

---

**THE EFFECT OF QUALITY OF SERVICES, IMAGES, SATISFACTION  
ON LOYALTY**

Asni Djamereng<sup>1</sup>, Salim Basalamah<sup>2</sup>, Mursalim<sup>3</sup>, Ibrahim Dani<sup>4</sup>

<sup>1</sup>) Doctoral Student in the Muslim University of Indonesia

<sup>234</sup>) Lecture in the Muslim University of Indonesia

**Abstract**

This study aims to find out and analyze service quality influencing customer loyalty in Hotel services in the city of Makassar through the Image and customer satisfaction. The study was conducted in Makassar City with a population of 5,016 hotel customers in 2018 and set a sample of 175 people based on the Slovin formula. Data from the questionnaire were analyzed using Structural Equation Modeling with the help of AMOS SPSS 20 Application. The result of this research is that there is a significant effect between customer satisfaction and customer loyalty. The higher satisfaction is felt, the more customer loyalty will increase. Hotel customer loyalty because customers are satisfied with the previous service, so they want to return to stay at the hotel. Service quality does not have a significant effect on customer loyalty, this indicates that service quality cannot directly influence customer loyalty. Based on the results of the study, it is recommended that the hotel should focus on customer satisfaction forming indicators such as service quality indicators and hotel image indicators as triggers for loyalty, because good service quality can give good ideals, then good service and image, customers feel satisfied later when they feel satisfied which then becomes loyal.

**Keywords:** Service Quality, Image, Satisfaction, Loyalty

**INTRODUCTION**

Makassar City is one of the cities in Indonesia that has a growing and promising business in Hotel. This can be seen from the increase in the number of rooms for each star hotel and occupancy rate. The rapid growth of business hotels has resulted in a high level of competition between hotels. But for a number of hotel entrepreneurs, these conditions are not a big concern as long as the market share is still available. Hotel managers must try their best in utilizing the existing market by giving special images and services to their guests. The need for star hotels in the city of Makassar is still relatively high following the many national and international activities that choose this city as the location for the event. The Chairman of the Indonesian Hotels and Restaurants Association (PHRI) of South Sulawesi said that the increase in the number of rooms was in line with the expectations of the Makassar City Government, which complained about the lack of rooms if there were national or international events held in this area. Competition in the hotel industry is expected to be even tighter following the expansion of a number of national hotel networks in the city of Makassar. The number of national hotel networks such as Santika, Aston, and Swiss Bell-in is expanding to Makassar, especially in the budget hotel segment (M. Yusuf Shandy, 2014). The phenomenon of declining loyalty of hotel

service customers often happens to get satisfying services according to what they want. Loyalty is an element that is influenced by customer satisfaction measures. According to Silvadas (2000: 49) that customer satisfaction has a large influence in determining the level of customer loyalty. Customer loyalty is an aspect that must be considered to be observed by the company. The quality of services provided by the company to get loyal customers. But in fact, many companies fail to provide services that can satisfy the desires of their customers. Thanks to the advancement of the times, today the hotel is not something special or unexpected for customers but hotels as places for recreation, vacation or meeting because the hotel customers find personal satisfaction especially the hotel provides guarantees, comfort, and good service. The expensive price for hotel customers is not an excuse not to choose hotel services, but the customers only demand satisfaction.

### **REVIEW OF LITERATURE**

The image of the hotel in accordance with the wishes of the customer can create customer satisfaction and customer preferences, while the image of the hotel that is not in accordance with the wishes of the customer will cause dissatisfaction with the customer (Kandampully and Suhartanto, 2000). The image is one of the most important factors addressed to customers of a hotel in considering repurchasing and providing recommendations (Faullant et al., 2008). Customer satisfaction is considered as the most important factor to consider in realizing the sustainability and prosperity of a company's business (Weng et al., 2012). A management approach that focuses on customer satisfaction can increase customer loyalty. Hotel owners must be able to provide satisfaction to customers through good service, to be able to achieve loyalty and exceed other competitors (Dominici and Guzzo, 2010). The continuous increase of tourist visits to Indonesia is also accompanied by the increasing number of accommodation facilities provided, especially in Makassar City. Service quality, image, satisfaction, and loyalty are important elements to be considered in the hotel industry. This research was conducted to obtain an explanation of hotel image and customer satisfaction in mediating the effect of service quality and customer loyalty on several hotels in the city of Makassar.

Based on the background, literature review, and previous research, the hypothesis of this study are:

1. Service quality has a positive and significant effect on Hotel image in Makassar City.
2. Quality of service influences customer loyalty in Hotel services in Makassar City.
3. Quality of service influences customer satisfaction in Hotel services in Makassar City.
4. Hotel image influences customer satisfaction in Hotel services in Makassar City.
5. The image of the hotel influences the customer loyalty of hotel services in Makassar City.
6. Satisfaction affects customer loyalty in hotel services in Makassar City.
7. The image of the hotel influences customer loyalty in hotel services through customer satisfaction.
8. Quality of service influences customer loyalty in Hotel services in Makassar City through customer satisfaction.

9. Quality of service influences customer loyalty in Makassar City through hotel image and customer satisfaction.

**RESEARCH METHOD**

This research was conducted at hotels in Makassar City by taking the subject of customers from each of the hotels consisting of 175 people. The sampling technique used in this study is quota sampling. Sugiyono (2011: 74) suggests that the best sample size for multivariate size is 5-10 observations for each estimated parameter. Based on Ferdinand (2002: 51), then in determining the sample, the number of indicators used as the basis for determining the sample, namely the number of indicators multiplied by 5 observations, so that samples are taken according to the minimum requirements of the sample size is  $17 \times 5 = 85$  people. In this study, the number of samples taken at each hotel was determined based on the Slovin formula (Indrianto, 2002) as many as 175 people. The variables used in this study are service quality, hotel image, satisfaction, and customer loyalty. Exogenous variables are independent variables that are not influenced by other variables in the model. In this study, which is an exogenous variable is service quality. Endogenous variables are dependent variables that are influenced by other variables in a model. In this study, the endogenous variables are hotel image, customer satisfaction, and customer loyalty.

**Table 1. Classification of Variables and Indicators**

Variable type	Variable	Indicators	References
<i>Eksogen</i>	Service quality	Tangible	Pasuraman, et al.(1994)
		Reliability	
		Responsiveness	
		Assurance	
		Empathy	
<i>Intervening</i>	Image	Impression	Kottler (2003)
		Trust	
		Attitude	
		Provision of promo packages	
	Customer satisfaction	Degree of importance	Cronin dan Tylor (1992)
		Impression of actual	

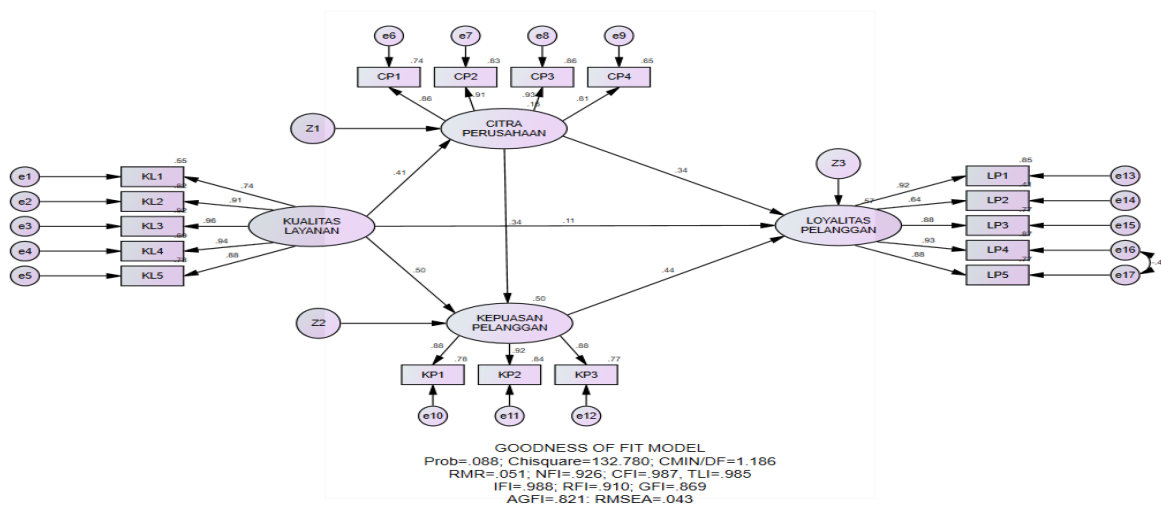
		performance	
		Conformity with expectations	
Endogen	Customer Loyalty	<i>Purchase Intention</i>	Kotler (2005)
		<i>Word of mouth</i>	
		<i>Price sensitivity</i>	
		<i>Complaining behavior</i>	
		<i>Consistency</i>	

The data analysis technique used in this study is SEM (Structural Equation Modeling). According to Ferdinand (2002: 70), SEM is a data analysis tool or technique which consists of two basic stages, namely the measurement model through Confirmatory Factor Analysis and the structural equation model stage.

**RESULT OF STUDY AND DISCUSSION**

With the receipt of each indicator used to define the latent variable (construct) based on the results of the measurement model estimation carried out by confirmatory factor analysis technique, the estimation is continued on the estimation of structural equation models with the full model analysis technique. The estimation results of structural equation models in this study can be seen in Figure 1.

Figure 1. Structural Equation Model influences service quality, image, and satisfaction with the loyalty of hotel service customers in the city of Makassar



**Tabel 2 Evaluasi Goodness of Fit Indexes Model**

<i>Goodness of fit Index</i>	<i>Cut-off Value</i>	Results*	Information
Chi_Square	Diharapkan Kecil	132.780 (0.05:175 = 139.615)	Good
Probability	≥ 0.05	0.088	Good
CMIN/DF	≤ 2.00	1.186	Good
RMSEA	≤ 0.08	0.043	Good
GFI	≥ 0.90	0.869	Marginal
AGFI	≥ 0.90	0.821	Marginal
TLI	≥ 0.94	0.985	Good
CFI	≥ 0.94	0.987	Good

Sources: Hair (2006), Arbuckle (1997)

The data in Table 2 shows that all the goodness of fit index criteria is good or near good (marginal) which is indicated by the value of X<sup>2</sup>-Chi-Square of 132,780 and the probability is greater than 0.05, which is 0.088. The GFI index is 0.869 and the AGFI index with a value of 0.821 is in the marginal criterion (close to good). Then the CMIN / DF index with a value of 1.186, TLI with a value of 0.985, CFI with a value of 0.984 and RMSEA with a value of 0.043, so that overall it can be stated that the model has been fit.

**Table 3. Hypothesis Testing**

No	Variable				Standardise			p value	Informat ion
	Eksoge n	Intervening		Endogen	Dire ct	Indire ct	Total		
1	Service Quality	Image	-	-	0.405	-	0.405	0.0000	Positive and significant
2	Service Quality	-	-	Customer loyalty	0.108	0.417	0.525	0.0000	Positive and signfica

									nt
3	Service Quality	-	Customer satisfactif action	-	0.500	0.137	0.637	0.0000	Positive and significant
4	-	Image	Customer satisfaction	-	0.337	-	0.337	0.0000	Positive and significant
5	-	Image	-	Custome r loyalty	0.341	0.148	0.488	0.0000	Positive and significant
6	-	-	Customer satisfaction	Custome r loyalty	0.438	-	0.438	0.0000	Positive and significant
7	-	Image	Customer satisfaction	Custome r loyalty	0.341	0.148	0.488	0.0088	Positive and significant
8	Service Quality	-	Customer satisfaction	Custome r loyalty	0.108	0.417	0.525	0.0072	Positive and significant
9	Service Quality	Image	-	Custome r loyalty	0.108	0.417	0.525	0.0169	Positive and significant

Based on the table above, the results of hypothesis testing are interpreted as follows

1. Service quality has a positive and significant effect on the image of hotels in the city of Makassar with  $p = 0.000 < 0.05$  and the direct effect value is 0.405.
2. Service quality has a positive and significant effect on the loyalty of Hotel service customers in the city of Makassar with  $p = 0.000 < 0.05$  with a direct effect value of 0.108.

3. Service quality has a positive and significant effect on customer satisfaction in Hotel services in the city of Makassar with  $p = 0.000 < 0.05$  with a direct effect value of 0.500.
4. Hotel image has a positive and significant effect on customer satisfaction in Hotel services in the city of Makassar with  $p = 0.000 < 0.05$  and the direct effect value of 0.337.
5. The image of the hotel has a positive and significant effect on the loyalty of Hotel service customers in the city of Makassar with  $p = 0.000 < 0.05$  and the direct effect of 0.341.
6. Satisfaction has a positive and significant effect on the loyalty of Hotel service customers in the city of Makassar with  $p = 0.000 < 0.05$  and the direct effect value of 0.438.
7. The image of the hotel has a positive and significant effect on the loyalty of Hotel service customers through customer satisfaction with  $p = 0.0088 < 0.05$  and the direct effect value of 0.341.
8. Service quality has a positive and significant effect on the loyalty of Hotel service customers in Makassar City through customer satisfaction with a value of  $p = 0.0072 < 0.05$  and a direct effect value of 0.108.
9. Service quality has a positive and not significant effect on customer loyalty through hotel image and customer satisfaction with  $p = 0.0169 < 0.05$  and direct effect value of 0.108.

Based on the results of testing the hypothesis, it can be explained the influence between constructs, namely service quality, image, customer satisfaction and loyalty: 1) Service quality has a positive and significant effect on the image of hotels in the city of Makassar by 0.405. Thus, service quality contributes well to improving the Image in the city of Makassar. Quality of service also encourages the creation of a good image for the hotel. This research has been conducted by Fakhri Suprayogi (2010) in New Sany Rosa Hotel customers. 2) Quality of service influences customer loyalty in hotel services in the city of Makassar by 0.108. Thus, good service quality can create good satisfaction. This research has been conducted by Januar Efendi Panjaitan (2016), Sonderlund (1988) and the theory of Silvadas (2000) and Selnes (1993). 3) Service quality is measured based on 5 (five) SERQUAL dimensions proposed by Parasuraman which are directly linked to customer loyalty shows a significant result of 0.500. The results show good service quality can increase customer loyalty. This research was carried out by Ellys Cornelia S and Nancy Veronica S. (2008) and Japarianto (2006). 4) Hotel image has a positive and significant effect on customer satisfaction in Hotel services in Makassar City. The better the image of the hotel, the more satisfied the service is received by the customer. In line with the research of Luthfy Purnanta Anzie, Zainul Arifin (2014), Ryu et al. (2012), Kandampully et al. (2000), and Alfin et al. (2013). 5) The image of the hotel directly has a positive and significant effect on the loyalty of customer service hotels in the city of Makassar at 0.341. a good image in the eyes of the customer will also cause high loyalty. The image is a reflection of the identity of a hotel. Imagery cannot be created as well as creating a product, the image will appear on its own according to the impression that the public gets from the knowledge and understanding of the hotel. In line with Yi (1992), Schnaars (1991), and Selnes (1993). 6) Satisfaction has a positive and significant effect on customer loyalty in hotel services in the city of Makassar. The higher the perceived satisfaction, the more customer loyalty will increase. In line with the opinions of Bowen and Chen (2001), and Kennedy et. al., (2001). 7) The significant value of the mediation

test of variable customer satisfaction on the influence of Hotel images on customer loyalty (0.00169 <0.05). Hotel image variables indirectly affect customer loyalty variables through customer satisfaction variables. A good image can increase customer satisfaction which further increases customer loyalty. This research was conducted by Ni Ketut Rahayu Laksmi Uttami, I Ketut Rahyuda and I Made Wardana (2014). 8) Service quality has a positive and insignificant effect on customer loyalty in Hotel services in the city of Makassar through customer satisfaction. High service quality and high customer satisfaction will ultimately create customer loyalty. This research was conducted by Kelvin Surya and Sugiono Sugiharto (2009), Cronin, Taylor (1992) and Teas (1993). 9) Effect of service quality on customer loyalty through hotel image and customer satisfaction of 0.108. Thus, a good quality of service encourages the creation of a good hotel image and then by forming a hotel image that also increases customer satisfaction which in turn gives birth to loyal customers. This research was conducted by Ni Ketut Rahayu Laksmi Uttami, Ketut Rahyuda and I Made Wardana (2014), Kandampully and Suhartanto (2000), and Weng et al., (2012).

## **CONCLUSION AND SUGGESTION**

Based on the results of the research discussed in the previous section, the conclusions stated are as follows: 1) Service quality has a positive and significant effect on the Image. The higher the quality of service will further enhance the Image. Customers assess that the service received is in accordance with what is expected, both in terms of physical, responsiveness of the hotel, and the ability to provide information, from the overall services received will further enhance the Image. 2) Quality of service has a positive and significant effect on customer loyalty. The better quality of service received is followed by increased loyalty but does not occur significantly. Customers tend to override aspects of service quality, they also pay attention to other aspects such as a good hotel image, so that customers behave loyally to the hotel. 3) Service quality has a positive and significant effect on customer satisfaction. The higher the quality of service will further increase customer satisfaction. Satisfaction will be created if expectations are in accordance with reality. 4) Image has a positive and significant effect on customer satisfaction. The higher the Image will be followed by increasing customer satisfaction. A good image will create a good perception of the hotel itself. 5) Image has a positive and significant effect on customer loyalty. The higher the Image will further increase customer loyalty. The good image possessed by a hotel is able to attract customers to stay again in the same hotel. 6) Customer satisfaction has a positive and significant effect on customer loyalty. The higher satisfaction is felt, the more customer loyalty will increase. Hotel customer loyalty because customers are satisfied with the previous service, so they want to return to stay at the hotel. Service quality does not have a significant effect on customer loyalty; this indicates that service quality cannot directly influence customer loyalty. 7) Quality of service has a positive and significant effect on customer loyalty through the Image. Corporate image variables can mediate the indirect effect of service quality variables on customer loyalty significantly. Good service quality will improve the company's image which will further increase customer loyalty. 8) Service quality has a positive and significant effect on customer loyalty through customer satisfaction. Customer satisfaction variables can mediate the indirect effect of service quality variables on customer loyalty significantly. Service quality



variables indirectly influence customer loyalty through customer satisfaction variables. Good service quality will increase customer satisfaction which in turn will increase customer loyalty. And 9) Service quality has a positive and significant effect on customer loyalty through Hotel image and customer satisfaction. Service quality variables have a positive and significant effect on customer loyalty through Hotel image variables and customer satisfaction. Good service quality creates a good image and then increases customer satisfaction which in turn will increase customer loyalty.

The suggestions that can be given based on the results of research can be seen from the distribution of respondents' answers indicating that 1) This study focuses on the existence of customers who use hotel services in Makassar City, making it difficult to develop reasons for expressing problems regarding service quality, hotel image, customer satisfaction and loyalty. The customer is therefore advised by the hotel to provide opportunities or space for researchers in the interest of and do not limit the customer to provide information about the hotel and should work with researchers for development. 2) The results of the study are attempts to find and test various dimensions which theoretically stated that service quality affects hotel customer satisfaction. The researcher provides empirical evidence that service quality has a significant influence on customer satisfaction. For this reason, hotel management is advised to make a series of efforts by maximizing good service. Complaint handling includes speed in handling complaints and appropriately. Providing better hotel support tools such as tourist cars are provided with comfortable (air-conditioned) and clean equipment. 3) Based on various conceptualizations of service quality, Hotel image, customer satisfaction and customer loyalty that are built into a comprehensive and multidimensional framework with a strong theoretical basis. The results showed a significant value because the high level of service quality was closely related to hotel image and customer satisfaction but did not directly shape customer loyalty. Therefore, it is recommended that hotel management pay more attention to services that include continuing to build communication that instances using public relations (PR) and giving prizes (discounts) to customers who have partnered (collaborated) with him continuously. 4) Researchers provide empirical evidence that service quality has an indirect influence on hotel customer loyalty. For that reason, it is recommended that the hotel should focus on customer satisfaction indicators such as service quality indicators and hotel image indicators as triggers for loyalty, because good service quality can give good ideals, then good service and image, customers feel next satisfied when feeling satisfied which then becomes loyal. Things that need to be further developed by hotel service providers including improving and developing promotional quality can help a hotel to convey creative ideas (information) to customers and prospective customers. Promotion is one of the most effective ways to maintain the image of aggressive attacks by competitors. Besides that, it should also be noted that it should be noted also that the quality improvement related to handling customer complaints, the certainty of the time of service delivery (service), a guarantee of safety, comfort, and beauty.

**REFERENCE**

- Abadi, H.Y. 2007. Pengaruh kualitas Layanan terhadap kepuasan konsumen, citra perusahaan, dan loyalitas konsumen pada perusahaan jasa (study pada jasa penerbangan di Sulawesi Selatan). Disertasi. Malang: Pasca Sarjana Universitas Brawijaya.
- Andreassen, T. W., and Lindestad, B. 1998. The impact of Corporate Image on Quality, Customer Satisfaction, and Loyalty for Customer with Varying Degrees of Service Expertise, *The International Journal of Service Industry Management* 9(1) 7-23.
- Ariani, D, Wahyu. 2009. Manajemen Operasi Jasa. Graha Ilmu. Yogyakarta.
- Arifin, Zainul. 2002. Memahami Bank Syariah: Lingkup, Peluang, Tantangan dan Prospek. Alvabet: Jakarta.
- Armstrong dan Kotler. 2003. Dasar-dasar Pemasaran, Jilid 1, Edisi Kesembilan. Jakarta: Indeks Gramedia.
- Augusty, F. 2005. Structural Equation Model dalam Penelitian Manajemen, Aplikasi Model-Model Rumit Dalam Penelitian Untuk Tesis Magister Dan Disertasi Doktor Badan Penerbit Universitas Diponegoro, Semarang.
- Batra, Rajeev and Olli T. Athola (1991), Measuring The Hedonic and Utilisation Sources of Consumer Attitudes, *Marketing Letters*, 2 (April) 59-70.
- Bloemer, R, and Pascal. 1998. Investigating Drivers of Bank Loyalty: the Complex Relationship Between Image, Service Quality and Satisfaction, *Journal of Marketing*. Vol 9. No.3, Page 23-42.
- Caruana, A, Malta.M, 2002. Service Loyalty the Effects of Service Quality and the Mediating Role of Customer Satisfaction, *European Journal of Marketing* 36 (8): 811-828.
- Fandy Tjiptono & Gregorius Chandra. 2005. Service, Quality & Satisfaction, II ed, ANDI: Yogyakarta.
- Cornelia, Ellys S. dan Nancy Veronica S. 2008. Jurnal: Analisa Pengaruh Kualitas Layanan terhadap Loyalitas Pelanggan di Laundry 5asec Surabaya. Alumni Program Manajemen Perhotelan, Fakultas Ekonomi, Universitas Kristen Petra. Surabaya.
- Cronin, J.J, Michael, K.B, and G.Tomas, M.H.2000. Assessing the effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environment. *Journal of Retailing*. Vol. 76(2), pp. 193-218.
- Dominici, G. and Guzzo, R. 2010. Customer Satisfaction In The Hotel Industry: A Case Study.

- Efendi, Januar Panjaitan. 2016. Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan pada JNE Cabang Bandung. Universitas Telkom: Bandung.
- From Sicily, International Journal of Marketing Studies, Vol. 2, No. 2.
- Fullerton, G, and Taylor S, 2002, Mediating, Interactive, and Non-Linear Effects in Service Quality Satisfaction With Research. *Journal of Marketing* **12**(2): 124-136.
- Ghozali, I. 2006. Structural Equation Modeling : Metode Alternatif dengan Partial Least Square, Semarang: Penerbit Universities Diponegoro.
- Govender, Krishna. 2017. Service quality, customer satisfaction, and loyalty: The perceptions of Ethiopian hotel guests. School of Management, IT and Governance University of KwaZulu-Natal: South Africa.
- Griffin, J. 2003. Customer Loyalty: Menumbuhkan dan mempertahankan kesetiaan pelanggan. Edisi Revisi dan terbaru. Jakarta: Penerbit Erlangga.
- Grönroos, C. 2000. Service Management and Marketing: A Customer Relationship Approach. Chichester: Wiley.
- Hair, Joseph, E.J.R Anderson Ralph E, Tathan Ronald L, and Black William C, 1998. Multivariate Data Analysis. 5<sup>th</sup> Edition. New Jersey : Prentice Hall, Inc.
- Hermawan, Bambang. 2017. Pengaruh Kualitas Layanan dan Harga Terhadap Citra Perusahaan, Kepuasan dan Loyalitas Pelanggan Jasa Telekomunikasi di Kota Makassar. Makassar: Universitas Muslim Indonesia, Program Pasca Sarjana.
- Jasinskas, Edmundas, dkk. 2016. Jurnal: Impact of hotel service quality on the loyalty of customers. Informa: Francis.
- Kandampully J. and Suhartanto D. 2000. Consumer Loyalty in the Hotel Industry: The Role Of consumer Satisfaction and Image, *International Journal of Contemporary Hotel Management* **12**(6) 346-351.
- Ketut Rahayu Laksmi Uttami, Ni, I Ketut Rahyuda dan I Made Wardana. 2014. Peran Citra Hotel dan Kepuasan Pelanggan dalam Memediasi Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan pada Hotel Melati di Kawasan Wisata Kuta. E-Jurnal Ekonomi dan Bisnis Universitas Udayana.
- Kotler, Philip. 2007. Manajemen Pemasaran. Edisi Dua Belas. PT. Indeks. Jakarta.
- \_\_\_\_\_. 2005. Manajemen pemasaran. PT. Indeks Kelompok Gramedia. Jakarta.
- Kotler, Philip & Gary Armstrong, 2001. Dasar-dasar pemasaran. Edisi Kesembilan. Prenhalindo. Jakarta.

- Lukas, B, and Maignan, I.1996. *Striving for Service Orientation: The Key Role of Internal and External Customers*. Journal of Marketing Focused Management, Vol.I. pp 87-175.
- Lupiyoadi, Rambat. 2001. Manajemen Pemasaran Jasa. Salemba Empat. Jakarta.
- Mappatompo, Andi. 2010. Manajemen Pemasaran produk dan Jasa.Edisi pertama .Penerbit Program pasca sarjana Universitas Brawijaya. Malang.
- Mavondo, T. Felix, and Jodie, Conduct. 1998. How Critical is Internal Customer Orientation To market Orientation? Departement of Marketing.Australia: Monash University.
- Nguyen, N and Leblanc G. 1998. The Mediating Role of Corporate Image on Customer Retention Decisions: An Investigation in Financial Service, *International Journal of Bank Marketing* **16** (2): 52-65.
- Nuhung, Mahmud. 2012. Studi Kualitas Jasa dan Pemasaran Relasional, Pengaruhnya terhadap Kepuasan dan Loyalitas Nasabah Bank Syariah di Kota Makassar. Program Pasca Sarjana, UMI. Makassar.
- Oliver, and Richard, L, 1997. “Whence Consumer Loyalty?”.*Journal of Marketing*.Vol.63 (special issue). Pp 33-44.
- Ostrowski, P.L, Brien, T, and Gordon, G.H. 1993. *Service Quality and Customer Loyalty in the Commercial Airline Industry*. Journal of The Academy of Marketing Management. Vol 15. Pp 91-101.
- Parasuraman, Valarie, A, Zeitham, and L.L Berry. 1996. “The Behavioural Consequences of Service Quality”. *Journal of Marketing*. Vol.60. pp 31-46.
- Peter , Paul, J, dan Jerry, C.o. 2000. Perilaku konsumen dan Strategi Pemasaran. Edisi Keempat. Jakarta : Penerbit Erlangga.
- Purnanta, Luthfy Anzie dan Zainul Arifin, 2009. Jurnal: Pengaruh Kualitas Layanan terhadap Citra Perusahaan, Kepuasan dan Loyalitas Pelanggan (Studi pada Nasabah Pengguna Produk Tabungan BCA di wilayah Rungkut Mapan, Surabaya). Fakultas Ilmu Administrasi Universitas Brawijaya, Malang.
- Putu, I Andika Angga Putra dan Ni Nyoman Kerti Yasa. 2017. The Role Of Corporate Image And Satisfaction In Mediating The Effect Of Corporate Social Responsibility On Customer Loyalty. Post Graduate Program of Udayana University, Bali, Indonesia.
- Rambat Lupiyoadi & A. Hamdani. 2006. Manajemen Pemasaran Jasa, 2 ed. Salemba Empat : Jakarta.
- Rangkuti, Freddy, 2003. *Measuring Customer Satisfaction : Teknik Mengukur dan Strategi Meningkatkan Kepuasan Pelanggan*. PT. Gramedia Pustaka Utama. Jakarta.

- Rahmayanti, Nina. 2010. Manajemen Pelayanan Prima Dan Membangun Customer Loyalty. Edisi Pertama. Graha Ilmu. Yogyakarta.
- Saleem, Hamad dan Naintara Sarfraz. 2014. *The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan*. Department of Business and Economics, Foundation University Islamabad: Pakistan.
- Schiffman, Leong, G, and Leslie, L.K. 2000. Consumer Behavior. Seven Edition. New Jersey : Prentice Hal Internatonal Inc.
- Silvas, Eugene, Jamie, L, and Baker, P. 2000. *An Examination of The Relationship between Service Quality, Customer Satisfaction and Store Loyalty. International Journal of Retail and Distribution Management*, Vol.28. No.2, pp 73-84.
- Singarimbun, M, 1999. Pengantar Statistika Lanjutan, edisi kelima, Jakarta : Penerbit LP 3 ES.
- Siu, Noel Y.M, and Jeff Tak-Hing Cheung. 2001. A measure of Retail service Quality. *Marketing Intelligence & Planning*. Vol. 19. No.2. pp 88-96.
- Sugihartono, Joko. 2008. Analisis Pengaruh Citra, Kualitas Layanan dan Kepuasan terhadap Loyalitas Pelanggan. Semarang, pp. 1.
- Solimun, 2002. *Multivarite Analysis Structural Equation Modelling (SEM) Lisrel dan Amos Aplikasi di Manajemen, Ekonomi Pembangunan, Psikologi, Sosial, Kedokteran dan Agrokompleks*. Penerbit Universitas Negeri Malang.
- Supranto, J. 2001. Pengukuran Tingkat Kepuasan Pelanggan. PT. Rhineka Cipta. Jakarta.
- Susanto, J.A. 2004. Pengaruh *Service Quality* dan *Perceived Value* terhadap Kepuasan dan Loyalitas Konsumen Kondominium di kota Surabaya. Disertasi. Universitas 17 Agustus 1945. Surabaya.
- Surya, Kelvin dan Sugiono Sugiharto. 2013. Jurnal: Pengaruh Kualitas Layanan Terhadap Kesetiaan Pelanggan dengan Kepuasan Pelanggan sebagai Variabel intervening di The Win Hotel Surabaya. Program Studi Manajemen, Program Manajemen Pemasaran, Surabaya.
- Swastha, B, dan Irawan. 1990. Manajemen Pemasaran Modern. Yogyakarta : Penerbit Liberti.
- Teltrzum, Maximillian dan Berlot Meyer.(2007). Multi – Channel Consumer Perceptions, *Journal of Electronic Consumer Research*, vol B, no 1.
- Tjiptono, F. 2002. Strategi Pemasaran. Yogyakarta : Penerbit Andi.

- Tjiptono, F, dan Anastasia Diana. 2001. Total Quality Management. Edisi revisi, Penerbit Andi. Yogyakarta.
- Umar, Husain. 2003. Metode Riset Perilaku Konsumen Jasa. Ghalia Indonesia. Jakarta.
- Utari, W. 2004. Loyalitas Pelanggan pada Industri Jasa Penerbangan : Pengaruh Kualitas Layanan, Perbaikan, Dan harga. Disertasi. Program Pasca Sarjana Universitas Brawijaya. Malang.
- Wang, 1-Ming, & Chich-Jen Shieh. (2006). the relationship between service quality and customer satisfaction: the example of CJCUC library, 27(1), 194-209.
- Zeithaml, valarie, A, and Bitner M.J. 2000. Service Quality, Profitability, and the Economic Worth of Customers: What we know and What we need to Learn. Journal of The Academy of Marketing Sciences. Vol 28(1). Pp 67-85.