

DAFTAR PUSTAKA

- A. Israeli, A., Lee, S. A., & Karpinski, A. C. (2017). Investigating the Dynamics and the Content of Customers' Social Media Reporting after a Restaurant Service Failure. *Journal of Hospitality Marketing and Management*, 26(6), 606–626. <https://doi.org/10.1080/19368623.2017.1281193>
- Adongo, C. A., Anuga, S. W., & Dayour, F. (2015). Will they tell others to taste? International tourists' experience of Ghanaian cuisines. *Tourism Management Perspectives*, 15, 57–64. <https://doi.org/10.1016/j.tmp.2015.03.009>
- Aruan, D. T. H., & Felicia, F. (2019). Factors influencing travelers' behavioral intentions to use P2P accommodation based on trading activity: Airbnb vs Couchsurfing. *International Journal of Culture, Tourism, and Hospitality Research*, 13(4), 487–504. <https://doi.org/10.1108/IJCTHR-03-2019-0047>
- Babolian Hendijani, R. (2016). Effect of food experience on tourist satisfaction: the case of Indonesia. *International Journal of Culture, Tourism, and Hospitality Research*, 10(3), 272–282. <https://doi.org/10.1108/IJCTHR-04-2015-0030>
- Baier, L., Kühn, N., Schüritz, R., & Satzger, G. (2020). Will the customers be happy? Identifying unsatisfied customers from service encounter data. *Journal of Service Management*. <https://doi.org/10.1108/JOSM-06-2019-0173>
- Becker, L., & Jaakkola, E. (2020). Customer experience: fundamental premises and implications for research. *Journal of the Academy of Marketing Science*, 48(4), 630–648. <https://doi.org/10.1007/s11747-019-00718-x>
- Bilgihan, A., Seo, S., & Choi, J. (2018). Identifying restaurant satisfiers and dissatisfiers: Suggestions from online reviews. *Journal of Hospitality*

Marketing and Management, 27(5), 601–625.

<https://doi.org/10.1080/19368623.2018.1396275>

Bowen, J. T., & Shoemaker, S. (2003). Loyalty: A strategic commitment. *Cornell Hotel and Restaurant Administration Quarterly*, 44(5–6), 31–46.

[https://doi.org/10.1016/S0010-8804\(03\)90105-4](https://doi.org/10.1016/S0010-8804(03)90105-4)

Brady, M. K., Robertson, C. J., & Cronin, J. J. (2001). Managing behavioral intentions in diverse cultural environments: An investigation of service quality, service value, and satisfaction for American and Ecuadorian fast-food customers. *Journal of International Management*, 7(2), 129–149.

[https://doi.org/10.1016/S1075-4253\(00\)00041-7](https://doi.org/10.1016/S1075-4253(00)00041-7)

Bravo, R., Martinez, E., & Pina, J. M. (2019). Effects of service experience on customer responses to a hotel chain. *International Journal of Contemporary Hospitality Management*, 31(1), 389–405. <https://doi.org/10.1108/IJCHM-09-2017-0569>

Brief, A. P., & Motowidlo, S. J. (1986). Academy of Management Review. *Academy of Management Review*, 11(4), 710–725.

Brodie, R. J., Whittome, J. R. M., & Brush, G. J. (2009). Investigating the service brand: A customer value perspective. *Journal of Business Research*, 62(3), 345–355. <https://doi.org/10.1016/j.jbusres.2008.06.008>

Carù, A., & Cova, B. (2015). Co-creating the collective service experience. *Journal of Service Management*, 26(2), 276–294. <https://doi.org/10.1108/JOSM-07-2014-0170>

Cha, S. S., Park, C., & Wang, X. (2019). A cross-national study on restaurant

- attributes between Korea and China. *International Journal of Culture, Tourism, and Hospitality Research*, 13(2), 167–182.
<https://doi.org/10.1108/IJCTHR-06-2018-0076>
- Chang, S. (2018). Experience economy in hospitality and tourism: Gain and loss values for service and experience. *Tourism Management*, 64, 55–63.
<https://doi.org/10.1016/j.tourman.2017.08.004>
- Charni, H., Brun, I., & Ricard, L. (2019). Impact of employee job satisfaction and commitment on customer perceived value: An original perspective. *International Journal of Bank Marketing*, 38(3), 737–755.
<https://doi.org/10.1108/IJBM-03-2019-0097>
- Chen, C. F. (2008). Investigating structural relationships between service quality, perceived value, satisfaction, and behavioral intentions for air passengers: Evidence from Taiwan. *Transportation Research Part A: Policy and Practice*, 42(4), 709–717. <https://doi.org/10.1016/j.tra.2008.01.007>
- Chen, C. M., Chen, S. H., & Lee, H. T. (2013). Interrelationships between Physical Environment Quality, Personal Interaction Quality, Satisfaction and Behavioural Intentions in Relation to Customer Loyalty: The Case of Kinmen's Bed and Breakfast Industry. *Asia Pacific Journal of Tourism Research*, 18(3), 262–287. <https://doi.org/10.1080/10941665.2011.647041>
- Chen, C. M., Lee, H. T., Chen, S. H., & Huang, T. H. (2011). Tourist behavioural intentions in relation to service quality and customer satisfaction in Kinmen National Park, Taiwan. *International Journal of Tourism Research*, 13(5), 416–432. <https://doi.org/10.1002/jtr.810>

- Chen, P.-T., & Hu, H.-H. (2010). International Journal of Contemporary Hospitality Management How determinant attributes of service quality influence customer-perceived value: An empirical investigation of the Australian coffee outlet industry. *International Journal of Contemporary Hospitality Management*, 22(4), 535–551.
- Chen, X. (2020). *COVID-19 and restaurant demand : early effects of the pandemic and stay-at-home orders the pandemic*. <https://doi.org/10.1108/IJCHM-06-2020-0504>
- Chitty, C., Ward, S., & Chua, C. (2007). An application of the ECSI model as a predictor of satisfaction and loyalty for backpacker hostels. *Marketing Intelligence and Planning*, 25(6), 563–580. <https://doi.org/10.1108/02634500710819941>
- Choi, B. J., & Kim, H. S. (2013). The impact of outcome quality, interaction quality, and peer-to-peer quality on customer satisfaction with a hospital service. *Managing Service Quality*, 23(3), 188–204. <https://doi.org/10.1108/09604521311312228>
- Choi, Y. H., & Choo, H. J. (2016). Effects of Chinese consumers' relationship benefits and satisfaction on attitudes toward foreign fashion brands: The moderating role of country of salesperson. *Journal of Retailing and Consumer Services*, 28, 99–106. <https://doi.org/10.1016/j.jretconser.2015.08.003>
- Christopher Meyer and André Schwager. (2007). Understanding customer experience [14]. *Harvard Business Review*, 85(2), 117–126. https://d1wqtxts1xzle7.cloudfront.net/35132402/FINAL_HBR_Understandin

g_Customer_Experience.pdf?1413332186=&response-content-
disposition=inline%3B+filename%3DUnderstanding_Customer_Experience.
pdf&Expires=1606305165&Signature=BiFEXYcdGFEOlepXSbJZmSpnl0d
547o

Clemes, Michael D., Gan, C., & Ren, M. (2011). Synthesizing the effects of service quality, value, and customer satisfaction on behavioral intentions in the motel industry: An empirical analysis. *Journal of Hospitality and Tourism Research*, 35(4), 530–568. <https://doi.org/10.1177/1096348010382239>

Clemes, Michael Daniel, Dean, D. L., & Thitiya, T. (2020). Modelling the behavioural intentions of day spa customers. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-04-2019-0258>

Coad, A., Jack, L., & Kholeif, A. (2016). (2016). Accounting, Auditing & Accountability Journal. *Accounting, Auditing & Accountability Journal*, 29(7). <https://doi.org/10.1108/qram.2012.31409caa.006>

Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. [https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/10.1016/S0022-4359(00)00028-2)

De Keyser, A., Verleye, K., Lemon, K. N., Keiningham, T. L., & Klaus, P. (2020). Moving the Customer Experience Field Forward: Introducing the Touchpoints, Context, Qualities (TCQ) Nomenclature. *Journal of Service Research*. <https://doi.org/10.1177/1094670520928390>

de Rojas, C., & Camarero, C. (2008). Visitors' experience, mood and satisfaction

- in a heritage context: Evidence from an interpretation center. *Tourism Management*, 29(3), 525–537. <https://doi.org/10.1016/j.tourman.2007.06.004>
- DiPietro, R. (2017). Restaurant and foodservice research. *International Journal of Contemporary Hospitality Management*, 29(4), 1203–1234. <https://doi.org/10.1108/ijchm-01-2016-0046>
- Espinosa, J. A., Ortinau, D. J., Krey, N., & Monahan, L. (2018). I'll have the usual: how restaurant brand image, loyalty, and satisfaction keep customers coming back. *Journal of Product and Brand Management*, 27(6), 599–614. <https://doi.org/10.1108/JPBM-10-2017-1610>
- Finsterwalder, J. (2018). A 360-degree view of actor engagement in service co-creation. *Journal of Retailing and Consumer Services*, 40(July), 276–278. <https://doi.org/10.1016/j.jretconser.2016.08.005>
- Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 56(1), 6–21. <https://doi.org/10.1177/002224299205600103>
- Frederic Ponsignon Andi Smart Mike Williams & Juliet Hall. (2015). Healthcare experience quality: an empirical exploration using content analysis techniques. *Journal of Service Management*, 26(3), 460–485. <https://doi.org/10.1108/josm-10-2014-0265>
- Ghozali, I. (2017). Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS 24.0. Update Bayesian SEM. In *Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS 24. Update Bayesian SEM*.

- Gonçalves, L., Patr, L., & Teixeira, J. G. (2020). *Understanding the customer experience with smart services*. 642116. <https://doi.org/10.1108/JOSM-11-2019-0349>
- Grundey, D. (2008). Applying sustainability principles in the economy. *Technological and Economic Development of Economy*, 14(2), 101–106. <https://doi.org/10.3846/1392-8619.2008.14.101-106>
- Guerriero, F., & Guido, R. (2011). Operational research in the management of the operating theatre: A survey. *Health Care Management Science*, 14(1), 89–114. <https://doi.org/10.1007/s10729-010-9143-6>
- Gustafsson, A., Johnson, M. D., & Roos, I. (2005). The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention. *Journal of Marketing*, 69(4), 210–218. <https://doi.org/10.1509/jmkg.2005.69.4.210>
- H.G. Parsa & Self, J. T. (2013). *Essing the Importance of Restaurant*. 12(2), 2013.
- Han, H., Nguyen, H. N., Song, H., Chua, B. L., Lee, S., & Kim, W. (2018). Drivers of brand loyalty in the chain coffee shop industry. *International Journal of Hospitality Management*, 72(November 2017), 86–97. <https://doi.org/10.1016/j.ijhm.2017.12.011>
- Hänninen, N., & Karjaluoto, H. (2017). The effect of marketing communication on business relationship loyalty. *Marketing Intelligence and Planning*, 35(4), 458–472. <https://doi.org/10.1108/MIP-01-2016-0006>
- Hapsari, R., Clemes, M. D., & Dean, D. (2017). The impact of service quality, customer engagement and selected marketing constructs on airline passenger

- loyalty. *International Journal of Quality and Service Sciences*, 9(1), 21–40.
<https://doi.org/10.1108/IJQSS-07-2016-0048>
- Harker, M. J., & Egan, J. (2006). The Past, Present and Future of Relationship Marketing. *Journal of Marketing Management*, 22(1–2), 215–242.
<https://doi.org/10.1362/026725706776022326>
- Harrington, R. J., & Ottenbacher, M. C. (2010). Culinary tourism—a case study of the gastronomic capital. *Journal of Culinary Science and Technology*, 8(1), 14–32. <https://doi.org/10.1080/15428052.2010.490765>
- Hernández-Mogollón, J. M., Di-Clemente, E., & Campón-Cerro, A. M. (2020). Culinary travel experiences, quality of life and loyalty. *Spanish Journal of Marketing - ESIC, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/SJME-11-2019-0094>
- Homburg, C., Jozić, D., & Kuehnl, C. (2017). Customer experience management: toward implementing an evolving marketing concept. *Journal of the Academy of Marketing Science*, 45(3), 377–401. <https://doi.org/10.1007/s11747-015-0460-7>
- Howat, G., & Assaker, G. (2013). The hierarchical effects of perceived quality on perceived value, satisfaction, and loyalty: Empirical results from public, outdoor aquatic centres in Australia. *Sport Management Review*, 16(3), 268–284. <https://doi.org/10.1016/j.smr.2012.10.001>
- Hussein, A. S. (2018). Revisiting the importance of casual dining experience quality: an empirical study. *International Journal of Quality and Service Sciences*, 10(3), 233–252. <https://doi.org/10.1108/IJQSS-04-2017-0041>

- Imran, K., Han, D., & Akhter, W. (2016). Does Culture Matter in Effectiveness of Social Media Marketing Strategy ? An Investigation of Brand Fan Pages. *Aslib Journal of Information Management*, 68(8), 694–715.
- Jalilvand, M. R., Salimipour, S., Elyasi, M., & Mohammadi, M. (2017). Factors influencing word of mouth behaviour in the restaurant industry. *Marketing Intelligence and Planning*, 35(1), 81–110. <https://doi.org/10.1108/MIP-02-2016-0024>
- Jani, D., & Han, H. (2015). Influence of environmental stimuli on hotel customer emotional loyalty response: Testing the moderating effect of the big five personality factors. *International Journal of Hospitality Management*, 44, 48–57. <https://doi.org/10.1016/j.ijhm.2014.10.006>
- Janie, D. N. A. (2012). Statistik Deskriptif dan Regresi Linier Berganda dengan SPSS. In *Statistik Deskriptif dan Regresi Linier Berganda dengan SPSS*.
- Jeong, E. H., & Jang, S. C. S. (2011). Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations. *International Journal of Hospitality Management*, 30(2), 356–366. <https://doi.org/10.1016/j.ijhm.2010.08.005>
- Jin, N., Line, N.D. and Merkebu, J. (2016). (2016). The effects of image and price fairness: a consideration of delight and loyalty in the waterpark industry. *Contemporary Hospitality Management*, 28(9), 1895–1914. <https://doi.org/10.1108/IJCHM-03-2015-0094>
- Jin; N. P.; Lee; S.; & Lee; H. (2013). The Effect of Experience Quality on Perceived Value; Satisfaction; Image and Behavioral Intention of Water Park Patrons:

- New versus Repeat Visitors. *Tourism*, 17(1), 82–95.
<https://doi.org/10.1002/jtr.1968>
- Jin, B., Park, J. Y., & Kim, H. S. (2010). What makes online community members commit? A social exchange perspective. *Behaviour and Information Technology*, 29(6), 587–599. <https://doi.org/10.1080/0144929X.2010.497563>
- Kärnä, S. (2004). Analysing customer satisfaction and quality in construction – the case of public and private customers. *Nordic Journal of Surveying and Real Estate Research*, 2(2), 67–80.
- Kenny, D. A. (2008). Reflections on mediation. *Organizational Research Methods*.
<https://doi.org/10.1177/1094428107308978>
- Kim, S., & Jin, B. (2002). Validating the retail service quality scale for US and Korean customers of discount stores: An exploratory study. *Journal of Services Marketing*, 16(3), 223–237.
<https://doi.org/10.1108/08876040210427218>
- Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. *International Journal of Hospitality Management*, 28(1), 144–156.
<https://doi.org/10.1016/j.ijhm.2008.06.010>
- Kim, Y. G., Eves, A., & Scarles, C. (2009). Building a model of local food consumption on trips and holidays: A grounded theory approach. *International Journal of Hospitality Management*, 28(3), 423–431.
<https://doi.org/10.1016/j.ijhm.2008.11.005>
- Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and

- destinations. *Tourism Management*, 23(3), 221–232.
[https://doi.org/10.1016/S0261-5177\(01\)00090-5](https://doi.org/10.1016/S0261-5177(01)00090-5)
- Kozinets, R. V., De Valck, K., Wojnicki, A. C., & Wilner, S. J. S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 74(2), 71–89.
<https://doi.org/10.1509/jmkg.74.2.71>
- Kranzbühler, A. M., Kleijnen, M. H. P., Morgan, R. E., & Teerling, M. (2018). The Multilevel Nature of Customer Experience Research: An Integrative Review and Research Agenda. *International Journal of Management Reviews*, 20(2), 433–456. <https://doi.org/10.1111/ijmr.12140>
- KRISTOPHER J. PREACHER, A. F. H. (2004). SPSS and SAS procedures for estimating indirect effects in simple mediation models. *Behavior Research Methods*, 36(4), 717–731. <https://doi.org/https://doi.org/10.3758/BF03206553>
- Kuo, H. C., & Nakhata, C. (2019). The Impact of Electronic Word-of-Mouth on Customer Satisfaction. *Journal of Marketing Theory and Practice*, 27(3), 331–348. <https://doi.org/10.1080/10696679.2019.1615840>
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *TQM Journal*. <https://doi.org/10.1108/TQM-05-2019-0150>
- Lai, F., Griffin, M., & Babin, B. J. (2009). How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *Journal of Business Research*, 62(10), 980–986. <https://doi.org/10.1016/j.jbusres.2008.10.015>
- Lasek, A., Cercone, N., & Saunders, J. (2016). Smart restaurants: Survey on

- customer demand and sales forecasting. In *Smart Cities and Homes: Key Enabling Technologies*. Elsevier Inc. <https://doi.org/10.1016/B978-0-12-803454-5.00017-1>
- Lemke, F., Clark, M., & Wilson, H. (2011). Customer experience quality: An exploration in business and consumer contexts using repertory grid technique. *Journal of the Academy of Marketing Science*, 39(6), 846–869. <https://doi.org/10.1007/s11747-010-0219-0>
- Li, D., & Atkinson, L. (2020). The role of psychological ownership in consumer happiness. *Journal of Consumer Marketing*, 37(6), 629–638. <https://doi.org/10.1108/JCM-09-2019-3420>
- Liang, D. (2008). The Determining Factors of Customer Loyalty for Luxury Hotels in US. *The Journal of International Management Studies*, 3(2), 167–175.
- Liljander, V., Gummerus, J., & Söderlund, M. (2015). Young consumers' responses to suspected covert and overt blog marketing. *Internet Research*, 25(4), 610–632. <https://doi.org/10.1108/intr-02-2014-0041>
- Lu, L., & Chi, C. G. qing. (2018). An examination of the perceived value of organic dining. *International Journal of Contemporary Hospitality Management*, 30(8), 2826–2844. <https://doi.org/10.1108/IJCHM-05-2017-0267>
- Mackenzie, N., & Knipe, S. (2006). Research Paradigms, Methods and Methodology. *Issues in Educational Research*.
- Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants. *Journal of Modelling in Management*, 14(4), 922–947. <https://doi.org/10.1108/JM2-12->

2017-0135

- Mc Dougall, G. H. G., & Levesque, T. J. (1995). A revised view of service quality dimensions: An empirical investigation. *Journal of Professional Services Marketing, 11*(1), 189–209. https://doi.org/10.1300/J090v11n01_13
- Mody, M. A., Suess, C., & Lehto, X. (2017). The accommodation experiencescape: A comparative assessment of hotels and Airbnb. *International Journal of Contemporary Hospitality Management, 29*(9), 2377–2404. <https://doi.org/10.1108/ijchm-09-2016-0501>
- Mogilner, C., Aaker, J., & Kamvar, S. D. (2012). How happiness affects choice. *Journal of Consumer Research, 39*(2), 429–443. <https://doi.org/10.1086/663774>
- Mohsin, A. (2007). Assessing lodging service down under: A case of Hamilton, New Zealand. *International Journal of Contemporary Hospitality Management, 19*(4), 296–308. <https://doi.org/10.1108/09596110710747634>
- Muskat, B., Hörtnagl, T., Prayag, G., & Wagner, S. (2019). Perceived quality, authenticity, and price in tourists' dining experiences: Testing competing models of satisfaction and behavioral intentions. *Journal of Vacation Marketing, 25*(4), 480–498. <https://doi.org/10.1177/1356766718822675>
- Nasution, H. N., & Mavondo, F. T. (2008). Customer value in the hotel industry: What managers believe they deliver and what customer experience. *International Journal of Hospitality Management, 27*(2), 204–213. <https://doi.org/10.1016/j.ijhm.2007.02.003>
- Nasution, L. M. (2017). Statistik Deskriptif. *Jurnal Hikmah, 14*(1).

<https://doi.org/10.1021/ja01626a006>

- Neuhofer, B., Buhalis, D., & Ladkin, A. (2015). Smart technologies for personalized experiences: a case study in the hospitality domain. *Electronic Markets*, 25(3), 243–254. <https://doi.org/10.1007/s12525-015-0182-1>
- Nguyen, Q., Nisar, T. M., Knox, D., & Prabhakar, G. P. (2018). Understanding customer satisfaction in the UK quick service restaurant industry: The influence of the tangible attributes of perceived service quality. *British Food Journal*, 120(6), 1207–1222. <https://doi.org/10.1108/BFJ-08-2017-0449>
- Oliver R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4)(November), 460–469.
- Osman, Z., & Sentosa, I. (2013). Mediating Effect of Customer Satisfaction on Service Quality and Customer Loyalty Relationship in Malaysian Rural Tourism. *International Journal of Economics Business and Management Studies IJEBMS ISSN International Journal of Economics Business and Management Studies*, 2(21), 22264809.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual.pdf. In *Journal of Retailing* (Vol. 64, p. 1).
- Patterson, P. G. (2007). Demographic correlates of loyalty in a service context. *Journal of Services Marketing*, 21(2), 112–121. <https://doi.org/10.1108/08876040710737877>
- Plewa, C., Sweeney, J. C., & Michayluk, D. (2015). Determining value in a complex service setting. *Journal of Service Theory and Practice*, 25(5), 568–

591. <https://doi.org/10.1108/JSTP-03-2014-0059>

Powpaka, S. (1996). The role of outcome quality as a determinant of overall service quality in different categories of services industries: An empirical investigation. *Journal of Services Marketing*, 10(2), 5–25. <https://doi.org/10.1108/08876049610114230>

Pratminingsih, S. (2014). Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention: A Case of Bandung – Indonesia. *International Journal of Innovation, Management and Technology*, 5(1). <https://doi.org/10.7763/ijimt.2014.v5.479>

Puffer, S. M. (1987). Prosocial Behavior, Noncompliant Behavior, and Work Performance Among Commission Salespeople. *Journal of Applied Psychology*, 72(4), 615–621. <https://doi.org/10.1037/0021-9010.72.4.615>

Pullman, M. E., & Gross, M. A. (2004). Ability of experience design elements to elicit emotions and loyalty behaviors. *Decision Sciences*, 35(3), 551–578. <https://doi.org/10.1111/j.0011-7315.2004.02611.x>

Quach, S., Thaichon, P., Roberts, R. E., & Weaven, S. (2020). Loyalty layers, expectations and the role of knowledge. *Marketing Intelligence and Planning*. <https://doi.org/10.1108/MIP-09-2019-0489>

Rahi. (2016). Impact of Customer Value, Public Relations Perception and Brand Image on Customer Loyalty in Services Sector of Pakistan. *Arabian J Bus Manag Review*. <https://doi.org/10.4172/2223-5833.S2-004>

Rahman, Z. (2006). Superior service quality in Indian cellular telecommunication industry: A source of sustainable competitive advantage in an emerging

- economy. *Services Marketing Quarterly*, 27(4), 115–139.
https://doi.org/10.1300/J396v27n04_07
- Rasoolimanesh, S. M., Dahalan, N., & Jaafar, M. (2016). Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site. *Journal of Hospitality and Tourism Management*, 26, 72–81. <https://doi.org/10.1016/j.jhtm.2016.01.005>
- Ratnasari, R. T., Gunawan, S., Mawardi, I., & Kirana, K. C. (2020). Emotional experience on behavioral intention for halal tourism. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-12-2019-0256>
- Ren, L., Qiu, H., Wang, P., & Lin, P. M. C. (2016). Exploring customer experience with budget hotels: Dimensionality and satisfaction. *International Journal of Hospitality Management*, 52, 13–23.
<https://doi.org/10.1016/j.ijhm.2015.09.009>
- Rew, D., Jung, J., & Lovett, S. (2020). Examining the relationships between innovation, quality, productivity, and customer satisfaction in pure service companies. *TQM Journal*. <https://doi.org/10.1108/TQM-10-2019-0235>
- Rhee, H. T., Yang, S. B., & Kim, K. (2016). Exploring the comparative salience of restaurant attributes: A conjoint analysis approach. *International Journal of Information Management*, 36(6), 1360–1370.
<https://doi.org/10.1016/j.ijinfomgt.2016.03.001>
- Roy, G., Datta, B., & Basu, R. (2017). Effect of eWOM Valence on Online Retail Sales. *Global Business Review*, 18(1), 198–209.
<https://doi.org/10.1177/0972150916666966>

- Roy, S. (2018). Effects of customer experience across service types, customer types and time. *Journal of Services Marketing*, 32(4), 400–413. <https://doi.org/10.1108/JSM-11-2016-0406>
- Ryu, K. and Han, H. (2010). Influence of Physical Environment on Customer Satisfaction and Loyalty in Upscale Restaurants. *Journal of Tourism and Gastronomy Studies*. <https://doi.org/10.21325/jotags.2019.387>
- Ryu, K., Han, H., & Kim, T. H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27(3), 459–469. <https://doi.org/10.1016/j.ijhm.2007.11.001>
- Saad Andaleeb, S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model. *Journal of Services Marketing*, 20(1), 3–11. <https://doi.org/10.1108/08876040610646536>
- Saputra, S., Hidayat, K., & Sunarti, S. (2017). PENGARUH KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN DAN DAMPAKNYA TERHADAP KEPUASAN KONSUMEN PENGGUNA IPHONE (Survei pada Mahasiswa Fakultas Ilmu Administrasi Universitas Brawijaya Malang). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 50(6), 85–95.
- Shankar, V., Smith, A. K., & Rangaswamy, A. (2003). Customer satisfaction and loyalty in online and offline environments. *International Journal of Research in Marketing*, 20(2), 153–175. [https://doi.org/10.1016/S0167-8116\(03\)00016-](https://doi.org/10.1016/S0167-8116(03)00016-8)

- Shonk, D. J., & Chelladural, P. (2008). Service quality, satisfaction, and intent to return in event sport tourism. *Journal of Sport Management*, 22(5), 587–602.
<https://doi.org/10.1123/jsm.22.5.587>
- Siddiqi, K. O. (2011). Interrelations between Service Quality Attributes, Customer Satisfaction and Customer Loyalty in the Retail Banking Sector in Bangladesh. *International Journal of Business and Management*, 6(3), 12–36.
<https://doi.org/10.5539/ijbm.v6n3p12>
- Siraprasitthacharn, J., & Tocquer, G. (2012). Customer Experience , Brand Image and Customer Loyalty in Telecommunication Services. *International Conference on Economics Business and Marketing Management*, 29, 112–117.
- Sivadas, E., & Jindal, R. P. (2017). Article information : Abstract Purpose – Scholars have conceptualized and measured customer satisfaction in several different. *Journal of Services Marketing*, 31(2).
- Smith, J. B., & Colgate, M. (2007). Customer value creation: A practical framework. *Journal of Marketing Theory and Practice*, 15(1), 7–23.
<https://doi.org/10.2753/MTP1069-6679150101>
- Stone, M. J., Migacz, S., & Wolf, E. (2019). Beyond the journey: the lasting impact of culinary tourism activities. *Current Issues in Tourism*, 22(2), 147–152.
<https://doi.org/10.1080/13683500.2018.1427705>
- Suhartanto, D., Clemes, M., & Dean, D. (2013). Analyzing the Complex and Dynamic Nature of Brand Loyalty in the Hotel Industry. *Tourism Review International*, 17(1), 47–61.
<https://doi.org/10.3727/154427213x13649094288106>

- Syahrum., S. (2014). Metodologi Penelitian Kuantitatif. In *KOMUNIKASI PENELITIAN KUANTITATIF Program Studi Jurnalistik & Humas*.
- Taheri, Babak; Coelho, Filipe J; Sousa, Carlos M. P.; Evanschitzky, H. (2017). Mood regulation, customer participation, and customer value creation in hospitality services. *International Journal of Contemporary Hospitality Management*, 29(12), 3063–3081. <https://doi.org/https://doi.org/10.1108/IJCHM-07-2016-0389>
- Tami, J. L. M. (2004). Customer Satisfaction, Service Quality and Perceived Value: An Integrative Model. *Journal of Marketing Management*, 20(November 2012), 897–917.
- Thielemann, V. M., Ottenbacher, M. C., & Harrington, R. J. (2018). Antecedents and consequences of perceived customer value in the restaurant industry. *International Hospitality Review*, 32(1), 26–45. <https://doi.org/10.1108/ihr-06-2018-0002>
- Thomas, A. (2017). Multivariate hybrid pathways for creating exceptional customer experiences. *Business Process Management Journal*, 23(4), 822–829. <https://doi.org/10.1108/BPMJ-02-2017-0027>
- Tran, Q. X., Dang, M. Van, & Tournois, N. (2020). The role of servicescape and social interaction toward customer service experience in coffee stores. The case of Vietnam. *International Journal of Culture, Tourism, and Hospitality Research*. <https://doi.org/10.1108/IJCTHR-11-2019-0194>
- Tse, A. C. b. (2001). How much more are consumers willing to pay for a higher level of service? A preliminary survey. *Journal of Services Marketing*, 15(1),

11–17. <https://doi.org/10.1108/08876040110381328>

Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer Experience Creation: Determinants, Dynamics and Management Strategies. *Journal of Retailing*, 85(1), 31–41. <https://doi.org/10.1016/j.jretai.2008.11.001>

Vogel, V., Evanschitzky, H., & Ramaseshan, B. (2008). Customer equity drivers and future sales. *Journal of Marketing*, 72(6), 98–108. <https://doi.org/10.1509/jmkg.72.6.98>

Wang, Y., Lo, H. & Yang, Y. (2004). An Integrated Framework for An Integrated Framework for Service Quality , Customer Value , Satisfaction : Evidence from China' Telecommunication Industry. *Information Systems Frontiers*, 6(December 2004), 325–340.

Wong, K. H., Chang, H. H., & Yeh, C. H. (2019). The effects of consumption values and relational benefits on smartphone brand switching behavior. *Information Technology and People*, 32(1), 217–243. <https://doi.org/10.1108/ITP-02-2018-0064>

Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153. <https://doi.org/10.1007/BF02894350>

Wu, C. H. J., & Liang, R. Da. (2009). Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants. *International Journal of Hospitality Management*, 28(4), 586–593. <https://doi.org/10.1016/j.ijhm.2009.03.008>

- Wu, C. W. (2015). Foreign tourists' intentions in visiting leisure farms. *Journal of Business Research*, 68(4), 757–762.
<https://doi.org/10.1016/j.jbusres.2014.11.024>
- Wu, H. (2009). *an Empirical Study of Behavioural*.
- Wu, H. C., & Ai, C. H. (2016). Synthesizing the effects of experiential quality, excitement, equity, experiential satisfaction on experiential loyalty for the golf industry: The case of Hainan Island. *Journal of Hospitality and Tourism Management*, 29, 41–59. <https://doi.org/10.1016/j.jhtm.2016.05.005>
- Wu, H. C., Li, M. Y., & Li, T. (2014). A Study of Experiential Quality, Experiential Value, Experiential Satisfaction, Theme Park Image, and Revisit Intention. In *Journal of Hospitality and Tourism Research* (Vol. 42, Issue 1).
<https://doi.org/10.1177/1096348014563396>
- Wu, H. C., Li, T., & Li, M. Y. (2016). A Study of Behavioral Intentions, Patient Satisfaction, Perceived Value, Patient Trust and Experiential Quality for Medical Tourists. *Journal of Quality Assurance in Hospitality and Tourism*, 17(2), 114–150. <https://doi.org/10.1080/1528008X.2015.1042621>
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking*, 25(9), 3882–3905. <https://doi.org/10.1108/BIJ-05-2017-0092>
- Yang, W. and Mattila, A. S. (2016). (2016). *WHY LUXURY. Why do we buy luxury experiences. Measuring value perceptions of luxury hospitality services.*
<http://dx.doi.org/10.1108/IJCHM-11-2014-0579>
- Zauner, A., Koller, M., & Hatak, I. (2015). Customer perceived value—

Conceptualization and avenues for future research. *Cogent Psychology*, 2(1), 1–17. <https://doi.org/10.1080/23311908.2015.1061782>

Zhang, H., Lu, Y., Wang, B., & Wu, S. (2015). The impacts of technological environments and co-creation experiences on customer participation. *Information and Management*, 52(4), 468–482. <https://doi.org/10.1016/j.im.2015.01.008>

Further Reading

A., Morissan M. dkk.2017. Metode Penelitian Survei. Jakarta: Kencana.

Anwar, Saifuddin (2014). Metode Penelitian. Yogyakarta: Pustaka Pelajar

Ghozali, I., & Latan, H. (2015). Partial least squares: Konsep, teknik, dan aplikasi menggunakan program smart PLS 3.0 (2nd ed.). Semarang: Universitas Diponegoro Semarang.

Hooley, et.al . 2017 . Marketing Strategy and Competitive Positioning.sixth edition. Prentice Hall. England

Keller, & Kotler. (2015). Marketing Management (pp. 1–709). Pearson.

Kotler, P. and Keller, K.L. (2016),Marketing Management, 15th ed., Pearson, Noida.

Shaw,C.,2005.Revolutionize Your Customer Experience.Palgrave Macmillan , Basingstoke.

Sekaran, U., & Bougie, R. (2016). Research methods for business : a skill-building approach / Uma Sekaran and Roger Bougie. In Nucleic Acids Research.

Sugiyono. (2012). Metode Penelitian Kuantitatif, Kualitatif dan R & D. Bandung: Alfabeta. Metode Penelitian Kuantitatif, Kualitatif Dan R & D. Bandung: Alfabeta. <https://doi.org/10.1017/CBO9781107415324.004>

Sarwono, J. (2012). MENGENAL PLS-SEM , 3–15.

Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung : Alfabeta, CV.

Sugiyono. (2015). Metode Penelitian Pendidikan Pendekatan Kuantitatif ,Kualitatif, dan R&D. Bandung : Alfabeta.

Wirtz & Lovelock. (2018). Essentials of Service Marketing. Pearson.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2008). Services marketing: Integrating customer focus across the firm. New Delhi: Tata McGrawHill

Zikmund, W. G. (2003). Business Research Methods / William G. Zikmund. South Western Publishing

<https://www.kemenpppa.go.id/lib/uploads/list/9acde-buku-profil-generasi-milenia.pdf>

<https://marketeers.com/mencicip-bisnis-restoran-indonesia-di-2019/>

<https://www.bps.go.id/publication/download.html?nrbvfeve=NDZmNDc3MWUyODE1NTdjODljMzVmNzMy&xzmn=aHR0cHM6Ly93d3cuYnBzLmdvLmlkL3B1YmxpY2F0aW9uLzIwMjA1MDUvMTkvNDZmNDc3MWUyODE1NTdjODljMzVmNzMyL3N0YXRpc3Rpay1wZW55ZWRpYWFlLW1ha2FuYW4tZGFuLW1pbmVtYW4tMjAxOC5odG1s&twoadfnorfeauf=MjAyMC0xMS0yNiAxMT01MDoyMw%3D%3D>

[1MDoyMw%3D%3D](https://www.bps.go.id/publication/download.html?nrbvfeve=NDZmNDc3MWUyODE1NTdjODljMzVmNzMyL3N0YXRpc3Rpay1wZW55ZWRpYWFlLW1ha2FuYW4tZGFuLW1pbmVtYW4tMjAxOC5odG1s&twoadfnorfeauf=MjAyMC0xMS0yNiAxMT01MDoyMw%3D%3D)