Customer Satisfaction and Implications for Customer Loyalty. At Ibis Pasteur Bandung Hotel. The research analysis unit of the ibis Pasteur Bandung hotel customer. Descriptive and verification research method. Sample. 100 samples of respondents. Spread Technique Samples random sampling and Spread the questioner and library research. Hypothesis Test by using Linear regression multiple. Model Test by using: T Test, F Test, Coefficient Correlation.

4. Results and Discussion

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|----------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.098 | 1.116 | | .984 | .327 |
| | X ₁ | .409 | .065 | .513 | 6.292 | .000 |
| | X ₂ | .540 | .112 | .394 | 4.831 | .000 |

a. Dependent Variable: Y

Hypothesis 1: Based on the results of the analysis table, the tcount value was 6.292. While the critical value of the table value df = 129 at α (0.05) is 1.98. Thus obtained t count (6.292) > t table (1.98) or Sig. (0,000) < 0.05 so H₀ is rejected. This means that Service Quality affects customer satisfaction at Ibis Pasteur Hotel Bandung

Hypothesis 2: Based on the results of the analysis table, the value of tcount is 4.831. While the critical value of the table value df = 129 at α (0.05) is 1.98. Thus obtained t count (4,831) > t table (1,98) or Sig. (0,000) < 0.05 so H₀ is rejected. This means that CRM affects customer satisfaction at the Ibis Pasteur Hotel Bandung

Hypothesis 3: The Effect of Service Quality and CRM Against Customer Loyalty at Ibis Pasteur Hotel Bandung

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 5511.260 | 2 | 2755.130 | 207.573 | .000 ^b |
| | Residual | 1703.623 | 129 | 13.214 | | |
| | Total | 7215.883 | 131 | | | |

- a. Dependent Variable: Z
b. Predictors: (Constant), X₂, X₁

Based on the results of the analysis table, the Fcount value of 208.574 was obtained. While the critical value of Ftable df1 = 2 and df2 = 129 at α (0.05) is 3.07. Thus obtained Fcount (208.574) > Ftable (3.07) or Sig. (0,000) < 0.05 so H₀ is rejected. This means that Service Quality and CRM affect the Customer Loyalty of Ibis Pasteur Hotel Bandung

Hypothesis 4: The Effect of Customer Satisfaction on Customer Loyalty Hotel Ibis Pasteur Bandung

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.527 | 1.344 | | 1.136 | .258 |
| | Y | .966 | .056 | .835 | 17.314 | .000 |

- a. Dependent Variable: Z

Based on the results of the analysis table, the value of tcount is 17.314. While the critical value of the table value df = 130 at α (0.05) is 1.98. Thus obtained t count (17.314) > t table (1.98) or Sig. (0,000) < 0.05 so H₀ is rejected. This means that Customer Satisfaction affects the Customer Loyalty of the Ibis Pasteur Hotel Bandung

Hypothesis 5: Test the Effect of Service Quality and CRM Against Customer Loyalty at Ibis Pasteur Hotel Bandung

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 8132.782 | 3 | 2713.251 | 230.513 | .000 ^b |
| | Residual | 1506.508 | 127 | 11.760 | | |
| | Total | 9539.290 | 131 | | | |

- a. Dependent Variable: Z
b. Predictors: (Constant), Y, X₂, X₁

Based on the results of the analysis table, the Fcount value of 208.574 was obtained. While the critical value of Ftable df1 = 2 and df2 = 129 at α (0.05) is 3.07. Thus obtained Fcount (208.574) > Ftable (3.07) or Sig. (0,000) < 0.05 so H₀ is rejected. This means that Service Quality and CRM affect the Customer Loyalty of Ibis Pasteur Hotel Bandung.

5. Conclusion

1. With t count (6,292) > t table (1,98) or Sig. (0,000) < 0.05 so H₀ is rejected. This means that Service Quality affects customer satisfaction at Ibis Pasteur Hotel Bandung

2. With t count (6,292) > t table (1,98) or Sig. (0,000) < 0.05 so H₀ is rejected. This means that Service Quality affects customer satisfaction at Ibis Pasteur Hotel Bandung.
3. With Fcount (208,574) > Ftable (3.07) or Sig. (0,000) < 0.05 so H₀ is rejected. This means that Service Quality and CRM affect customer loyalty at Ibis Pasteur Hotel Bandung.
4. With t count (17.314) > t table (1.98) or Sig. (0,000) < 0.05 so H₀ is rejected. This means that Customer Satisfaction affects the Customer Loyalty of the Ibis Pasteur Hotel Bandung.
5. With Fcount (230,616) > Ftable (2.68) or Sig. (0,000) < 0.05 so H₀ is rejected. This means that Service Quality, CRM and Customer Satisfaction affect the customer loyalty of the Ibis Pasteur Hotel Bandung

Suggestions

Staycation or also known as a vacation by staying is one type of vacation that is starting to bloom in Indonesia. People who do staycation usually deliberately choose to stay at a hotel with complete facilities where they will spend their vacation at the hotel. Not only is it fun, staycation can also save your vacation budget and become a boredom remedy. Some of the Most Needed Hotel Facilities for Guests are:

- Restaurant, in general, in the hotel there are more than 1 place to eat. There is a main restaurant, there is also a café or lounge. The restaurant inside the hotel is one of the facilities that is often hunted, both by hotel guests, and guests who do not stay at the hotel. A variety of foods, all you can eat as much as you want, and satisfying service are the main attraction of eating in a hotel. In addition to the main meal, you can also enjoy the afternoon by spending time in the café or lounge accompanied by live music. For example, in Bandung, there are several five star hotels that provide afternoon tea facilities, where you can enjoy Indonesian snacks while drinking coffee or tea and watching the sunset. For your hotel occupants, you do not need to pay extra to eat breakfast at the hotel. But if your booking does not include breakfast or you are not staying at the hotel, then you must pay.
- Swimming Pool, one of the most sought-after facilities for hotel guests is the swimming pool. This facility is a bonus. So for your hotel occupants, you do not need to pay extra for these facilities. Hotels also compete to provide a variety of swimming pool facilities. Some offer infinity swimming pool facilities, some are indoor, some are outdoor. In addition, the swimming pool provided at the hotel is also designed to spend time with family because of the children's swimming pool.
- Availability of local Television Channels and International Cable TV as well as the availability of good and fast Wi-Fi networks. Hotel and Tourism or Business Services TV information.
- Completeness in the room: Bad room set, complete bathroom set with, Hair Dryer, Safety Box, Instructions for Worship, and smoke builders, directions for room location and emergency exit info. Availability of stationery and menu books and other information guides.
- Dep. Store and Salon, such as a mini market and a small salon that is unique with professional employees. The availability of the Taxi and Travel Booking Table. For this, only one small counter, Bell Boy Post and Valet Service. Post Security Stand by Sarana safety and comfort, cleanliness of the hotel environment.
- Routinely conducted briefings before employees on duty, and routinely and periodically conducted training for all employees in each work unit, always monitored by managers and SOPs of every hotel employee. Providing opportunities for outstanding employees to be

given scholarships. Given the award for employees who excel, the HR function is given to the maximum by the Hotel to its employees.

- Accuracy in Choosing Cooperation Between Hotels with Other Parties (B2B) The right strategy of the hotel in establishing business relations for other business units such as: Cooperation with the Dept. Store Alfa or Indomaret, ATM, Trafel, Salon, Spa, or Other Business Units.
- Provide Members for Personal Guests or Corporates with special policies and offers for these members, Examples of Giving and Gif Giving and greetings or gifts on holidays or certain events to the members. Provision of Special Policies to Special Guests such as Periodic Payments to Special Guests or State Agencies.

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