

REFERENCE

- Abd Rashid, I. M., Abdullah, M. F. S., Yusuf, B. N. M., & Shaari, M. S. (2016). *Impact of Service and Food Quality on Customer Satisfaction Among Generation Y for the Fast Food Restaurant in Malaysia*. *International Journal of Information, Business and Management*, 8(1), 51.
- Aftab, J., Sarwar, H., Sultan, Q. U. A., & Qadeer, M. (2016). *Importance of Service Quality in Customer Satisfaction (A Study on Fast Food Restaurants)*. *Entrepreneurship And Innovation Management Journal*, 4(4), 161-171.
- Afthanorhan, A., Awang, Z., Rashid, N., Foziah, H., & Ghazali, P. (2019). *Assessing the Effects of Service Quality on Customer Satisfaction*. *Management Science Letters*, 9(1), 13-24.
- Ahmed, A., (2020). *Customer Importance in Marketing*. <https://smallbusiness.chron.com/basis-segmenting-consumer-markets-1417.html>
- 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*, 41, 205.
- Ajayi, Victor. (2017). *Primary Sources of Data and Secondary Sources of Data*. 10.13140/RG.2.2.24292.68481.
- Ananta, E., (2015). [1506101] *Penelitian Deskriptif (Descriptive Research)*.

<https://safetypurpose.wordpress.com/2015/06/10/1506101/>

Apuke, O. D. (2017). *Quantitative Research Methods: A Synopsis Approach*. Kuwait

Chapter of Arabian Journal of Business and Management Review, 33(5471), 1-8

Ariska, V., Qomariah, N., & Wijayanti, B. (2020). *The Impact of Service Quality,*

Price, Products, and Trust on "Kober Mie Setan" Consumer Satisfaction. 9(4),

1782-1785

Bashir, A. M., Bayat, A., Olutuase, S. O., & Abdul Latiff, Z. A. (2019). *Factors*

Affecting Consumers' Intention Towards Purchasing Halal Food in South Africa:

a structural equation modelling. Journal of Food Products Marketing, 25(1), 26-

48

B e e r s , B . , (2 0 2 0) . R e g r e s s i o n D e f i n i t i o n .

<https://www.investopedia.com/terms/r/regression.asp>

Diab, D., Mohammed, H. E., Hassam Mansour, E., & Saad, O. (2016). *Investigating*

the Impact of Key Dimensions of Service Quality on Customers' Satisfaction and

Loyalty: Evidences from the restaurant industry in Sudan. Marketing and branding

research, 3, 153-165.

F r i e d m a n , A l o n . (2 0 1 5) . C h a p t e r 6 : B i v a r i a t e S t a t i s t i c s .

<http://www.statisticsforlis.org/chapter-6-bivariate-statistics/>

Ghoulrassi, A., & Tigu, G. (2017, July). *The Impact of the Logistics Management*

In Customer Satisfaction. In Proceedings of the International Conference on

Business Excellence (Vol. 11, No. 1, pp. 292-301). Sciendo.

Goertzen, M. J. (2017). *Introduction to Quantitative Research and Data*. Library Technology Reports, 53(4), 12-18.

Hidayat, D. (2017). *Analisa Pengaruh Kualitas Pelayanan, Harga dan Kelengkapan Produk terhadap Kepuasan Pengunjung di Gembira Loka*.

Prodi manajemen UPY.

Kumar, V., & Sharma, S. (2019). *Service Quality and Customer Satisfaction in Quick Service Restaurants (QSR'S)-A Validity Analysis*. International Journal of Management, IT and Engineering, 9(3), 319-327.

Kunwar, R. R. (2017). *What is Hospitality? The Gaze: Journal of Tourism and Hospitality*, 8, 55-115.

Monther, W., & Mahadevan, A. (2019). *The Impact of Service Quality on Customer Satisfaction: A Study of Arab restaurants in Malaysia*. International Journal of Accounting & Business Management, 7(1), 103-120.

Mourougan, S., & Sethuraman, K. (2017). *Hypothesis Development and Testing*. IOSR Journal of Business and Management (IOSR-JBM), 9(5), 34-40.

Novak, P. (2017). *What are the 4 Segments of the Hospitality Industry*. Retrieved from <https://www.hospitalitynet.org/opinion/4082318.html>

Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). *The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector*. Sustainability, 11(4), 1113. 1-24

Qayum, A., (2021). *Customer Satisfaction: 6 Reasons Why Customer Satisfaction is*

Important. <https://www.oberlo.com/blog/customer-satisfaction>

Ramadhani, N., (2020), *Ini Dampak Perkembangan Teknologi yang Dapat Dirasakan.*

<https://www.akseleran.co.id/blog/perkembangan-teknologi/>

Ramya, M. N., Kowsalya, A., & Dharanipriya, K. (2019). *Service Quality and Its*

Dimensions. EPRA International Journal of Research & Development, 4(2), 38-41

Ramdan, I. M. (2018). *Reliability and Validity Test of the Indonesian Version of the*

Hamilton Anxiety Rating Scale (ham-a) to Measure Work-Related Stress in Nursing. Jurnal Ners, 14(1)

Sapkota, A., (2021). *Z-test- Definition, Formula, Examples, Uses, Z-test vs T-test.*

<https://microbenotes.com/z-test/z>

Sharma, B. (2016). *A Focus on Reliability in Developmental Research Through*

Cronbach's Alpha Among Medical, Dental and Paramedical Professionals. Asian Pacific Journal of Health Sciences, 3(4), 271-278.

Sharma, S., (2019). *Descriptive Statistics.* 4

Siwi, M., Siswandari, S., & Gunarhadi, G. (2019). *The Correlation between*

Leadership, Motivation, Work Climate and High Economic Teachers' Performance in Karanganyar Regency. International Journal of Active Learning, 4(1), 45-58.

Sugiyono., (2015). *Metode Penelitian Pendidikan Pendekatan Kuantitatif,*

Kualitatif, dan R&D. Bandung: ALFABETA.

Supriadi, B., Astuti, W., & Firdiansyah, A. (2017). *Green Product and Its Impact on Customer Satisfaction*. IOSR J. Bus. Manag, 19(8), 1.

Triswanto, H. (2020). *The Effect of Intrinsic and Extrinsic Motivation on Employee Performance Productivity PT. Timbang Deli Indonesia*. Journal of Management Science (JMAS), 3(4), 115-121.

Vaske, J. J., Beaman, J., & Sponarski, C. C. (2017). *Rethinking Internal Consistency in Cronbach's Alpha*. Leisure Sciences, 39(2), 163-173.

