

DAFTAR PUSTAKA

- Aini, Q., Zuliana, S. R., & Santoso, N. P. L. (2018). Management measurement scale as a reference to determine interval in a variable. *Aptisi Transactions on Management (ATM)*, 2(1), 45–54.
- Brigham, E. F., & Houston, J. F. (2019). *Fundamentals of financial management* (15th ed.). Cengage Learning.
- Bungatang, B., & Reynel, R. (2021). The effect of service quality elements on customer satisfaction. *Golden Ratio of Marketing and Applied Psychology of Business*, 1(2), 107–118. <https://doi.org/10.52970/grmapb.v1i2.102>
- Căruntu, G. A. (2019). The role of profitability rates and profit margins in assessing the company's financial performance. *Annals of the “Constantin Brâncuși” University of Târgu Jiu, Economy Series*, 1, 137–142.
- Chen, M., Zhao, T., Lee, J., & Lee, H. (2023). Developing a decision-making process of location selection for truck public parking lots in Korea. *Sustainability*, 15(2), 1467. <https://doi.org/10.3390/su15021467>
- Darajah, D. (2022). *Proposed business strategy for PT Jasamarga Related Business: Case rest area KM 88A* (Master's thesis, Institut Teknologi Bandung). School of Business and Management, Institut Teknologi Bandung.
- Evmenchik, O. S., Niyazbekova, S. U., Seidakhmetova, F. S., & Mezentceva, T. M. (2021). The role of gross profit and margin contribution in decision making. In E. G. Popkova, V. N. Ostrovskaya, & A. V. Bogoviz (Eds.), *Socio-economic systems: Paradigms for the future* (Vol. 314). Springer. https://doi.org/10.1007/978-3-030-56433-9_145
- Grönroos, C. (2007). *Service management and marketing: Customer management in service competition* (3rd ed.). John Wiley & Sons.
- Hangstfer, J. B. (2000). Revenue margin: A better way to measure company growth. *Strategic Finance*, 82(1), 41–44.
- Harrell, F. E., Jr. (2015). *Regression modeling strategies: With applications to linear models, logistic and ordinal regression, and survival analysis* (2nd ed.). Springer. (Chapter 13: Ordinal Logistic Regression).
- Hidayat, R. S. N. C., & Setiawardani, M. (2017). Service quality dan implikasinya terhadap kepuasan pelanggan. *Jurnal Riset Bisnis dan Investasi*, 3(2), 13–21.

- Hornsgren, C. T., Datar, S. M., Rajan, M. V., & Bhimani, A. (2019). *Management and cost accounting* (6th ed.). Pearson Education.
- Indrawan, S., & Karim, I. (2024). Analisis kinerja prasarana *Rest area* Jalan Tol KM 49A Bakauheni–Terbanggi Besar dari perspektif pengguna. *JUMATISI: Jurnal Manajemen dan Teknik Sipil*, 5(1), 364–372.
- Irawan, D. C., & Alversia, Y. (2024). Factors affecting customer loyalty: An empirical evidence from the toll road industry in Indonesia. *Binus Business Review*, 15(1), 1–13. <https://doi.org/10.21512/bbr.v15i1.10045>
- Jebb, A. T., Ng, V., & Tay, L. (2021). *A review of key Likert scale development advances: 1995–2019*. *Frontiers in Psychology*, 12, 637547. <https://doi.org/10.3389/fpsyg.2021.637547>
- Kementerian Pekerjaan Umum dan Perumahan Rakyat. (2021). *Peraturan Menteri Pekerjaan Umum dan Perumahan Rakyat Nomor 28 Tahun 2021 tentang Tempat Istirahat dan Pelayanan pada Jalan Tol*.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Lalla, M. (2016). Fundamental characteristics and statistical analysis of ordinal variables: A review. *Quality & Quantity*, 51(6), 1–24. <https://doi.org/10.1007/s11135-016-0314-5>
- Laskara, G. W. (2021). Prinsip perencanaan dan kriteria pengendalian pengembangan fasilitas rest-area pada jalan tol di Indonesia. *Journal of Regional and Rural Development Planning (Jurnal Perencanaan Pembangunan Wilayah dan Perdesaan)*, 5(2), 123–133. <https://doi.org/10.29244/jp2wd.2021.5.2.123-133>
- Likert, R. (1932). *A Technique for the Measurement of Attitudes*. *Archives of Psychology*, No. 140, hlm. 1–55
- Long, J. S., & Freese, J. (2014). *Regression models for categorical dependent variables using Stata* (3rd ed.). Stata Press.
- Mazhar, S. A., Anjum, R., Anwar, A. I., & Khan, A. A. (2021). *Methods of data collection: A fundamental tool of research*. *Journal of Integrated Community Health*, 10(1), 6–10. <https://doi.org/10.24321/2319.9113.202101>
- Munawaroh, M. (2025). A conceptual review of service quality development. *International Research Journal of Economics and Management Studies*, 4(3), 68–70. <https://doi.org/10.56472/25835238/IRJEMS-V4I3P107>
- Mendeley Ltd. (2020). *Mendeley Reference Manager* (Perangkat lunak manajemen referensi).

- Pamucar, D., Yazdani, M., Montero-Simo, M. J., Araque-Padilla, R. A., & Mohammed, A. (2021). Multi-criteria decision analysis towards robust service quality measurement. *Expert Systems with Applications*, 170, 114508. <https://doi.org/10.1016/j.eswa.2020.114508>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Pemerintah Republik Indonesia. (2005). *Peraturan Pemerintah Republik Indonesia Nomor 15 Tahun 2005 tentang Jalan Tol*.
- Perkasa, A. R. B., Utomo, C., & Santoso, E. B. (2023). A review of research methods on highest and best use for toll rest area. *Materials Today: Proceedings*, 85, 19–23. <https://doi.org/10.1016/j.matpr.2023.05.247>
- Ren, S. (2022). Optimization of enterprise financial management and decision-making systems based on big data. *Journal of Mathematics*, 2022, Article 1708506. <https://doi.org/10.1155/2022/1708506>
- Renwarin, J. M. (2021). Competitive Advantage Through Positioning Strategy with Indirect Effects: Study Of Outlet Business In Rest area Jakarta-Cikampek Toll Road West Java Indonesia. *International Journal of Science, Technology & Management*, 2(3), 696-709.
- Subkhan, M. F., Maruta, I. A., & Mahendra, I. A. (2023). Quality of service on road user satisfaction: Study on Surabaya–Malang toll road customers. *International Journal of Social and Management Studies*, 4(2).
- Susanti, B., Kadarsa, E., Foralisa, M., & Juliantina, I. (2023). Non-toll revenue potential to increase funding sources for toll road maintenance. *Construction Economics and Building*, 23(3–4), 170–185. <https://doi.org/10.5130/AJCEB.v23i3/4.8876>
- Tannor, O., Attakora-Amaniampong, E., & Derbile, E. K. (2024). Drivers of facility management strategies used in multi-tenanted office buildings in Ghana. *Journal of Facilities Management*, 22(2), 256–274. <https://doi.org/10.1108/JFM-12-2021-0156>
- Truong, T. M. T., Friedrich, H., & Charoengam, C. (2020). Success factors for financial sustainability of toll road projects: Empirical evidence from China. *Transportation Research Procedia*, 48, 1848–1860. <https://doi.org/10.1016/j.trpro.2020.08.219>

- Van de Ven, M., Lara Machado, P., Athanasopoulou, A., Aysolmaz, B., & Turetken, O. (2023). Key performance indicators for business models: A systematic review and catalog. *Information Systems and e-Business Management*, 21, 753–794. <https://doi.org/10.1007/s10257-023-00650-2>
- Yehuda, T. Y. (2018). *Business changing strategy of SME in rest area Cipularang toll road* (Master's thesis, Institut Teknologi Bandung). School of Business and Management, Institut Teknologi Bandung.