The Dependability of Event Organizers as Hotel Clients in Medan

Inneke Qamariah
Department of Management, Universitas Sumatera Utara, Indonesia.
E-mail: inneke.qamariah@usu.ac.id

Yasmin Chairunisa Muchtar
Department of Management, Universitas Sumatera Utara, Indonesia.
E-mail: yasminmuchtar@gmail.com

Fadli
Department of Management, Universitas Sumatera Utara, Indonesia.
E-mail: fadlifauzi28@gmail.com

Abstract

This research was carried out due to the development of current Event Organizer business that has entered the hotel services market, especially in Medan City. This makes hotel industries compete to offer the best and various services quality. This study was carried out to find out how service quality influences fulfillment and Dependability of Event Organizer service providers who use hotel services. The population in this study was the Event Organizer in Medan. Using Slovin technique, samples of 40 respondents were obtained. The method used in this research was quantitative descriptive. Data that had fulfilled the validity and reliability criteria then were analyzed through Path analysis which showed the results that the service quality had a significant influence on Dependability. Service quality has a significant influence on fulfillment and fulfillment has a significant influence on Dependability.

Keywords

Service Quality, Fulfillment, Client Fulfillment, Dependability.

Introduction

Indonesia's tourism potential is huge. Various arts and cultures and the availability of facilities and infrastructure that support tourism are expected to be able to attract more foreign tourists and local tourists or also known as domestic tourists. Since developing the rapid international travel, tourism has become a global phenomenon which many countries that have tourism potential develop it as a source of income (You, 2000). There are several

activities that tourists often do besides enjoying tourism and cultural objects, and one of which is MICE activities. Kesrul (2004: 3) in his research stated that MICE combines two activities, namely Leasure and Business activities. These activities usually involve a group of people together.

MICE can be an appealing sector in tourism which, thanks to the growth of trade tourism, has great potential and is gaining notice throughout the world. It has the target attention of business clients who travel to various types of events. M- meetings (all kinds of qualified meeting arrangements). z I- Opportunities to organize encouraging force visits / business travel for companies) C- conference / convention (organizing large level meetings as conferences and all sorts of events). E-exhibitions / events (organizing national and international exhibits on the topic of various presentations) MICE acronym was received.

The 'gatherings or opportunities industry' is also referred to by MICE. This segment consists of seminars, workshops, conventions, business activities, hotels, aviations, rail lines, transport networks, rail affiliations, professional conference managers, entertainment firms, tourism books and experts. MICE specialist travel agents are typically connected to expansive business offices, as growth and organisation are important.

The service quality has shown its organizational and promotional portion and notableness (Hutchinsona et al., 2009). Advantage fulfillment and standard of operation in the past decades have been widely known and used in more compositions and activities. Service dependability is nevertheless a key framework in the promotion of services, Due to its final reinforcement of client purchases and, in reality, those reliable clients who purchase as a basis of any business over and over (Caruana, 2002). While concepts are widely used in ads, their relationships are still unclear. The research would then discuss the relationship between the three theories.

The researcher will analyze the influence of service quality on the client dependability of hotel sector services, especially event organizers' services through client fulfillment in Medan City, as can be seen from the above phenomena and investigations.

Service Quality

The trusted quality becoming the most critical competition in the world of commerce is the reason why this trade era is said to be "Quality Era" (Peeler, 1996). Thus, the experts have published several allegories of service promotion information. It is named the most competent amunition competition by Berry (cited in Kandampully 1998, p 423). Gronroos

(2000) includes three measures of professional performance quality, service quality and an organizational mical image. In addition, the physical quality, brilliant quality and organizational quality assessments of Lehtinen and Lehtinen (cited in Harrison 2000) are three assumptions on the quality of service. Although these tasks have a large part to play with quality and quality, they do require appropriate subtle components. However, these efforts require adequate quality. Zeithaml et al. (1996) have alluded in their essential studies to ten measurements of service quality. Nevertheless, they found a solid link between those measurements in their early investigations. Therefore, the unwavering consistency, reaction, affirmation, compassion and measurable measurements were connected to the quintuple measurements as the premise for the development of a framework known as SERVQUAL to test service quality. They stress in their enquiries that SERVQUAL may be a lasting and solid sevice-quality scale (Parasuraman et al., 1994). They mentioned that it's important in a number of areas including budget education, bookstores, hotels, restaurant centers and more. Although a variety of its elements or additional components should be rewritten. This approach has been attempted by many researchers in various market sectors (see Table 1). The services increasingly became a greater component of a growing number of corporations' federal, general and statutory treatment as income streams. Quality of service is determined by the contrast of two results, where preferred quality of service is achieved in a slight crevice (Landrum, et al., 2008). Johneston et al. (1997) conducted quantitative studies in Parasuraman, et al. (1985 & 1988) on service quality assessment in 10 services firms in the United Kingdom. For first, a list of 12 variables was shown and after more analysis, a list of 18 variables was advertised. As they expanded, multiple experts presented various models to check the consistency of the management of account management through SERVQUAL display encouragement.

Client Fulfillment

In determining what customer wants to buy in the future, customer fulfilment is a crucial factor (Mittal & Kamakura, 2001). In fact, happy consumers would potentially resolve their big disagreement with their colleagues. A number of studies were carried out on the link between quality of service and completion: findings from some of these questions seem to show that fulfillment results in quality of service (Parasuraman et al. 1988). Too, Sureshchandar et al.'s (2002) work shows that there is a two-way connection of fulfillment and quality of service.

Client Dependability

As part of partnership enhancement research, some service companies have established customer loyalty. Client dependability may be confusing. Oxford Lexicon describes reliability as a genuine requirement for reliability. But the minor renewal purchase by clients was then defined as reliable. In the domain of gain reliability was commonly referred to as 'studied attitudes' (Bloemer et al., 1999). Caruana (2002) argues that the attitude can be a complete expression of brand reliability and not fairness. Measurements (e.g. rehashed purchases) are rejected because of the need for an effective logical framework (Caruana 2002). For instance, the low recurrence in the rehashed purchase of an extraordinary benefit may be due to distinguishing components such as a supplier's not available or unaware. In accordance with that standing attitude, the main causes of devotion can not be fully understood. Redundancy can also come from the industry because of distinctive limitations. The client fulfillment therefore contradicts in large part the engagement of those clients who really value an article and are mentally linked to an item and a business. The value of the client is therefore viewed as a system of attitude. For example, this problem is within the sphere of exhorting other clients to benefit. Finally, a new approach to client reliability, called the cognitive approach, was introduced with expansion of attitude and attitude approaches. The organizational definition of this approach routinely refers to the specific item or service that a person's intelligence offers, when deciding to purchase. A primary item or service that is a person's choice of items and services as described in that approach is referred to (Ostrowski et al. 1993; Bloemer, 1999).

Review of Previous Studies

Despite the importance of quality of service, no work has been carried out in Iran, while other research has been carried out outside Iran. 293 critical papers published from 1976 to 1995. In the meantime, we examine articles in which a portion of the article takes advantage of quality, the figure will be 4,000. The significance and the considerations of researchers in this field are evident in these numbers (Philip & Hazlett, 1997).

(1) Bloemer, et al. (1998) demonstrated how customer commitment has an effect on mental picture, quality of service, and client fulfillment. Findings of this inquiry seem to have a roundabout influence on the mental picture and the quality of the service. Service quality has implications on reliability, both in particular and through involvement (performance).

(2) Caruana (2002) has concluded that client performance plays an interim role in the effect on service efficiency of service quality in connection with client fulfillment, service quality, and service dependability in Malta 's banks. Service quality directly affects the efficiency

of gain from client fulfillment. This work shows that the service quality is a vital factor in client dependability and clarifies 53 percent of the fluctuation.

(3) The relationship between service quality and banking reputation was demonstrated by Yongyui (2003). The fivefold assessments of the service quality have a coordinating effect on bank integrity, in conjunction with the findings of this investigation. Through growth, the bank 's bad integrity plays a critical role through guaranteeing sales, buy re-stock and consumer dependability, based on the results of this study. In keeping with the money industry, this issue is far more important, as the services quality can not be accurately evaluated before buying.

(4) Chakravarty (2003), on the basis of the customer surrenders at the US banks, found that measurement of benefit quality, responsiveness, compassion and unwavering quality have a major negative connection between client's desert-like measurements. This reflection on the concept of benefit quality in India's banks appears to be a multidimensional structure in developing countries. In reality, it appears obvious that SERVQUAL demonstration provides more assessment data on quality service crevices than SERVPERF scope.

The conceptual demonstration of the investigation.
This article has used the following conceptual displays.
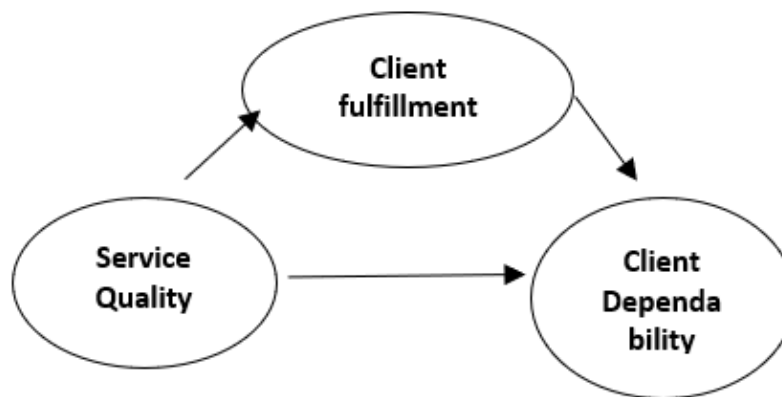
Research Concept

The explanation above demonstrates the following hypotheses:
H1- Service quality is emphatically related with client fulfillment.
H2- Service quality is positively related with client dependability.
H3-Client fulfillment is emphatically related with client dependability.
H4-Client fulfillment intervenes the relationship between perceived service quality and client dependability.

Independent Variable (X)

Often the independent variable is called a trigger. Many variables are influenced by this variable. The independent variable used in this analysis was the quality of service (X), comprising direct evidence, reliability, response, assurance and empathy.

Dependent Variable (Y)

The dependent variable is often referred to as the output variable. This variable is influenced or the cause and effect of independent variable. The dependent variable used in this study was Client Dependability (Y).

Intervening Variable (Z)

Variables that are intermediaries of the dependent and independent variables that function to strengthen or weaken the influence of the independent variables on the dependent variable. In this case the intervening variable was Client fulfillment (Z).

Definition of Variable Operations

Operational variable is a definition given to a variable by giving a sign of meaning or specifying an activity or justifying an operation needed to measure the variable.

1. Service Quality (X)
According to Zeithaml (2000), the indicators that make the service quality in this study are:
   a. Tangible evidence
   b. Reliability
   c. Responsiveness
   d. Assurance
   e. Empathy

2. Fulfillment (Z)
""Client fulfillment is the level of our emotions compared to expected outcomes"".
The indicators that make Client fulfillment in this study according to (Kotler, 2003) are:
   1. Dependability
   2.The existence of positive word of mouth communication
   3. Dependability (Y)
The indicators that make Client Dependability according to this research are:

(Riyadi, 2000) and (Griffin, 2005)

1. Fulfillment
2. Habitual Attitude
3. Commitment
4. Linking of the Brand
5. Attachment

Research Methodology

The Population and Sample.

Population

According to Sugiyono (2010), "Population is a generalization area that consists of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions.

Sample

The sampling technique in this study used saturated samples. The amples taken in this study were 40 respondents. Respondents in this study were Event Organizer in Medan City.

Data collection technique
Primary data

    a. Questionnaire
    b. Interview
    c. Secondary Data

Research Methodology

The analysis used in this study was path analysis, which is an applied form of multiple regression analysis, where the technique tested the hypothesis that there was an influence between the independent variable on the intervening variable and the intervening variable on the dependent variable and the indirect influence of the independent variable on the dependent variable through intervening variables.

Results and Discussion

Hypothesis Test

H1- Service quality is emphatically related with client fulfillment.

1). The direct influence between service quality and Client fulfillment,
the results of data analysis showed that the direct influence between service quality and Client Dependability could be known using the t test. T test calculations and hypothesis testing were performed at a significance level of 5%. T test results could be seen in table 1.

Variable	Standardized Coefficient	t	Sign	Adj R2
ServQual	0.663	5.457	0.000	0.425

Dependent Variable: Client Fulfillment (**Z**)

Based on the table above, service quality variable has a positive and significant influence on fulfillment at an error rate of 0.05 (α = 5%), proven by the magnitude of the path coefficient of 0.663 with a probability of 0,000 (0,000 <0.05), the service quality variable has a significant influence on Client fulfillment. So the H1 Hypothesis is ACCEPTED. The amount of service quality variable contribution to Client fulfillment could be seen from the value of Adj R square which is 0.425. This indicates 42,5% of the client output variable is affected by the quality of service variable, while the other 57,5% is determined by other variables and not addressed in this report.

2). The direct effect between service quality and Client Dependability

H2- Service quality is positively related with client dependability

The results of data analysis showed that the direct influence between service quality and Client Dependability could be known using the t test. T test calculations and hypothesis testing were performed at a significance level of 5%. T test results could be seen in table 2.

Variable	Standardized Coefficient	t	Sign	Adj R2
ServQual	0.703	6.097	0.000	0.481

Dependent Variable: **Loyalitas Pelanggan (Y)**

Based on the table above, service quality variable has positive and significant influence on fulfillment at an error rate of 0.05 (α = 5%), proven by by the magnitude of the path

coefficient of 0.703 with a probability of 0,000 (0,000 <0.05), the service quality variable has a significant influence on Client Dependability. So the **H2 Hypothesis is ACCEPTED.**

The amount of contribution of service quality variable to Client fulfillment can be seen from the value of Adj R square which is 0.481. This indicates 48.1% of the Client Dependability variable is affected by service quality variables, while the remaining 51.9% is determined by other variables and not addressed in this report.

3). Direct influence between Client Fulfillment and Client Dependability

H3-Client fulfillment is emphatically related with client dependability

The results of data analysis showed that the direct influence between service quality and Client Dependability could be known using the t test. T test calculations and hypothesis testing were performed at a significance level of 5%. T test results could be seen in table 3.

Variable	Standardized Coefficient	t	Sign	Adj R2
Kepuasan	0.828	9.105	0.000	0.677

Dependent Variable: **Client Dependability (Y)**

Based on the table above, service quality variables have a positive and significant effect on fulfillment at an error rate of 0.05 ($\alpha = 5\%$), proven by the magnitude of the path coefficient of 0.828 with a probability of 0,000 (0,000 <0.05) indicates the service qualit significantly influence Client Dependability. So the H3 Hypothesis is ACCEPTED.

The amount of contribution of Client Fulfillment to Client Dependability can be seen from the Adj R square value of 0.677. This indicates 67.7% of the Client Dependability variable is affected by the Client Fulfillment variable, while the remaining 32.3% is is determined by other variable and not addressed in this report.

4). Indirect influence between Service Quality and Client Dependability, through Client fulfilment

H4-Client fulfillment intervenes the relationship between perceived service quality and client dependability.

The results of data analysis showed that the direct influence between service quality and Client Dependability could be known using the t test. T test calculations and hypothesis testing were performed at a significance level of 5%. T test results could be seen in table 4.

Variable	Standardized Coefficient	t	Sign	Adj R2
Quality	0.275	2.404	0.021	0.713
Satisfactory	0.646	6.640	0.000	

Dependent Variable: **Client Dependability (Y)**

The Influence of Service Quality and Client Fulfillment on Dependability, the partial variables testing respectively are described as follows:

1) Based on the results of partial calculations, the service quality has positive and significant influence on Dependability at an error rate of 0.05 (α = 5%), if the other variables are assumed to be constant, proven by the magnitude of the path coefficient of 0.275 with a probability of 0,000 (0,000 <0.05). Partially the service quality has significant influence on Dependability.

2) Based on the results of partial calculations, the fulfillment variable has positive and significant influence on Dependability at an error rate of 0.05 (α = 5%),if the other variables are assumed to be constant, proven by the magnitude of the path coefficient of 0.646 with a probability of 0,000 (0,000 <0.05). Partially the fulfillment variable has significant influence on Dependability.

Based on the table, it can be seen the significant influence between service quality and fulfillment variables on Dependability. Based on the results of the path coefficient test in the table above, it is obtained the calculated F probability value of 0,000 (p <0.05), so that Ho is rejected, and because Ho is rejected, the service quality and fulfillment variables together (simultaneously) significantly influence Dependability. The amount of contribution of service quality and fulfillment variables to Dependability can be seen from the value of Adjusted R square that is equal to 0.713. This indicates 71.3% of the Dependability variable is affected by service quality and Client fulfillment variables, while the remaining 28.7% is determined by other variable and not addressed in this report.

Direct and Indirect Influences, and Total between Variables

Path analysis is used to see the direct and indirect influences of a variable that is hypothesized as a cause for a variable that is treated as an effect. This can explain that path analysis can be used to find explanations about the patterns of direct and indirect relationships of a causal model that are prepared based on consideration of theoretical considerations and knowledge of researchers.

Through the description of the path analysis. it can be explained that the magnitude of the path coefficient on each relationship of two variables, where the relationship has direct or indirect influence.

The direct influence is the influence of the independent variable on dependent variable directly, without passing through other variables.
**The indirect effect is the influence of independent variable on the dependent variable through other variables**, then the last is knowing how many the total effect between variables in the model used to compare the magnitude of the influence of each variable. Here are the results of the calculation of the amount of direct influence, indirect influence, and total influence.

Independent Variable	Dependendent Variable	Direct Influence	Indirect Influence	Sifgnificance Total
Kualitas Pelayanan	Loyalitas Pelanggan	0.275	(0.663x 0.646) =	0.703
Kepuasan pelanggan		0.646	0.428	0.646

Based on the table shows that the total effect is greater than the direct effect on the service quality variable on Dependability. This indicates that the quality of service can strengthen the fulfillment and Dependability variables.

The indirect influence of service quality on Dependability through fulfillment is 0.663x0.664 = 0.428. The relationship of service quality to Dependability further strengthens the direct influence of 0.275 while the indirect influence of 0.428 has a total influence of 0.703.

Figure Summary of the Overall Path Analysis Model.
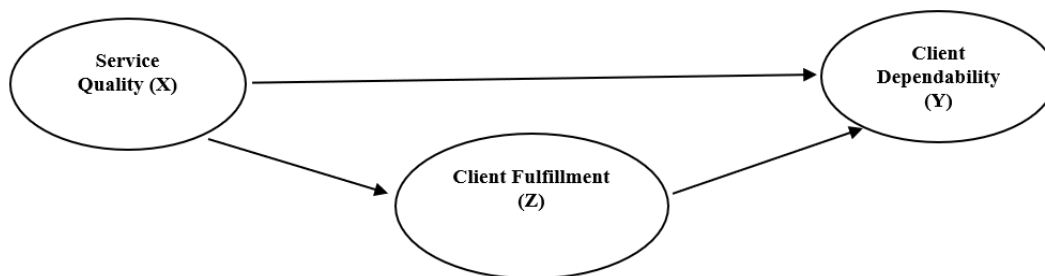
Hypothesis Testing Results

Hypothesis testing in the path analysis was carried out to estimate the causal relationship between a number of variables and the hierarchy of the position of each variable in a series of causal relationship pathways. The basis for answering problems regarding the influence

of variables is used as the results of calculations with regression analysis and at the same time to test hypotheses. The path coefficient can be seen from the beta coefficient (standardized coefficient). Decision making to test the hypothesis used significant values (probability) with criteria if the probability> 0.05, then Ho is accepted or H1 is rejected, which means the path coefficient obtained is not significant. If on the contrary, the probability value is <0.05, then Ho is rejected or H1 is accepted, which means the path coefficient obtained is significant.

Hypothesis Testing 1

Hypothesis 1 states that service quality directly influences Dependability. The results of the regression analysis of the influence of service quality on Dependability show significant results with a probability value of 0,000 and a path coefficient of 0.275, so it is inferred that the study results support hypothesis 1 because the quality of service and dependence are influenced significantly.

Hypothesis Testing 2

Hypothesis 2 states that service quality directly influences fulfillment. The results of the regression analysis of the influence of service quality on fulfillment show significant results with a probability value of 0,000 and a path coefficient of 0.663, so it is inferred that the study results support hypothesis 2 because there is a significant influence between service quality and fulfillment.

Hypothesis Testing 3

Hypothesis 3 states that fulfillment directly influences Client Dependability. The regression analysis results of the influence of fulfillment on Dependability showed significant results with a probability value of 0,000 and a path coefficient of 0.646, so it is inferred that the study results support hypothesis 3 because there is a significant influence between fulfillment and Dependability.

Hypothesis Testing 4

Hypothesis 4 states that service quality influences Client Dependability through fulfillment. The total influence is greater (0.703) than the direct influence on the service quality variable on Dependability (0.275). This indicates that the service quality variable is able to strengthen the fulfillment and Dependability variables, so that hypothesis 4 is accepted.

Discussion of Influence Path Analysis of Service Quality on Dependability

Service quality affects dependability considerably. This shows that the fulfillment of the MICE business players' services as seen by direct evidence, trust, responsiveness, insurance and empathy is one of the drivers for the continuity of the hotel industries in Medan. If the quality of service provided is the same as expected by the Clients, it will create Client Dependability and the Client will not move to another hotel, even though there are those who provide more benefits than the hotel itself, and will not move to another hotel, even though other hotels provide more facilities. Dependability is Client Dependability to a product or service that successfully meets Client expectations. Dependability cannot be formed before the purchase process, because Dependability is also formed because of the impression of quality and experience in using goods or services. As Oliver (2005) argues that Dependability is a Client's commitment to remain in profundity to resubscribe or rebuy chosen items or services reliably within the future, indeed in spite of the fact that the impact of the circumstance and promoting endeavors have the potential to cause attitude alter.

The Influence of Service Quality on Fulfillment

Quality of service has a huge effect on fulfillment. It shows that, when the client has the same ideal value as reality, the client would be happy if there is a discrepancy between the ideal perceived by the consumer and the reality, this may lead to a disfulfillment by the client. Thus, client fulfillment could be known by measuring the difference between what clients expect and what they receive from service providers as Bitner and Zeithaml (2003) see how client fulfillment is measured in accordance with expectations and requirements. the product or service is evaluated by clients. Fulfillment is the product of EO actors' expectations of the price of hotel service. The programs that can fulfill the requirements of EO stakeholders are a source of fulfillment for EOs.There is also the possibility of using this as a measure of growing achievement as service quality improvement As Tjiptono (2005) suggests, efficiency is directly related to achievement. Quality gives hotels an incentive to establish close ties with businesses. This close bond allows businesses to consider hotel desires and their needs carefully in the long term. It helps the client to maximize fulfillment by optimizing fun hotel experiences and by reducing or negating unpleasant experiences, which in turn will make clients dependable and dependable on price.

The Influence of Fulfillment on Dependability

Fulfillment has a significant influence on Dependability. This shows that Dependability has a very important role for Hotels in Medan to be able to attract and maintain EO. The reason

for the hotel to attract and maintain EO is that when the EO is loyal, the financial performance of the hotel will increase and have an impact on the survival of the hotel.

Efforts to get a loyal EO cannot be done at once, but through several processes, starting from finding a potential EO to getting a partner. With the creation of an optimal level of fulfillment, it encourages the creation of Dependability in the mind of the EO who was satisfied earlier. In order to obtain Dependability to services, hotels must be able to create products or services that can always satisfy EO. A satisfied EO only occurs if the product or service it consumes matches its needs, desires, and expectations.

The needs, desires, and expectations of the EO can only be known if the hotel is EO-based (Client orientation) meaning that the hotel must be able to follow the needs of the EO which can be done through fulfillment surveys. Quality services will be able to create Dependability of EO. As a manifestation of deep Dependability, consumer Dependability will appear in loyal attitude that is indicated by a commitment to buy or reuse the product or service.

Conclusion

Based on the results of the analysis, it can be concluded as follows:

1. The Service quality which includes tangible evidence, reliability, responsiveness, assurance, and empathy directly and significantly influence the Dependability of EO in Medan City
2. Service quality which includes tangible evidence, reliability, responsiveness, assurance, and empathy directly and significantly influence fulfillment of EO in Medan.
3. Client fulfillment directly and significantly influences Dependability of EO in Medan.
4. Service quality which includes tangible evidence, reliability, responsiveness, assurance, and empathy indirectly influence Dependability of EO in Medan.

References

Bitner, M.J., & Dan Zeithaml, V.A. (2003). *Service Marketing (3rd ed)*. Tata McGraw Hill, New Delhi.

Bloemer, J. (1998). Investigating derivers of bank Dependability: the complex relationship between image, service quality and fulfillment. *International Journal of Bank Marketing, 16*(7), 276-286.

Bloemer, J. (1999). Linking perceived service quality and service Dependability: a multi-dimensional perspective. *European Journal of Marketing, 33*(11,12), 1082-1106.

Caruana, A. (2002). Service Dependability: The Effects of Service Quality and the Mediating role of Client Fulfillment. *European Journal of Marketing, 36*(7), 811-828.

Chakravarty, S. (2003). Relationships and individual's bank switching attitude. *Journal of Economic Psychology*, 1-21.

Griffin, J. (2005). *Client's Dependability Management, CV.* Mandar Maju, Bandung.

Gronroos, C. (2000). *Service management and marketing.* John Wiley & sons Ltd.

Hutchinsona, J., Laib, F., & Wang, Y. (2009). Understanding the relationships of quality, value, equity, fulfillment, and attitudeal intentions among golf travelers. *International Journal of Tourism Management, 30*(2), 298-308.

Johneston, R. (1997). Identify the critical determinants of service quality in retail banking: Importance and Effect. *International Journal of Bank Marketing, 15*(4), 111-116.

Kandampully, J. (1998). Service Quality to service Dependability: a relationship which goes beyond Client services. *Total Quality Management & Business Excellence, 9*(6), 431-443.

Kesrul. (2004). *Meeting, Incentive Trive, Conference, Exhibition.* Jakarta: Graha Ilmu.

Kotler, P. (2003). *Marketing Management, Jakarta: PT.* Prebalindo.

Landrum, H., Prybutok, V.R., Kappelman, L.A., & Zhang, X. (2008). SERVCESS: A parsimonious instrument to measure service quality and information system success. *Quality Management Journal*, *15*(3), 17-25.

Mittal, V., & Kamakura, W.A. (2001). Fulfillment, Repurchase Intent, and Repurchase Attitude: Investigating the Moderating Effect of Client Characteristics. *Journal of Marketing Research, 38*(1), 131-142.

Oliver, R.L. (1997). *Fulfillment A Attitudeal Perspective on the Consumer.* McGraw-Hill Education, Singapore.

Ostrowski, Peter L., O'Brien T., & Dan Gordon G. (1993). Service Quality and Client Dependability in the commercial Airline Industry. *Journal of Travel Research 32*(2), 16-24.

Parasuraman, A., Berry, L.L., & Zeithaml, V. (1985). A conceptual model of service quality and the implications for future research. *Journal of Marketing Management, 49*, 41-51.

Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL: A multiple item scale for measuring Client perceptions of service quality. *Journal of Retailing, 64*(1), 12-40.

Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1994). Alternative scales for measuring service quality: a comparative assessment based on psychometric and diagnostic criteria. *Journal of Retailing, 70*(3), 201-230.

Peeler, G.H. (1996). *Selling in the quality era.* Blackwell Business, USA.

Philip, G., & Hazlett, S. (1997). The Measurement of service quality: a new p-c-p attributes model. *International Journal of Quality and Reliability Management, 14*(3), 260-286.

Riyadi. (2000). Gerbang Pemasaran, Gramedia, Jakarta.

Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D.* Bandung: Alfabeta

Sureshchandar, G.S., Rajendran, C., & Anantharaman, R.N. (2002). The relationship between service quality and Client fulfillment – a factor approach. *Journal of Services Marketing, 14*(4), 363-379.

Tjiptono, F. (2005). *Marketing strategy.* Andi offset. Yogjakarta.

Yonggui, W. (2003). The Antecedents of service quality and product quality and their influences on bank reputation: evidence from the banking industry in China. *Managing Service quality, 13*(1), 72-83.

You, X., O'leary, J., Morrison, A., & Hong, G.S. (2000). A cross-cultural comparison of travel push and pull factors: United Kingdom vs. Japan. *International Journal of Hospitality & Tourism Administration*, *1*(2), 1-26.

Liljander, V., & Strandvik, T. (1993). Estimating Zones of Tolerance in Perceived Service Quality and Perceived Service Value. *International Journal of Service Industry Management, 4*(2), 6-28.

Zeithaml, V.A., & Bitner, M.J. (2000). *Service Marketing Edition 1*. McGraw Hill Int'l Edition, New York.