

## DAFTAR PUSTAKA

- Aghlmand, S., Lameei, A., & Small, R. (2010). A hands-on experience of the voice of customer analysis in maternity care from Iran. *Int. J. Health Care Qual. Assur.*, 23(2), 153–170.
- Anggraeni, L. D., Deoranto, P. & Ikasari, D. M., 2015. Analisis Persepsi Konsumen Menggunakan Metode Importance Performance Analysis Dan Customer Satisfaction Index. Volume 4.
- Berger, C., Blauth, R., & Boger, D. (1993). Kano's methods for understanding customer-defined quality. *Center for Quality Management Journal*, 2(4), 3–36.
- Büyüközkan, G., Çifçi, G., & Gülerüy, S. (2011). Strategic analysis of healthcare service quality using fuzzy AHP methodology. *Expert Systems with Applications*, 38(8), 9407–9424.
- Kotler, P., & Armstrong, G. (2012). Principles of Marketing, 1–739.
- Lewis, B. R. (1993). Service Quality Measurement. *Marketing Intelligence & Planning*, 11, 4–12.
- Lovelock, C. & Wright, L., 2002. *Principles of Service Marketing Management*. 2nd ed. s.l.:Pearson Education.
- Malhotra, N. K. & Birks, D. F., 2007. *Marketing Research An Applied Approach*.
- Malhotra, N. K., Birks, D. F., & Wills, P. (2010). *Marketing Research : An Applied Approach*. *Marketing Research*.
- Mazur, G. (1993). QFD for service industries. *Proceedings of the Fifth Symposium on Quality*. Retrieved from
- Parasuman, A., Zeithaml, V., & Berry, L. (1988). A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12–37. [https://doi.org/10.1016/S0148-2963\(99\)00084-3](https://doi.org/10.1016/S0148-2963(99)00084-3)
- Pugna, A., Potra, S., Negrea, R., Miclea, ř., & Mocan, M. (2016). A Refined Quality Attribute Classification Model for New Product and Service Strategic Design. *Procedia Computer Science*, 91(Itqm), 296–305.
- Qu, S. Q., & Dumay, J. (2011). The qualitative research interview. *Qualitative Research in Accounting & Management*, 8(3), 238–264.

- Saadon, M. S. I. bin. (2012). the Effectiveness of Integrating Kano Model and Servqual Into Quality Function Deployment ( Qfd ) for Developing. *Journal of WEI Business and Economics-December 2012*, 1(1), 1–8.
- Santoso, H. (2006). Meningkatkan Kualitas Layanan Industri Jasa Melalui Pendekatan Integrasi Metoda Servqual-Six Sigma Atau Servqual-QFD. *J@Ti Undip : Jurnal Teknik Industri*, 1(1), 85.
- Sekaran, U., 2003. *Research Methods For Business A skill Building Approach*. 4th ed. s.l.:Hermitage Publishing Services.
- Sekaran, U., 2006. *Metodologi Penelitian Untuk Bisnis*. 4th ed. s.l.:Salemba Empat.
- Shen, X. X., Tan, K. C., & Xie, M. (2000). An integrated approach to innovative product development using Kano's model and QFD. *European Journal of Innovation Management*, 3(2), 91–99.
- Soedjono, M. (2012). Analisis dan usulan perbaikan kualitas layanan menggunakan integrasi metode servqual, model kano, dan qfd di warung ipang cabang mayjend sungkono surabaya. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 1(1), 1–19.
- Sugiyono, 2007. *Statistika untuk Penelitian*. s.l.:Alfabeta.
- Tan, K. C., & Pawitra, T. A. (2001). Integrating SERVQUAL and Kano's model into QFD for service excellence development. *Managing Service Quality: An International Journal*, 11(6), 418–430.
- Tjiptono, F. & Chandra, G., 2011. *Service, Quality, & Satisfaction*. 3 ed. s.l.:s.n.
- Wijaya, T., 2018. *Manajemen Kualitas Jasa Desain Servqual, QFD, dan Kano*. 2nd ed. s.l.:PT Indeks.
- Wang, T., & Ji, P. (2010). Understanding customer needs through quantitative analysis of Kano's model. *International Journal of Quality & Reliability Management*, 27(2), 173–184.
- Wijaya, T., 2018. *Manajemen Kualitas Jasa Desain Servqual, QFD, dan Kano*. 2nd ed. s.l.:PT Indeks.
- Wong Ooi Mei, A., Dean, A. M., & White, C. J. (1999). Analysing service quality in the hospitality industry. *Managing Service Quality: An International Journal*, 9(2), 136–143.