

DAFTAR PUSTAKA

- Abdullah, A.A. dan Hamdan, M.H. (2012). Internal Success Factor of Hotel Occupancy Rate. *International Journal of Business and Social Science by Center for Promoting Ideas, USA*, 3 (22), 199-218.
- Abu-Assab, S. (2011). *Integration of Preference Analysis Methods into Quality Function Deployment*. Springer Gabler, Cottbus.
- APJII. (2017). Infografis Penetrasi & Perilaku Pengguna Internet Indonesia, Survey 2016. Asosiasi Penyelenggara Jasa Internet Indonesia. Tersedia di <https://apjii.or.id/download/file/surveipenetrasiinternet2016.pdf>, diakses pada 8 April 2018.
- APJII. (2018). Infografis Penetrasi & Perilaku Pengguna Internet Indonesia, Survey 2017. Asosiasi Penyelenggara Jasa Internet Indonesia. Tersedia di <https://apjii.or.id/survei2017/download/2pc59GWOaX6NilvbLhUfK048oqDHMe>, diakses pada 8 April 2018.
- Balthazar, P.A. dan Gargeya, V.B. (1995). Reinforcing QFD with Group Support Systems: Computer-Supported Collaboration for Quality in Design. *International Journal of Quality & Reliability Management*, 12 (6), 43-62.
- Benner, M., Linnemann, A.R., Jongen, W.M.F., dan Folstar, P. (2003). Quality Function Deployment (QFD): Can it be Used to Develop Food Products? *Food Quality and Preference*, 14 (4), 327-339.
- Bouchereau, V. dan Rowlands, H. (2000). Methods and Techniques to Help Quality Function Deployment (QFD). *Benchmarking: An International Journal*, 7(1), 8-20.
- Chan, L.K. dan Wu, M.L. (1998). Prioritizing The Technical Measures in Quality Function Deployment. *Quality Engineering*, 10 (3), 467-479.
- Chan, L.K. dan Wu, M.L. (2002). Quality Function Deployment: A Comprehensive Review of Its Concepts and Methods. *Quality Engineering*, 15 (1), 23-35.
- Chan, L.K., Kao, H.P., Ng, A., dan Wu, M.L. (1999). Rating the Importance of Customer Needs in Quality Function Deployment by Fuzzy and Entropy Methods. *International Journal of Production Research*, 37 (11), 2499-2518.
- Christensen, L.B., Johnson, R.B., dan Turner, L.A. (2015). *Research Methods, Design, and Analysis*, 12th edition. Pearson Education Limited, Harlow.
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences*, 2nd edition. Lawrence Erlbaum Associates, New York.
- Cohen, L., Manion, L., dan Morrison, K. (2007). *Research Methods in Education*, 6th edition. Routledge, New York.
- Cooper, D.R. dan Schindler, P.S. (2014). *Business Research Methods*, 12th edition. McGraw-Hill, New York.

- Dinas Pariwisata DIY. (2017). *Statistik Kepariwisataaan 2016*. Dinas Pariwisata Daerah Istimewa Yogyakarta, Yogyakarta.
- Franceschini, F., Rossetto, S. (1995). QFD: The Problem of Comparing Technical/ Engineering Design Requirements, *Research in Engineering Design*, 7 (4), 270-278.
- Griffin, A. dan Hauser, J.R. (1992). Patterns of Communication among Marketing Engineering and Manufacturing: A Comparison between Two New Product Teams. *Management Science*, 38 (3), 360-373.
- Gundersen, M.G., Heide, M., dan Olsson, U.H. (1996). Hotel Guest Satisfaction among Business Travelers: What are The Important Factors? *The Cornell Hotel and Restaurant Administration Quarterly*, 37 (2), 72-81.
- Hauser, J.R. dan Clausing, D. (1988). The House of Quality. *Harvard Business Review*, 66 (3), 63-73.
- Haywood-Farmer, J. (1987). A Conceptual Model of Service Quality. *International Journal of Operations & Production Management*, 8 (6), 19-29.
- Heizer, J., Render, B., dan Munson, C. (2017). *Operations Management, Sustainability and Supply Chain Management*, 12th edition. Pearson Education, Boston.
- Ho, E.S.S.A., Lai, Y.J., dan Chang, S.I. (1999). An Integrated Group Decision-Making Approach to Quality Function Deployment. *IIE Transactions*, 31 (6), 553-567.
- Ikiz, A. K. dan Masoudi, A. (2008). A QFD and SERVQUAL Approach to Hotel Service Design. *İşletme Fakültesi Dergisi*, 9 (1), 17-31.
- Kazemzadeh, R.B., Behzadian, M., Aghdasi, M., dan Albadvi, A. (2009). Integration of Marketing Research Techniques into House of Quality and Product Family Design, *The International Journal of Advanced Manufacturing Technology*, 41 (10), 1019-1033.
- Kotler, P. dan Keller, K.L. (2016). *Marketing Management, Global Edition*, 15th edition. Pearson Education, Harlow.
- Lin, L.Z., Chen, W.C., dan Chang, T.S. (2011). Using FQFD to Analyze Island Accommodation Management in Fuzzy Linguistic Preferences. *Expert Systems with Applications, Elsevier Ltd*, 38 (6), 7738-7745.
- Misliyanti, W. (2004). Penerapan Quality Function Deployment dalam Meningkatkan Kualitas Sistem Pelayanan Restoran KFC Yogyakarta (*tesis tidak diterbitkan*). Program Pasca Sarjana Universitas Gadjah Mada, Yogyakarta.
- Nădăban, S., Dzitac, S., dan Dzitac, I. (2016). Fuzzy TOPSIS: A General View. *Procedia Computer Science*, 91, 823-831.
- Novák, V., Perfilieva, I., dan Močkoř, J. (1999). *Mathematical Principles of Fuzzy Logic*. Kluwer Academic Publishers, Boston.

- Papic, L. (2007). Deployment Customer Requirements via Four-Stage Team Approach in Business Planning. *International Journal of Reliability, Quality & Safety Engineering*, 14 (3), 263-274.
- Parasuraman, A., Zeithaml, V.A., dan Berry, L.L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64 (1), 12-40.
- Paryani, K., Masoudi, A., dan Cudney, E.A. (2010). QFD Application in the Hospitality Industry: A Hotel Case Study. *Quality Management Journal*, 17 (1), 7-28.
- PT. Sushantco Tria Jaya. (2018a). Franchise Guest House-Berdayakan Rumah/Kos/ Ruko Anda. Tersedia di <http://www.simplyhomy.com/franchise/>, diakses pada 30 Mei 2018.
- PT. Sushantco Tria Jaya. (2018b). Info Penginapan/Guest House Jogja, Bogor & Solo Pilihan Keluarga. Tersedia di <http://www.simplyhomy-guesthouse.com/>, diakses pada 30 Mei 2018.
- Reid, R.D. dan Sanders, N.R. (2013). *Operations Management, an Integrated Approach*, 5th edition. John Wiley & Sons, Massacuchetts.
- Saunders, M., Lewis, P., dan Thornhill, A. (2015). *Research Methods for Business Students*, 7th edition. Pearson Education Limited, Harlow.
- Sekaran, U. dan Bougie, R. (2016). *Research Methods for Business, A Skill-Building Approach*, 7th edition. John Wiley & Sons, Chichester.
- Simamora, B. (2005). *Analisis Multivariat Pemasaran*. Gramedia Pustaka Utama, Jakarta.
- Slack, N., Chambers, S., dan Johnston, R. (2010). *Operations Management*, 9th edition. Pearson Education, London.
- Spiegel, M.R. dan Stephens, L.J. (2018). *Schaum's Outlines of Statistics*, 6th edition. McGraw-Hill Companies, New York.
- Stevenson, W.J. (2018). *Operations Management*, 13th edition. McGraw-Hill Companies, New York.
- Subhi, M.A. (2015). Analisis Konsep Desain Robot Rehabilitasi Pasca Stroke untuk Pergelangan Tangan dengan Metode Quality Function Deployment (QFD) (*skripsi tidak diterbitkan*). Program Studi Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Sumirat, A. (2004). Application of Quality Function Deployment to Improve Service Quality in Lembaga Bimbingan Belajar PRIMAGAMA (*tesis tidak diterbitkan*). Program Pasca Sarjana Universitas Gadjah Mada, Yogyakarta.
- Tu, Y.L., Fung, R.Y.K., Tang, J.F., dan Kam, J.J. (2003). Computer Aided Customer Interface for Rapid Product Development. *The International Journal of Advanced Manufacturing Technology*, 21 (10-11), 743-753.

- van de Poel, I. (2007). Methodological Problems in QFD and Directions for Future Development. *Research in Engineering Design*, 18 (1), 21-36.
- Vinodh, S., Chintha, S.K. (2011). Application of Fuzzy QFD for Enabling Leanness in a Manufacturing Organisation. *International Journal of Production Research*, Taylor & Francis. 49 (6), 1627-1644.
- Vonderembse, M.A. dan Raghunathan, T.S. (1997). Quality Function Deployment's Impact on Product Development. *International Journal of Quality Science*, 2 (4), 253-271.
- Vonderembse, M.A., van Fossen, T., dan Raghunathan, T.S. (1997). Is QFD Good for Product Development? Forty Companies Say Yes. *Quality Management Journal*, 4 (3), 65-79.
- Wang, T. dan Ji, P. (2009). Understanding Customer Needs through Quantitative Analysis of Kano's Model. *International Journal of Quality & Reliability Management, Emerald Insight*, 27 (2), 173-184.
- Wibowo, N.B.P. (2012). Pengaruh Motivasi Wisata, Persepsi tentang Daya Tarik dan Kualitas Pelayanan terhadap Lama Tinggal di Provinsi DIY. *Jurnal Nasional Pariwisata Universitas Gadjah Mada*, 4 (1), 25-34.
- Yani, T.E. (2001). Analisis Quality Function Deployment untuk Desain Pelayanan berdasarkan Voice of The Customer pada Program Magister Manajemen Universitas Gadjah Mada (*tesis tidak diterbitkan*). Program Pasca Sarjana Universitas Gadjah Mada, Yogyakarta.
- Zadeh, L.A. (1975). The Concept of a Linguistic Variable and its Application to Approximate Reasoning—I. *Information Sciences*, 8 (3), 199-249.
- Zairi, M. dan Youssef, M.A. (1995). QFD - A Main Pillar for Successful Total Quality Management and Product Development. *International Journal of Quality & Reliability Management*, 12 (6), 9-23.