

## REFERENCES

Abdullah, A. G. K. b., Almadhoun, T. Z. & Ling, Y.-L., 2015. Organizational Empowerment and Commitment: The Mediating Effect of Psychological Empowerment. *Asian Journal of Social Sciences, Arts and Humanities*, 3(2).

Ainiyah, N., Deliar, A. & Virtriana, R., 2016. The Classical Assumption Test to Driving Factors of Land Cover Change in the Development Region of Northern Part of West Java. *The International Archives of Photogrammetry, Remote Sensing, and Spatial Information Sciences*, XLI(B6), pp. 205-210.

Bettencourt, L. A. & Brown, S. W., 1997. Contact Employees: Relationships Among Workplace Fairness, Job Satisfaction and Prosocial Service Behaviors. *Journal of Retailing*, 73(1), pp. 39-61.

Bhandari, M. S., Tsarenko, Y. & Polonsky, M. J., 2007. A Proposed Multi-Dimensional Approach to Evaluating Service Recovery. *Journal of Service Marketing*, 21(3), pp. 174-185.

Black, K., 2008. *Business Statistics For Contemporary Decision Making*. s.l.:Wiley.

Booms, B. H. & Bitner, M. J., 1981. Marketing Strategies and Organization Structures for Service Firms. In: *Marketing of Services*. s.l.:American Marketing Association, pp. 47-51.

Brown, D. R. & Harvey, D., 2006. *An Experimental Approach to Organizational Development*. 7th ed. Delhi: Dorling Kindersley .

Chandler, M., 2014. *What is SPSS?*. [Online] Available at: <http://www.uwindsor.ca/its/sites/uwindsor.ca.its/files/What%20is%20SPSS.pdf> [Accessed 24 May 2017].

Cooper, D. R. & Schindler, P. S., 2014. *Business Research Methods*. 12th ed. New York: McGraw-Hill Education.

Council, W. T. & T., 2017. *Travel & Tourism Global Economic Impact & Issues*, s.l.: World Travel & Tourism Council.

Curtis, K. & Youngquist, S. T., 2013. Part 21: Categorical Analysis: Pearson Chi-Square Test. *Air Medical Journal*, 32(4), pp. 179-180.

Demirci, M. K. & Erbas, A., 2010. Employee Empowerment and Its Effect on Organizational Performance. *2nd International Symposium on Sustainable Development*, pp. 142-146.

Durai, P., 2010. *Human Resource Management*. Noida: Dorling Kindersley (India) Pvt. Ltd..

Enz., C. A., 2011. Competing Successfully with Other Hotels: the Role of Strategy.

Fejza, E. M. & Asllani, A. M., 2013. THE IMPORTANCE OF MARKETING IN HELPING COMPANIES WITH THEIR GROWTH STRATEGIES: THE CASE OF FOOD INDUSTRY IN KOSOVO. *European Scientific Journal*, pp. 326- 334.

Fock, H., Chiang, F., Au, K. Y. & Hui, M. K., 2011. The Moderating Effect of Collectivistic Orientation in Psychological Empowerment and Job Satisfaction Relationship. *International Journal of Hospitality Management*, Volume 30, pp. 319-328.

Ghozali, I., 2011. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS19*. Semarang: Universitas Diponegoro.

Gill, R., 2011. *Theory and Practice of Leadership*. 2nd ed. London: Sage Publications Ltd..

H. G. Parsa, P., J. T. S. P., D. N. & T. K., 2005. Why Restaurants Fail. *Cornell Hospitality Quarterly*, Volume vol. 46 no.3, pp. 304-322.

Hartline, M. D. & Ferrell, O. C., 1996. The Management of Customer-Contact Service Employees: An Empirical Investigation. *Journal of Marketing*, 60(4), pp. 52-70.

He, Y., Lai, K. K., Chen, Y. & Sun , H., 2014. Organizational Empowerment and Service Strategy in Manufacturing. *Service Business*, 9(3).

Karakoc, N. & Yilmaz, A. K., 2009. Employee Empowerment and Differentiation in Companies: A Literature Review and Research Agenda. *Enterprise Risk Management*, 1(2).

Karimi, A., Mokarrami, M., Salajegheh, S. & Bagherabadi, G., 2013. The Impact of Staff Empowerment on Service Quality in Training Organizations. *International Journal of Research in Organizational Behavior and Human Resource Management*, 1(3), pp. 32-47.

Khan, M. K., Tariq, A., Hamayoun, A. A. & Bhutta, M. H., 2014. Enhancing Organizational Commitment Through Employee Empowerment - Empirical Evidence from Telecom Sector Employees. *Middle East Journal of Scientific Research*, 21(1), p. 148.

KOÇEL, T., 2003. *İŞLETME YÖNETİCİLİĞİ*. s.l.:s.n.

Kocialski, C., 2010. *The Importance of Marketing in a Start Up*. [Online] Available at: [http://www.selfgrowth.com/articles/the\\_importance\\_of\\_marketing\\_in\\_a\\_start\\_up](http://www.selfgrowth.com/articles/the_importance_of_marketing_in_a_start_up) [Accessed 5 10 2016].

Kotler, P. & Armstrong, G., 2000. *Principles of Marketing*. 9th ed. s.l.:Prentice Hall.

Kotler, P. & Keller, K. L., 2012. *Marketing Management*. 14th ed. New Jersey: Prentice Hall.

Levine, D. M., Stephan, D., Krehbiel, T. C. & Berenson, M. L., 2011. *Statistics for Manager*. s.l.:Pearson Education, Inc.

Levine, D. M., Stephan, D., Krehbiel, T. C. & Berenson, M. L., 2011. *Statistics for Managers*. s.l.:Pearson Education, Inc.

Lovelock, C. H. & Wirtz, J., 2011. *Service Marketing: People, Technology, Strategy*. 7 ed. s.l.:Prentice Hall.

Matthews, R. A., Diaz, W. M. & Cole, S. G., 2003. The Organizational Empowerment Scale. *Personnel Review*, 32(3), pp. 297-318.

McCarthy, E. J., 1964. Basic Marketing: A Global-managerial Approach. In: *Basic Marketing: A Global-managerial Approach*. Homewood, Ill., : R.D. Irwin,.

Mehraban, R., 2000. *Total Quality Management*. 1st ed. Tehran: Alborz Publication.

Mehrabi, J., Nasiri, R. & Mansuri, M., 2014 . Investigate and Priority of (4P) Factors on Customer Decision For Marketing Strategy. *JOURNAL OF CURRENT RESEARCH IN SCIENCE*, Volume 2, pp. 595-595.

Menon, S. T., 1999. Psychological Empowerment: Definition, Measurement, and Validation. *Canadian Journal of Behavioural Science*, 31(3), pp. 161-164.

Mills, P. K. & Ungson, G. R., 2003. Reassessing The Limits of Structural Empowerment: Organizational Constitution and Trust as Controls. *Academy of Management Review*, 28(1), pp. 143-153.

Parasuraman, A., Berry, L. L. & Zeithaml, V. A., 1991. Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retailing*, 67(4), pp. 420-450.

Parasuraman, A., Zeithaml, V. A. & Berry, L. L., 1988. SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Reading*, 64(1), pp. 12-40.

Parch, L. A., 2014. *6 Common Mistakes People Make When Starting a Business*. [Online]  
Available at: <https://www.entrepreneur.com/article/232240>

Park, T., 2015. Direct Marketing and the Structure of Farm Sales: An Unconditional Quantile Regression Approach. *Journal of Agricultural and Resource Economics*, 40(2), pp. 266-284.

Ramesh, R. & Kumar, K. S., 2014. Role of Employee Empowerment in Organizational Development. *International Journal of Scientific Research and Management*, 2(8), pp. 1241-1245.

Reynolds, M., n.d. *Three Categories of the Hospitality Industry*. [Online]  
Available at: <http://smallbusiness.chron.com/three-categories-hospitality-industry->

[58524.html](#)

[Accessed 18 January 2017].

Risha, J., Kurniawan, Z. & Widjaja, D. C., 2014. Pengaruh Employee Empowerment Terhadap Service Quality Di Hotel Bintang 3 Di Surabaya. *Jurnal Hospitality dan Manajemen Jasa*, pp. 166-185.

Scott, S. G. & Bruce, R. A., 1994. Determinants of Innovative Behavior: A Path Model of Individual Innovation in the Workplace. *Academy of Management Journal*, 37(3), pp. 580-607.

Shahril, A. M., Aziz, Y. A., Othman, M. & Bojei, J., 2013. The Relationship between Service Guarantees, Empowerment, Employee Satisfaction and Service Quality in Four and Five Star Hotels in Malaysia. *Journal of Economis, Business and Management*, 1(1).

Sok, P. & O'Cass, A., 2015. Achieving Service Quality Through Service Innovation Exploration - Exploitation: The Critical Role of Employee Empowerment and Slack Resources. *Journal of Services Marketing*, 29(2), pp. 137-149.

Spreitzer, G. M., 1995. Psychological Empowerment in The Workplace: Dimensions, Measurement, and Validation. *Academy of Management Journal*, 38(5).

Stewart, A. M., 1998. Empowering People: Pemberdayaan Sumber Daya Manusia. Volume 1.

Thomas, K. W. & Velthouse, B. A., 1990. Cognitive Elements of Empowerment: An "Interpretive" Model of Intrinsic Task Motivation. *Academy of Management Review*, 15(4), pp. 666-681.

Tsaur, S.-H., Chang, H.-M. & Wu, C.-S., 2004. Promoting Service Quality with Employee Empowerment in Tourist Hotels: The Role of Service Behavior. *Asia Pacific Management Review*, 9(3), pp. 435-461.

Uematsu, H. & Mishra, A. K., 2011. Use of Direct Marketing Strategies by Farmers and Their Impact on Farm Business Income. *Agricultural and Resource Economics Review*, pp. 1-19.



Ukaj, F., 2016. Direct Marketing: An Imperative In Building Effective Communication in Hospitality Enterprises. April. pp. 240-248.

Ukil, M. I., 2016. The Impact of Employee Empowerment on Employee Satisfaction and Service Quality: Empirical Evidence From Financial Enterprises in Bangladesh. *Business: Theory and Practice*, 17(2), pp. 178-189.

Umar, H., 2013. *Metode Penelitian untuk Skripsi dan Tesis*. Jakarta: Rajawali.

Wamuyu, S. N., Gichira, R., Wanjau, K. L. & Mung'atu, J., 2015. Employee Empowerment in Service Recovery and Customer Loyalty in the Hospitality Industry in Kenya. *International Journal of Economics, Commerce, and Management*, 3(9), pp. 27-39.

Widjaja, D. C. & Wibisono, J. F., 2014. Analisa Pengaruh Employee Empowerment Terhadap Service Quality di Japanese Restaurant.

Widjaja, D. C. & Wibisono, J. F., 2014. Analysis The Influence of Employee Empowerment Towards Service Quality in Japanese Restaurant.

Wooddell, V., 2009. Employee Empowerment, Action Research and Organizational Change: A Case Study. *Organization Management Journal*, Volume 6, pp. 13-20.

Zeithaml, V. A., Berry, L. L. & Parasuraman, A., 1996. The Behavioral Consequences of Service Quality. *Journal of Marketing*.