

DAFTAR PUSTAKA

- Arief, Muhtosim. *Pemasaran Jasa & Kualitas Pelayanan : Bagaimana Mengelola Kualitas Pelayanan Agar Memuaskan Pelanggan*, Bayumedia, Malang, 2006.
- Arnita, Hertanti. *Analisis Kesenjangan Kualitas Pelayanan di PT Telkom Berdasarkan Model Servqual*, Tugas Akhir, Teknik Industri Institut Teknologi Nasional Bandung, 2002.
- Baker, Julie & Berry, Leonard & Parasuraman, A. The Marketing Impact of Branch Facility Design, *Journal of Retail Banking*, **10(2)**:33-42, 1988.
- Bitner, Mary Jo. Servicescape: The Impact of Physical Surroundings on customer and Employee, *Journal of Marketing*, **56(2)**:57-71, 1992.
- Han, Flora & Leong, Debbie. *Productivity and Service Quality: An Essential Reading for Service Providers*, Prentice Hall, Singapore, 1996.
- Hoffman, K. Douglas, & Kelley, Scott W. & Chung, Beth C. A CIT Investigation of Servicescape Failures and Associated Recovery Strategies, *Journal of Service Marketing*, **17(4)**:322-340, 2003.
- Lin, Ingrid Y. Evaluating a Servicescape: the Effect of Cognition and Emotion, *Hospitality Management*, **23(2004)**:163-178.
- Rahayu, Sri. *SPSS versi 12.00 dalam Riset Pemasaran*, CV Alfabeta, Bandung, 2005.
- Reimer, Anja & Kuehn, Richard. The Impact of Servicescape on Quality Perception, *European Journal of Marketing*, **39(7/8)**:785-808, 2004.
- Wijanto, Setyo Hari. *Structural Equation Modelling dengan LISREL 8.8:Konsep dan Tutorial*, Graha Ilmu, Yogyakarta, 2008.
- , *Metode Servqual - Perhitungan Nilai Servqual per Dimensi*, (online), Oktober 2007 (<http://ta-tugasakhir.blogspot.com/2007/10/pengolahan-data-pengukuran-kualitas.html>, diakses 2 November 2007)
- , *Servicescape*, (online), (<http://en.wikipedia.org/wiki/Servicescape>, diakses 17 Oktober 2007)