

DAFTAR PUSTAKA

- Arisatyawan, M., & Fatimah, R. (2024). *Pengukuran dan Perbaikan Kinerja Pelayanan Penyaluran Biosolar Industri (B-35) dengan Menggunakan Importance Performance Analysis (IPA) dan Total Quality Management*. Universitas Gadjah Mada.
- Atmaja, H., & Guritno, A. (2024). *Analisis Kinerja Layanan Kurir pada PT Pos Indonesia (Persero) dengan Metode Importance Performance Analysis (IPA)*. Universitas Gadjah Mada.
- Azizah, S., & Ciptono, W. (2019). *Analisis Service Performance dan Model Kano pada Kantor Kecamatan Aikmel Lombok Timur, NTB*. Universitas Gadjah Mada.
- Basrawi, Y. F. (2003). Loss minimization and increased measurement accuracy. *48th Analysis Division Symposium*, (pp. 299-307).
- Behera, A. (2020). Quality of Indian service industries with different ANN models. *International Journal of Data and Network Science*, 4, 15-26.
- Bougie, R., & Sekaran, U. (2019). *Research Methods for Business (8th ed.)*. Wiley.
- Caruana, A. (2002). Service loyalty: The effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*, 811–828.
- Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 55–68.
- Feng, M., Mangan, J., Wong, C., Xu, M., & Lalwani, C. (2014). Investigating the different approaches to importance–performance analysis. *The Service Industries Journal*, 1021-1041.
- Garver, M. (2025). Using complementary analyses with importance–performance analysis. *International Journal of Market Research*, 67(5), 540–559.
- Kanshio, S. (2020). A review of hydrocarbon allocation methods in the upstream oil and gas industry. *Journal of Petroleum Science and Engineering*, <https://doi.org/10.1016/j.petrol.2019.106590>.
- Ladhari, R. (2009). Service quality, emotional satisfaction and behavioural intentions. *Managing Service Quality*, 308–331.
- Lintang, M., & Fatimah, R. (2025). *Pengukuran Kinerja Pelaksanaan ISO25010:2023 pada Aplikasi Gratifikasi Online dengan Menggunakan*

Customer Sasfaction Index (CSI) dan Importance Performance Analysis (IPA). Universitas Gadjah Mada.

- Luckritz, R. T. (2005). Oil loss - Keeping it under control. *Petroleum Review*, 44-47.
- Martilla, J., & James, J. (1977). Importance-performance analysis. *Journal of Marketing*, 77-79.
- Ong, J. J. (2024). Service quality and customer satisfaction analysis among motorcycle taxi transportation in the Philippines through SERVQUAL dimensions and social exchange theory. *Case Studies on Transport Policy*, <https://doi.org/10.1016/j.cstp.2023.101139>.
- Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing* 64, 12-37.
- Phadermrod, B., Crowder, R., & Wills, G. (2019). Importance-performance analysis based SWOT analysis. *International Journal of Information Management*, 44, 194–203.
doi:<https://doi.org/10.1016/j.ijinfomgt.2016.03.009>
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences (2nd ed.)*. New York: Holt, Rinehart and Winston.
- Schindler, P. (2022). *Business Research Methods (14th ed.)*. New York: McGraw-Hill Education.
- Seth, N., Deshmukh, S. G., & Vrat, P. (2005). Service quality models: A review. *International Journal of Productivity and Performance Management*, 58–83.
- Wall, C. (2011). Shipping: Cargo assurance: Managing the risk. *Petroleum Review*, 28-29.
- Windyaningrum, T., & Indrawati, C. (2023). Integrasi Metode Service Performance (SERVPERF), Importance Performance Analysis (IPA) Dan Customer Satisfaction Index (CSI) Dalam Penentuan Prioritas Pengembangan Lembaga Pendidikan Nonformal. *Jurnal Sains dan Terapan*, 2(1), 112-121.
- Yang, X. M. (2025). The effects of service quality on customer satisfaction and recommendation intentions: Evidence from five-star hotels. *International Journal of Hospitality Management*, <https://doi.org/10.1016/j.ijhm.2025.104269>.

Yulianti, E., & Umbara, T. (2020). Analisis Kepuasan Pelanggan Terhadap Kualitas Pelayanan Dengan Metode Importance Performance Analysis. *Jurnal Teknoif Teknik Informatika Institut Teknologi Padang*, 8(2), 78-86.