

DAFTAR PUSTAKA

- Gaspersz, Vincent, (2006): “*Continuous Cost reductio Through Lean-Sigma Approach*”, Jakarta, PT Gramedia Pustaka Utama.
- Gaspersz, Vincent, (2007): “*Lean Six Sigma for Manufacturing and Service Industries*”, Jakarta: PT, Gramedia Pustaka Utama.
- Gasperz, Vincent, (2008): “*The Executive Guide To Implementing Lean Six Sigma*”, Jakarta, PT Gramedia Pustaka Utama.
- Kottler, Philip, (1994): “*Manajemen Pemasaran, Analisis, Perencanaan, Implementasi dan Pengendalian*,” Edisi Indonesia, Jakarta,alemba Empat Prentice Hall.
- Lupiyoadi, Rambat, (2001): “*Manajemen Pemasaran Jasa, Teori dan Praktek.*” Jakarta, PT. Salemba Empat.
- Parasuraman, A., Zeitaml, V. A dan Berry, L. L., (1985): “*Delivering Quality Service Balancing Customer Perseptions and Expectations*”, New York, The Fress Pers.
- Prayogo Kesuma, (2011): “*Implementasi Metode Servqual dan Lean Sigma Sebagai Upaya Peningkatan Kepuasan Pengunjung*” (Studi Kasus Di Kusuma Agrowisata,.Malang, Universitas Brawijaya.
- Wiwik, (2008): “*Integrasi Metode Servqual Dan Lean Sigma Sebagai Upaya Peningkatan Kepuasan Pelanggan*”, Surabaya, Institut Teknologi Sepuluh November
- Wamique, Sanyal, and Moinuddin. (2016): “*The Impact of Service Quality on Customer Satisfaction: A Study on Selected Retail Stores in India, Dhofar University, Salalah, Oman*”. Email: shouvik@du.edu.om. *International Review of Management and Marketing* ISSN: 2146-4405 available at <http://www.irmmjournal.com>

www.econjournals.com. *International Review of Management and Marketing*, 2016, 6(4), 851-856.

Prakash, and Mohanty. (2012): “*Understanding service quality*”, ITM-BIT Collaborative Research Programme, Navi Mumbai, Maharashtra, India

Siksha, (2012): “*Production Planning & Control*”, Anusandhan University Bhubaneswar, Orissa, India. (Received 10 May 2011; final version received 15 November 2011). 2012, 1–16, iFirst.

Eldin, (2011): “*IA-Quality - General Concepts and Definitions*” Chapter · November 2011, DOI: 10.5772/24211, Source: InTech,. Sigma Pharmaceutical Corp. – Egypt.

Knowles, Graeme (2011): “*Quality Management*”, ISBN 978-87-7681-875-3.

Farah, (2018): “*Developing a Service Quality Model for Private Higher Education. Institutions in Lebanon*”. School of Business, Lebanese International University, P.O. Box: 146404, Beirut-Lebanon. *Journal of Management and Marketing Review*.

Journal homepage (2019): www.gatrenterprise.com/GATRJournals/index.html. J. Mgt. Mkt. Review 3 (1) 24 – 33 (2018)

Benny, (2010): “*Six Sigma: a literature review*”. August 2010 Coventry University, Manufacturing Department, School of Applied Sciences, Cranfield University, Cranfield, Bedford MK43 0AL, UK

Meryana, Wike, dan Dhita (2014): “PENILAIAN KEPUASAN KONSUMEN TERHADAP KUALITAS PELAYANAN MENGGUNAKAN METODE SERVQUAL (SERVICE QUALITY) DAN SIX SIGMA (STUDI KASUS PADA “RESTORAN DAHLIA” PASURUAN)”, Jurusan Teknologi Industri Pertanian Fak. Teknologi Pertanian Univ. Brawijaya. *Jurnal Industria* Vol 4 No 3 hal 102-115

- Dian, Mustafid, dan Alan (2014): “METODE SERVQUAL-SIX SIGMA UNTUK PENINGKATAN KUALITAS PELAYANAN PUBLIK (Studi Kasus di Kantor Kecamatan Kedungbanteng, Purwokerto)”. Jurusan Statistika FSM UNDIP . JURNAL GAUSSIAN, Volume 3, Nomor 4, Tahun 2014, Halaman 625 - 634
- Lulus, Mustafid, dan Suparti (2015): “PENDEKATAN SERVQUAL-LEAN SIX SIGMA MENGGUNAKAN DIAGRAM KONTROL T2 HOTELLING UNTUK MENINGKATKAN KUALITAS PELAYANAN PENDIDIKAN (Studi Kasus di Jurusan Statistika Universitas Diponegoro)”. Jurusan Statistika FSM UNDIP. JURNAL GAUSSIAN, Volume 4, Nomor 2, Tahun 2015, Halaman 305 - 314.
- Nasir, Arif, dan Anisa (2013): “Integrasi Metode Sevqual dan Lean Sigma sebagai Upaya Peningkatan Kualitas Pelayanan Pendidikan (Studi Kasus di Program Studi Teknik Industri Universitas Brawijaya)”. Program Studi Teknik Industri Fakultas Teknik Universitas Brawijaya. Seminar Nasional Terpadu Keilmuan Teknik Industri, 16 Maret 2013, Universitas Brawijaya – Malang SMG-2-1
- Haryo, (2006): “MENINGKATKAN KUALITAS LAYANAN INDUSTRI JASA MELALUI PENDEKATAN INTEGRASI METODA SERVQUAL-SIX SIGMA ATAU SERVQUAL-QFD”. J@TI Undip, Vol.1, No.1, Januari 2006
- Sahyar, (2012): “ANALISIS KUALITAS JASA POGRAM STUDI PENDIDIKAN TINGGI DENGAN METODE SERVQUAL (SERVICE QUALITY) DAN SIX SIGMA.” Universitas Negeri Medan (UNIMED). Pekbis Jurnal, Vol.4, No.3, November 2012: 141-151