

ANALYSIS OF SERVICE QUALITY ON SATISFACTION OF TOURISTIN BALI ELEPHANT CAMP, INDONESIA

Wiryawan Suputra Gumi 

STIMI Handayani, Bali – Indonesia

wiryawansuputra@gmail.com

Ni Made Gunastri

STIMI Handayani, Bali – Indonesia

Gusti Ayu Mahanavami

STIMI Handayani, Bali – Indonesia

Ni Wayan Setia Lestari PB

STIMI Handayani, Bali – Indonesia

Abstract

This study is aimed to explore the influence of service quality on tourist satisfaction in Bali Elephant camp, Carang Sari, Badung tourist attractions. Data was collected by distributing questionnaires at Bali Elephant Camp directly. The sample in this study were 400 respondents. The data analysis technique is Multiple Linear Analysis. The results showed that tangible had a positive and significant effect on satisfaction. Reliability has a positive and significant effect on satisfaction. Responsiveness has a positive and significant effect on satisfaction. Assurance (assurance) has a positive and significant effect on satisfaction and empathy has a positive and significant effect on satisfaction, Quality of service is the main factor that must be considered by Bali Elephant Camp. Tourists will feel satisfy if Bali Elephant Camp is able to provide good quality services such as tangible, reliability, responsiveness, assurance and empathy. So it is important for the Bali Elephant Camp to improve service quality to get tourist satisfaction.

Keywords: Service quality, satisfaction, tangible, reliability, responsiveness, assurance, empathy

INTRODUCTION

Tourism is an industrial sector that growth rapidly in our country. Besides that, tourism is one sector that increases the economic level, such as state income and regional income. So this industry is the one of sectors that attract a lot of investors. The development of economic activities has always influence the marketing aspects. Company management is required to have the right marketing concept to resolve the competition of business world. Generally, each company adheres a consumer-oriented marketing system that strives the consumers' needs and desires. The tourism sector has an important role in supporting national economic growth because its presence to contribute the income from foreign exchange, expand employment, and introduce national culture that it is worth to develop.

Tourism is one of the mainstays of obtaining foreign exchange for development, both nationally and regionally. Indonesia's tourism development must be able to create a new innovations to sustain and increase competitiveness in a sustainable manner according to Pasal 1 Undang-Undang No. 10 Tahun 2009 concerning Tourism, Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government, and local government. Pasal 14 Undang-Undang No. 10 Tahun 2009 concerning Tourism describes some forms of tourism business, such as the implementation of entertainment and recreational activities. There are many kind of recreation implementation, for example beach recreation, tourist parks, and recreational parks.

The recreational park areas development is inseparable from the availability of facilities and infrastructure in the tourism object that influences the tourism area because the availability of facilities and infrastructure is needed to support tourist satisfaction and can increase the income of the local area where the tourist area is located. Facilities and infrastructure in recreational park areas must meet operational management standards, because this has a direct impact on visitors' comfort and safety. If the facilities and infrastructure do not meet the standards set, it is feared there will be things that are not desirable in the implementation. The form of preventive efforts that can be carried out by business man is doing routine inspection to reduce something that can threaten the consumer. Legal protection for consumers in the tourism sector is still low. Sometimes consumers are only used as business objects of business man without regard to the consumers rights, even though the fulfillment of rights of consumer protection is very important.

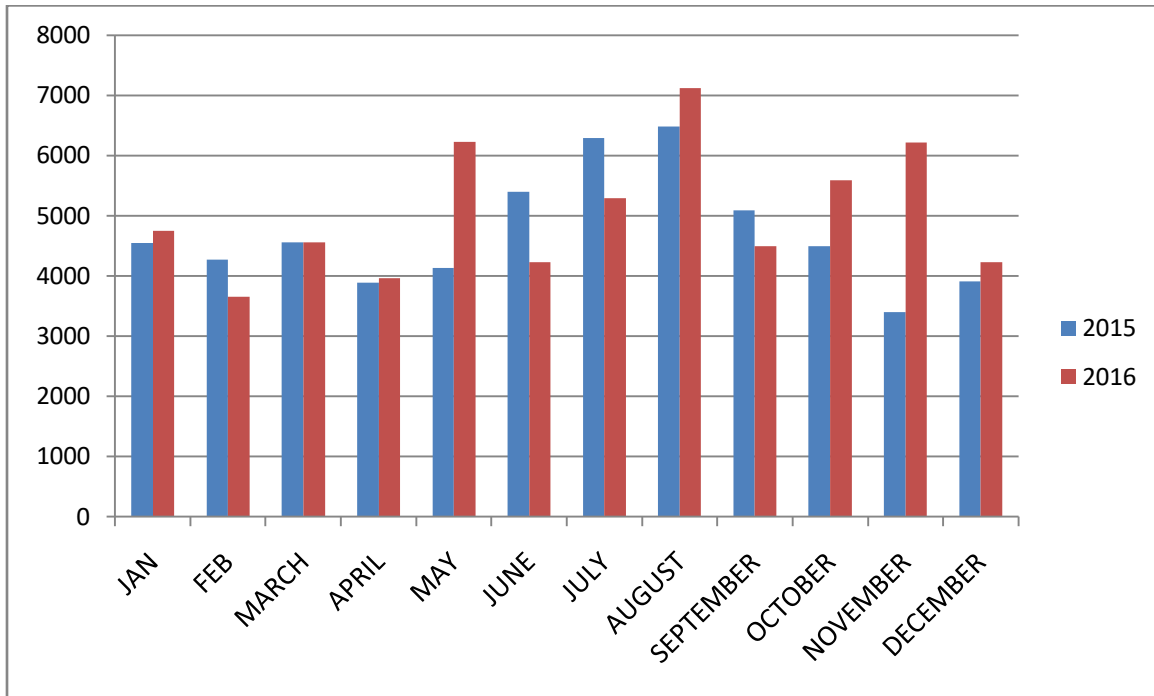
In the globalization era, products or services competition in the market are more and more diverse caused by free-trade market. So that there is competition between producers to meet the needs of consumers and provide maximum satisfaction to customers, because the purpose of a business is to create a sense of satisfaction with customers. One action to satisfy

consumers is by providing services to consumers as well as possible. This fact can be seen, that there are several things that can provide customer satisfaction, such as the total value of customers consisting of product value, service value, personal value, image value, and total customer costs consist by monetary costs, time costs, labor costs and cost of idea (Kotler, 2000: 50). Good service quality will create satisfaction for customers. After consumers are satisfied by the product or service they receive, consumers will compare the services provided. If consumers feel really satisfied, they will buy again and give recommendations to others to buy in the same place. Therefore companies must start thinking about the importance of customer service through the quality of service, because now it is realized that service (customer satisfaction) is a vital aspect in order to survive in business and win competition (Tjiptono, 2004: 145). Along with the existence of environmental and human behavior changes, and the human activities increases every day, it encourages the increase for recreational needs. Moreover, the noise and pollution in the city make people want to find a new atmosphere that is quieter and far from pollution. Mountainous areas are their choice.

Tourism object is a service product offered by a service company that hope for the consumers come to visit and enjoy the attractions. Service provider must be able to provide the best quality service to create a customer satisfaction. According to Gasperz (1997: 57) the application of quality management in the service industry is a basic requirement if it wants to compete in the domestic and global markets. In general, the service industry has different characteristics from manufacturing, because in the product service industry the product is not physically tangible. The different between characteristics of the service industry often make it difficult for customers to evaluate quality. So, quality measures often refer to customer perceptions. Service quality must begin with customer needs and end with customer satisfaction and positive perceptions of service quality (Kotler, 2000: 86). Customer perceptions are often formed based on servicescape, which is physical evidence that seems to wrap the service in question and reflect an external image of what is in it to the customer (Wicaksono, 2005: 2). The best service quality is a profit strategy to lure more new consumers, retain existing customers, avoid customer blurring and create special advantages that are not only competitive in price. If the service is received or felt as expected, the quality of service is perceived as good and satisfying. According to Schiffman, in the long term this connection allows the company to understand carefully the expectations of customers and their needs. Thus the company can increase customer satisfaction where the company maximizes a pleasant customer experience. In turn, satisfaction can create customer loyalty or loyalty to customers who provide satisfactory quality (Tjiptono. 2002: 54). Previous customer satisfaction will be influenced by the quality of

services provided by service providers. In Carang Sari Village there are about five tourist attractions all of which are managed by the local government itself.

Figure 1 Number tourist arrival in Bali Elephant Camp, Carangsari Badung



Source: Bali Elephant Camp, 2017

From the figures above, it is known that the number of guest arrivals still needs to be increased in potential to increase the number of tourists or more visitors. Based on the visit data in Bali Elephant Camp Badung in 2016 increased considerably compared to 2015, therefore Bali Elephant Camp need to improve the quality of service in the work system of the staff. So, that in the next year it can be increased. Although visitor data continues to increase.

Service performance in Bali Elephant Camp is classified as good condition. The concept of Recreational Park Services in Bali Elephant Camp Badung are given to visitors is focused on employee behavior which is an important part of achieving the expected service quality. In addition, the quality of facilities is important too. So, every available facility must be attractive and tourists do not feel bored when visiting the resort. Referring to the good quality of service and facilities, of course, the manager of the Bali Elephant Camp Badung Recreation Park must be able to manage planned resources, especially human resources as an operational party. If Recreational Parks provide good service to consumers, consumers will not only feel comfortable with the facilities provided, but also tourists feel satisfied with the services provided by the resort. Thus the Recreation Park at Bali Elephant Camp is not only able to maintain profits, but

also able to maintain its existence in the tourism industry. This is because the quality of service provided has an influence one of them on the level of tourist satisfaction.

Bali Elephant Camp is an elephant park located in unspoiled villages in the Carangsari area. Located between rice fields, forests and the Ayung river (where rafting takes place). All the elephants are owned by Bali Elephant Camp come from Sumatra. From the tourism side, they want to try their best to preserve this rare species by creating an adventure in Bali. After enjoying a journey through this unspoiled village by riding an Elephant, tourists will be welcomed by friendly staff who are treated to welcome drinks. The tourist object was established by the Regional Government of Badung Regency and Collaborated with Heroes namely I GUSTI NGURAH RAI to provide entertainment to the community is also inseparable from its main purpose, which is to get profits then increase regional income. In carrying out its business, the Bali Elephant Camp tourism manager is not only trying to get as much profit as possible, but also must try to understand consumer needs such as affordable prices, adequate supporting facilities and the best service. The success of providing quality services to visitors is largely determined by the approach used. The consequences approach of the service quality have an essential to defend themselves and achieve success in the face of competition. These things are supporting factors so that the company can maintain visitor satisfaction and to achieve the company's long-term goals.

THEORETICAL BASIS

According to Kodhyat (1998) tourism is a trip from one place to another place, temporary, carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions. Service Quality is the different between the expectations and realities of the customers for the services they receive. Service quality is influenced by two things, that are the expected service and perceived service. Satisfaction is the level of one's feelings after comparing performance (or results) that are felt compared to expectations (Kotler, 2000: 52).

Hypotheses

H1 = Tangible evidence has a positive effect on customer satisfaction.

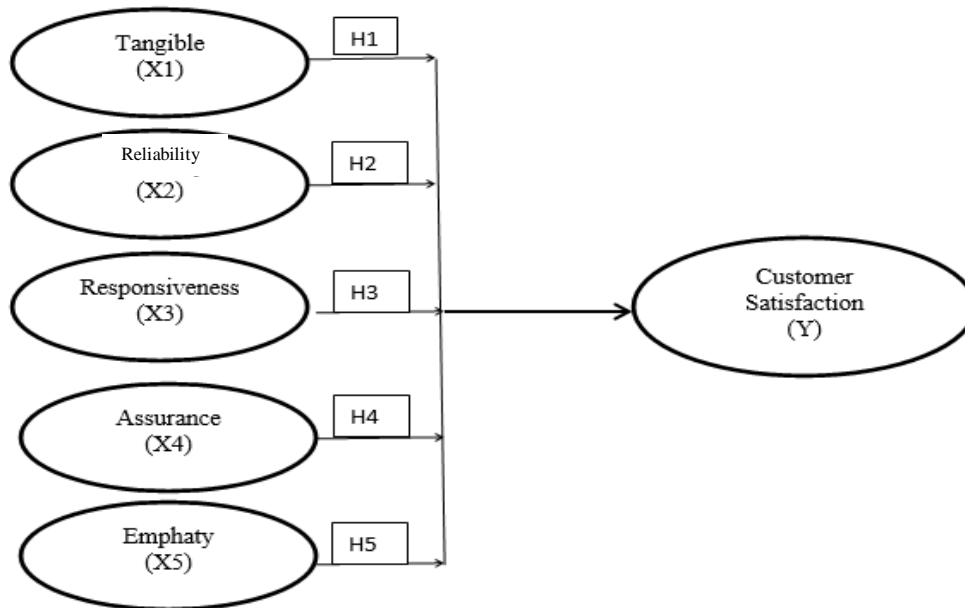
H2 = Reliability has a positive effect on customer satisfaction.

H3 = Responsiveness has a positive effect on customer satisfaction

H4 = Assurance has a positive effect on customer satisfaction

H5 = Empathy has a positive effect on customer satisfaction

Figure 2. Research Plan



RESEARCH METHOD

The object of this research is consumer behavior especially regarding tourist satisfaction in the tourist attraction of Bali Elephant Camp in Carangsari Badung Village. The subject of this study is tourists who had visited the Bali Elephant Camp in Carangsari Badung Village. The population of this study is the number of tourists visiting Bali Carang Sari Badung Elephant Camp in 2016 as many as 60,316 people. One method used to determine the number of samples is using the Slovin formula (Sevillaet. Al., 1960: 182). The study population is the number of tourists visiting Bali Elephant Camp, which is 60,316 people.

$$n = 60.316 / (1 + 60.316 \cdot (5\%)^2)$$

$$n = 60.316 / (1 + 60.316 \cdot (0,5)^2)$$

$$n = 60.316 / (1 + 60.316 \cdot (0,05))$$

$$n = 60.316 / 151,79$$

$$n = 397 \Rightarrow \text{rounded up to 400 people.}$$

Thus, the number of samples needed is 400 people. Samples were selected by non-probability formed by purposive sampling, that is sampling techniques that did not provide equal opportunities for each element of the population members and were chosen with certain considerations. Data in this study were collected using a questionnaire. The data analysis technique used is the validity, reliability, classical assumptions, F test and t test.

RESULTS

Descriptive Statistics

Based on the results of the study, the number of female respondents was 66.5% and male are 33.5%. The results showed that women were more interest to visit Bali Elephant Camp. this is because women are not busier than men. The majority of respondents age is known that for the highest age of respondents is between the ages of 20-25 years as many as 249 people or 62.3%, followed by the age of respondents 31-35 years as many as 66 people or 16.5% . This is because at that age, someone usually desire to spend their time on vacation by visiting a tourist location. Respondents with the last level of education, such as high school constitute the highest number of respondents, amounting to 47.8%, then followed by S1 education level of 40.5% and diploma education level of 8.0%. This means that the respondents in this study were dominated by respondents with the last level of education of high school / vocational school, with the last level of education, that is high school / vocational school respondents already understood and they were able to take advantage of tourism developments that already had quality or not.

Validity

The results of the validity of the research instruments show that all statement indicators in the Tangible variable (physical evidence), Variable Reliability (responsiveness), Variable Responsiveness, Variable Assurance (guarantee), Emphaty Variable (concern) and Variable satisfaction obtain greater results from the number 0.3 so that all of these indicators have met the data validity requirements.

Reliability

The research instrument reliability test results show that the six research instruments are Tangible Variables (physical evidence), Variable Reliability, Responsiveness Variables, Variable Assurance, Empathy Variables (caring) and Satisfaction Variables have cronbach's alpha coefficient greater than 0.60 so that the statement on the questionnaire is reliable. Based on the classic assumption test, in the normality, heterokedasticity, multicollinearity test, each variable has passed the classical assumption test requirements, so that it can proceed to the next stage.

Results of Multiple Linear Regression Analysis

The results of the regression analysis of the research variables are presented in Table 1.

Table 1 Output of Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,306	0,284		1,080	0,281
<i>Tangible</i>	0,411	0,054	0,300	7,541	0,000
<i>Reability</i>	0,207	0,095	0,154	2,181	0,030
<i>Responsiveness)</i>	0,163	0,078	0,121	2,080	0,038
<i>Assurance</i>	0,230	0,91	0,171	2,528	0,012
<i>Emphaty</i>	0,280	0,103	0,209	2,708	0,007
R Square = 0,811 F = 342,523					
Adjust. R = 0,811 Sig. = 0,000					

Based on Table 1, the regression equations in this study are as follows:

$$Y = 0,411X_1 + 0,207X_2 + 0,163X_3 + 0,230X_4 + 0,280X_5 + e$$

Information :

Y = Customer Satisfaction

X1 = Tangible

X2 = Reliability

X3 = Responsiveness

X4 = Assurance

X5 = Empathy

Hypothesis Test Results

After the regression equation is stated to appropriate all the classic assumption tests, then the testing the regression model using the F test and t test. Testing of the research hypothesis is based on the t coefficients found in Table 1

F Test

The test results presented in Table 4 show the F coefficient of 342,523 with a significance of 0,000 or $p < 0,05$. These results indicate that the regression model obtained is feasible to describe the formulated research model. Thus, the model can be followed up for the next process.

Data also shows that the R-square coefficient is obtained at 0.811. This shows 81.1 percent of the variation in tourist satisfaction in Bali Elephant Camp in CarangsariBadung Village is influenced by variations in Tangible (physical evidence), Reliability, Responsiveness,

Assurance, Empathy, while the remaining 34.2 percent is influenced by other factors not included in this study.

T Test

The results of the t test presented in Table 1 shows the significance values for each variable as follows.

a) Tangible Variables

The test results obtained by the value of t for tangible physical variables showed the value of $t = 7.541$ with a significance value of $0.000 < 0.05$. With a significance value lower than 0.05, it shows that tangible evidence has a significant effect on satisfaction. This means that Hypothesis 1 is accepted. The direction of the positive regression coefficient means that physical evidence has a significant positive influence on customer satisfaction. The better physical evidence in the company means the higher the customer satisfaction, in the other hand, the worse physical evidence in the company means the lower the customer satisfaction.

b) Variable Reliability

The test results obtained t value for the reliability variable showing the value $t = 2.318$ with a significance value of $0.030 < 0.05$. With a significance value below 0.05, it shows that reliability has a significant influence on customer satisfaction. It means that Hypothesis 2 is accepted. The direction of the positive regression coefficient means that reliability has a significant positive influence on customer satisfaction. The higher the reliability of services provided, means the higher the satisfaction of consumers, in the other hand the lower reliability of services provided means the lower the customer satisfaction.

c) Variable Responsiveness

The test results obtained by t value for responsiveness (responsiveness) shows the value of $t = 2.080$ with a significance value of $0.038 < 0.05$. With a significance value below 0.05, it shows that responsiveness has a significant influence on customer satisfaction. This means that Hypothesis 3 is accepted. The direction of the positive regression coefficient means that responsiveness has a significant positive effect on customer satisfaction. The higher the responsiveness that exists in the company, the higher the satisfaction of consumers, on the contrary the lower the responsiveness in the company the lower the customer satisfaction

d) Variable Assurance

The test results obtained by the value of t for the assurance variable (assurance) shows the value of $t = 2.528$ with a significance value of $0.012 < 0.05$. With a significance value below 0.05, it shows that assurance has a significant influence on customer satisfaction. This means that Hypothesis 4 is accepted. The direction of the positive regression coefficient means that the

guarantee has a significant positive effect on customer satisfaction. The greater the guarantee given by the company will increase customer satisfaction, in the other hand, worse guarantee given by the company will decrease the customer satisfaction.

e) Variable Empathy

The test results obtained t value for the concern variable (empathy) shows the value of $t = 2.708$ with a significance value of $0.007 < 0.05$. With a significance value below 0.05, it shows that concern (empathy) has a significant influence on customer satisfaction. This means that Hypothesis 5 is accepted. The direction of the positive regression coefficient means that empathy has a significant positive influence on customer satisfaction. The greater concern (empathy) given by the company will increase customer satisfaction, in the other hand, worse concern (empathy) given by the company will decrease the customer satisfaction.

DISCUSSION

In general, this research shows satisfactory results. The results of the descriptive analysis show that the quality of services provided by Bali Elephant Camp in general is good. This can be shown by the number of high satisfaction responses from respondents to the conditions of each research variable. From these results, then found that the service quality variables in the five dimensions have a positive and significant effect on tourist satisfaction. It is because by providing quality services, it will create satisfaction in tourists.

The results showed that physical evidence variables had a positive and significant effect on tourist satisfaction. This result provides empirical evidence that physical evidence from service providers as indicated by facilities, interiors and human resources as service providers will determine tourist satisfaction.

The results of the study show that the reliability variable has a positive and significant influence on tourist satisfaction. These results provide empirical evidence that the reliability of service providers as indicated by reliability such a quick receptionist in serving guests, service procedures are not complicated, the servants who are given satisfactory service to consumers will be considered in shaping customer satisfaction.

The results showed that the responsiveness variable had a positive and significant effect on tourist satisfaction. These results provide empirical evidence that the responsiveness of service providers as indicated by the willingness of staff to assist, the willingness of staff to provide information, rapid response from employees, and problem solving quickly will effect on the formation of tourist satisfaction.

The results showed that the guarantee variable had a positive and significant influence on tourist satisfaction. These results provide empirical evidence that guarantees from service

providers will increase customer satisfaction. This is indicated by the ability of employees to serve tourists quickly, employees who have extensive knowledge and guaranteed security will give a better impression on Bali Elephant Camp so as to increase customer satisfaction. The results of the study show that the variables of concern have a positive and significant effect on tourist satisfaction.

The results showed that satisfaction variables had a positive and significant effect on tourist satisfaction. These results provide empirical evidence that guarantees from service providers will provide an increase in customer satisfaction. It is indicated by comfort when the officer provides service, requests to return to visit, is confident of the service provided and feels satisfy with the attention and service provided.

CONCLUSIONS

The results of the analysis obtained Hypothesis 1 which states that physical evidence (X1) has a positive effect on customer satisfaction (Y) can be accepted. And in terms of respondents' responses, it shows that the majority of respondents responded to a high agreeable assessment of tangible evidence possessed by Bali Elephant Camp.

1. The results of the analysis obtained Hypothesis 2 which states that reliability (X2) has a positive effect on consumer satisfaction (Y) can be accepted. And the respondent's responses indicate that most respondents gave a response agreeing to the reliability or reliability aspects of the services provided by villas in Bali Elephant Camp.
2. The results of the analysis obtained by Hypothesis 3 which states that responsiveness (X3) has a positive effect on customer satisfaction (Y) can be accepted. And respondent responses showed that most respondents gave a big response to the responsiveness of the services provided by Bali Elephant Camp.
3. The results of the analysis obtained by Hypothesis 4 which states that the guarantee (X4) has a positive effect on customer satisfaction (Y) can be accepted. Respondents' responses showed that most respondents gave a considerable response to the assurance (assurance) variable given by Bali Elephant Camp.
4. The results of the analysis obtained Hypothesis 5 which states that concern (X5) has a positive effect on customer satisfaction (Y) can be accepted. Respondents' responses showed that most respondents gave a fairly good response to the care and attention of employees and staff of Bali Elephant Camp.
5. Adjusted R square value was obtained at 0.811. This means that 81.1% of customer satisfaction (Y) can be explained by physical evidence variables (X1), reliability (X2), responsiveness (X3), assurance (X4), and concern (X5). While 48.3% can be explained

by other causes in this study. Respondents' responses showed that most respondents gave high satisfaction responses to the quality of services provided by Bali Elephant Camp, with a high index value of 77.90. This means that service quality has a positive and significant effect on the satisfaction of tourists visiting the Bali Elephant Camp in Carangsari Village, Badung.

SUGGESTIONS

Based on the conclusions obtained in this study, then proposed suggestions as a complement to the quality of services that can be provided by the Bali Elephant Camp in Carangsari Badung Village as follows:

1. In relation to guarantees, the Bali Elephant Camp in Carangsari Badung Village needs to increase collateral which is one of the important factors that influence consumer satisfaction. The guarantee provided by the Bali Elephant Camp in Carangsari Badung Village is quite good, it needs to be improved and maintained by the friendliness of employees and staff, because the attitude of friendly employees will make consumers feel happy and comfortable in receiving services provided, and need to increase employee knowledge by providing training to employees so that consumers feel comfortable when given service, for the security provided by the Bali Elephant Camp, Carangsari Badung Village is good enough.
2. In connection with physical evidence, the Bali Elephant Camp in Carangsari Badung village needs to carry out renovations to the zoo's building, by repainting the zoo building, and repairing damaged parts of the building, changing part of the interior of the building to make it more attractive and attractive. The facilities provided are adequate, but still need to be improved, namely by improving existing facilities. The appearance of clean and tidy employees also greatly influences customer satisfaction, therefore employees and staff must maintain their clean and tidy appearance.
3. In terms of responsiveness, the responsiveness provided by employees and staff is quite good, this needs to be improved, this effort can be done by the employees of the Bali Elephant Camp in Carangsari Badung Village must be responsive to consumer desires, that is the existence of employees who always ready at the office of Bali Elephant Camp in Carangsari Village, Badung, so that when consumers need help, they can be handled as soon as possible, without having to wait long. Employees of Bali Elephant Camp in Carangsari Badung Village must be more responsive to consumer complaints, if there are consumers who need help or some complain about something related to damage to the facilities or services provided, then employees can quickly help and resolve

problems. Fast service also affects customer satisfaction because consumers are usually impatient if they have to wait long.

4. In relation to reliability, the reliability of employees in serving consumers is considered good enough, companies must be able to maintain if necessary, to be improved. For example, the receptionist must always be available in the lobby or receptionist room so that when guests arrive they can be served immediately. The service procedure is also expected to be convoluted and can also be attempted to add internet facilities, improve the skills and knowledge of employees by providing training, so that employees can quickly and accurately serve customers.
5. In relation to concern, the care given by employees to consumers is good enough, and this must be maintained and improved by the way employees must be more sensitive to the wants and needs of consumers, and develop communication skills between employees and consumers so that consumers feel comfortable and satisfied use the services of Bali Elephant Camp, CarangsariBadung Village, and want to go back to use the services of Bali Elephant Camp, CarangsariBadung Village. The quality of service needs to be considered by Bali Elephant Camp, CarangsariBadung Village, because the better the quality of service in the eyes of consumers and the higher the level of satisfaction obtained by consumers, the better the image of the company in the community.

LIMITATIONS

1. The use of questionnaires in the data collection method that is considered that the respondent can provide answers that are in accordance with the actual conditions, in reality is difficult because the researcher cannot control respondents one by one in filling out the questionnaire.
2. Researchers only use the questionnaire for data collection, further research can be used to add the use of interview methods so that the results of future studies will be better.
3. The researcher only uses the SERVQUAL theory of Parasuraman only, thus limiting it to studying deeper the service measurement techniques from other theories.
4. This research is only limited to examining the influence of SERVQUAL on tourist satisfaction, it would be better for further research to add other variables to be examined such as repurchase intention, perceived value, and marketing mix for future marketing strategy development.

REFERENCES

- Asep M.Ramdan. 2008 Oktober 22. "Hubungan Kualitas Jasa dan kepuasan Konsumen". (<http://asep-m-ramdan.blogspot.com>).
- Augusty Ferdinand. 2006. Metode Penelitian Manajemen : Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen. Semarang : Badan Penerbit Universitas Diponegoro.
- Aviliani, R dan Wilfridus, L. 1997. "Membangun Kepuasan Pelanggan Melalui Kualitas Pelayanan". Usahawan, No.5
- Atmawati, Rustika dan Wahyuddin. 2007. "Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Matahari Departement Store Di Solo Grand Mall". Jurnal Ekonomi dan Bisnis. Hal. 1 – 12. Universitas Muhammadiyah Surakarta. Surakarta.
- Bernadine. 2005. "Analisis Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan Studi Kasus pada Rumah Makan Pondok Laras di Kelapa Dua, Depok". Jurnal Ekonomi Perusahaan, Vol. 12, No. 3 September 2005, h. 318-336
- Boyd, Walker, Larreche. 2000. Manajemen Pemasaran : Suatu Pendekatan Strategis dengan Orientasi Global. Jilid I. Edisi Kedua. Erlangga. Jakarta.
- Boyd, Walker, Larreche. 2000. Manajemen Pemasaran : Suatu Pendekatan Strategis dengan Orientasi Global. Jilid II. Edisi Kedua. Erlangga. Jakarta
- Djarwanto dan Pangestu Subagyo. 2000. Statistik Induktif. Edisi Keempat. Cetakan Keempat. BPFE. Yogyakarta.
- Fandy Tjiptono. 1997. Strategi Pemasaran (Edisi II). Yogyakarta: Penerbit Andi.
- Freddy Rangkuti. 2002. Measuring Customer Satisfaction (cetakan ketiga). Jakarta: PT.Gramedia Pustaka Utama.
- Ghozali, Imam, 2006, Aplikasi Analisis Multivariate Dengan Program SPSS, Badan Penerbit Universitas Diponegoro, Semarang.
- Gregorius Chandra. 2005. Service Quality Satisfaction. Yogyakarta : Penerbit Andi.
- Hasan. 2006. "Pengaruh Kualitas Jasa Bank Syariah Terhadap Kepuasan Nasabah pada Bank Muamalat Indonesia Cabang Semarang". Jurnal Ekonomi dan Bisnis, Vol. 1, No. 1 April 2006,h. 1 – 14
- Imam Ghozali. 2005. Aplikasi Analisis Multivariate dengan Program SPSS. Semarang: Badan Penerbit Universitas Diponegoro.
- Indonesian Investment Coordinating Board, <http://www.bkpm.go.id> accessed on 22 Maret 2017
- Kamalina Din Jannah. 2003. "Analisis Kualitas Pelayanan Kesehatan Untuk Mewujudkan Kepuasan Pasien pada Rumah Sakit SITI KHODIJAH Pekalongan". Jurnal Ekonomi dan Bisnis, Vol. 1, No. 2 September 2003, hal. 98 – 103
- Kotler dan Armstrong, 2001, Prinsip-Prinsip Pemasaran, Jakarta: Erlangga.
- Kotler, Philip dan A.B Susanto. 2000. Manajemen Pemasaran Jasa Di Indonesia, Analisis Perencanaan, Implementasi dan pengendalian (Edisi pertama). Jakarta: Salemba Empat.
- Kotler, Philip, 1996, Manajemen Pemasaran, Jakarta: Erlangga.
- Kotler, Philip. Alih Bahasa : Benyamin Molan. 2005. Manajemen Pemasaran. Edisi Kesebelas. Jilid 1. PT. Intan Sejati Klaten. Jakarta.
- Kotler, Philip. Alih Bahasa : Benyamin Molan. 2005. Manajemen Pemasaran. Edisi Kesebelas. Jilid 2. PT. Intan Sejati Klaten. Jakarta.
- Lamb, Hair dan McDaniel. 2001. Pemasaran. Buku 1. Edisi Pertama. Salemba Empat. Jakarta.
- Lupiyoadi, Rambat dan Hamdani. 2006. Manajemen Pemasaran Jasa. Salemba Empat. Jakarta
- Nugroho, Marno dan Ratih Paramita, 2009, "Analisis Pengaruh Lokasi, Keanekaragaman Barang Terhadap Keputusan Berbelanja dan Loyalitas Konsumen di Carrefour Semarang", Jurnal Ekonomi dan Bisnis, Januari, Vol. 10, No. 1
- Rahyuda, I K., I. G. W. Yasa, N. N. Yuliarmi. 2004. Metodologi Penelitian. Diktat Kuliah Fakultas Ekonomi. Denpasar: Universitas Udayana.
- Sugiyono, 2004, Metode Penelitian Bisnis, Alfabetha, Bandung.
- Suprpto, Johannes, 2001, Pengukuran Tingkat Kepuasan Pelanggan, Jakarta: Rineka Cipta.
- Tjiptono, Fandy dan Gregorius Chandra, 2005, Service, Quality and Satisfaction, Yogyakarta: ANDI.
- Tjiptono, Fandy, 1999, Strategi Pemasaran, Yogyakarta: ANDI.

Tjiptono, Fandy, 2004, Pemasaran Jasa, Malang: Bayumedia.

Tripadvisor, www.tripsadvisor.co.id accessed on 14 Febuari 2017

Umar, Husein. 2005. Metode Penelitian untuk Skripsi dan Tesis Bisnis. Edisi Baru. PT. RajaGrafindo Persada. Jakarta.

Widiyanto, Ibnu, 2008, Pointers: Metodologi Penelitian, Semarang: Badan Penerbit Universitas Diponegoro.