

## WORKS CITED

- Andersen, Morten Kamp and Ankerstjerne, Peter. "Service Future" *Service Management 3.0 – the next generation of service* (2014): 4. Web. 2 June 2020
- Ayuningtyas, Kensri. Personal Interview. 6 March 2020.
- Crouch, C. David. *The Excellent Experience*. Indiana: iUniverse, 2013. Web. 9 June 2020
- Douglas, Hanna, "Accountability in customer service" Social Media Today, 14 June 2010. Web. 12 June 2020
- Farris, Paul W., et al. *Marketing Metrics: 50+ Metrics Every Executive Should Master*. London: Pearson Education, 2008. Web. 19 July 2020.
- Howard, Eric. *The EU Race Directive: Developing the Protection against Racial Discrimination within the EU*. Abindon: Routledge, 2009. Web. 10 June 2020
- Khadka, Kabu and Maharjan, Soniya. *Customer Satisfaction and Customer Loyalty*. 2017. Business Management. Centria University of Applied Sciences. Core.ac.uk
- Mario C. Martinez, Brandy Smith, and Katie Humphreys. *Creating a Service Culture in Higher Education Administration*. Virginia: Stylus, 2013. Web. 17 July 2020
- O'rourke, S James. *Management Communication: A Case Analysis Approach*. Abindon: Routledge, 2019. Web. 10 June 2020
- Sanjaya, Nofri. Personal Interview. 15 April 2020.
- Sinambela, Litjan Poltak. *Reformasi Pelayanan Publik: Teori, Kebijakan, dan Implementasi*. Jakarta: PT Bumi Aksara. 2006. Web. 10 June 2020
- Thomas H. Davenport, Marius Leibold, and Sven C. Voelpel. *Strategic Management in the Innovation Economy: Strategic Approaches and Tools for Dynamic Innovation Capabilities*. Erlangen: Publicis Corporate Publishing & Wiley-VCH Verlag GmbH & Co KGaA, 2007. Web. 10 June 2020
- Tohari, Sofyan. "SOP GUIDE, ESCORT, AND TENONGAN." 2017. *Microsoft power point* file.
- Tohari, Sofyan. "Werkudara Company Profile." 2020. *Pdf* file.
- Tohari, Sofyan. "Surya Madistrindo Dumai - Explore Yogyakarta 2019." *Youtube*, Werkudara Group, 12 Dec. 2019, <https://youtu.be/2IqmuDvmlyE>
- Tohari, Sofyan. "Bank Indonesia Kpw Provinsi Bali Lokakarya 2018." *Youtube*, Werkudara Group, 17 Jan. 2020, <https://youtu.be/DFCcn362kmw>
- Tohari, Sofyan. "SM Derawan Incentive Trip Day 1." *Youtube*, Werkudara Group, 7 Nov. 2017, <https://youtu.be/hOgCtsLLhT0>



UNIVERSITAS  
GADJAH MADA

**Implementation of Excellent Service Quality and Wow Factor In Signature Service As Excellent Service of Werkudara In Affecting Customer Satisfaction**

SHAMILA AISYA R S, Yohana Ika Harnita Sari, S.Pd., M.Hum

Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Werkudara Group. *Our team*. Web. 30 April 2020.

Wicaksono, Dimas. "Introduction to Werkudara." Training introduction to Werkudara, 20 January 2020, Werkudara Group, SO Room, Yogyakarta. Presentation.