

## REFERENCES

- Ahmed, A. (2020, September 18). *Customer Importance in Marketing*. Retrieved from CHRON: <https://smallbusiness.chron.com/customer-importance-marketing-22741.html>
- Andrew. (2019). THE EFFECT OF PRODUCT QUALITY ON CUSTOMER SATISFACTION AT PT MITRA PELITA SUKSES MEDAN. *MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN MEDAN.*
- Aprillia, S. (2020). THE EFFECT OF MARKETING MIX TOWARDS CUSTOMER LOYALTY AT THE TRADERS CAFÉ, RESTAURANT AND BAR MEDAN. *MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN MEDAN*
- Berger, J. A., Draganska, M., & Simonson, I. (2007). The Influence of Product Variety on Brand Perception and Choice. *Marketing Papers Wharton Faculty Research University of Pennsylvania.*
- Buttle, F., & Maklan, S. (2015). *Customer Relationship Management: Concepts and Technologies (3rd ed.)*. New York: Routledge.
- Carissa. (2018). THE IMPACT OF PRODUCT QUALITY ON CUSTOMER PURCHASE DECISION IN FAMILY BUSINESS AT PELITA BARU MEDAN . *MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS UNIVERSITAS PELITA HARAPAN MEDAN.*

Cecilia, I. (2020). THE INFLUENCE OF PRICE TOWARD CUSTOMERS PURCHASE DECISION AT 4 FINGERS SUN PLAZA MEDAN.

*Hospitality Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan Campus.*

Christie, A. (2020). THE INFLUENCE OF CUSTOMER SATISFACTION TOWARDS CUSTOMER LOYALTY AT FOURSEAS TOUR &

TRAVEL MEDAN. *Hospitality Management Study Program, Faculty of Business & Economics, Universitas Pelita Harapan Medan Campus.*

Copley, L. (2017, May 18). *allaboutcalls.co.uk*. Retrieved from 6 reasons why customer satisfaction is important: <https://www.allaboutcalls.co.uk/the-call-takers-blog/6-reasons-why-customer-satisfaction-is-important>

Creswell, J. W. (2014). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches Fourth Edition*. United States of America: SAGE Publications.

Cynthia. (2020). THE INFLUENCE OF PRICE TOWARDS CUSTOMER SATISFACTION AT JALA JALA NELAYAN CAFE IN MANHATTAN

TIMES SQUARE MEDAN. *Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan*

Deandra, F. (2018). INFLUENCE OF PRODUCT AND SERVICE QUALITY ON CUSTOMER SATISFACTION: A STUDY OF TOYOTA CAR OWNERS

IN MEDAN . *MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS UNIVERSITAS PELITA HARAPAN MEDAN .*

- Dominici, G. (2010). Customer Satisfaction in the Hotel Industry: A Case Study from Sicily. *International Journal of Marketing Studies* · October 2010.
- DP, Y. A. (2019, March 19). *Kumpul Tak Kumpul Asal Makan : Pertumbuhan Pesat Ritel F&B*. Retrieved from [bisnis.com: https://ekonomi.bisnis.com/read/20190319/12/901464/kumpul-tak-kumpul-asal-makan-pertumbuhan-pesat-ritel-fb](https://ekonomi.bisnis.com/read/20190319/12/901464/kumpul-tak-kumpul-asal-makan-pertumbuhan-pesat-ritel-fb)
- Drs. Danang Sunyoto, S. S. (2016). *Metode Penelitian Akuntansi*. Bandung: PT Refika Aditama.
- Edward. (2020). THE EFFECT OF CUSTOMER SATISFACTION ON CUSTOMER LOYALTY AT MAXX COFFEE IN LIPPO PLAZA MEDAN . *Management Study Program, Faculty of Economics and Business Universitas Pelita Harapan Medan Campus*.
- Eric. (2019). THE IMPACT OF FOOD QUALITY MANAGEMENT TOWARDS CUSTOMER SATISFACTION AT MINISTRO CAFÉ MEDAN . *MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN MEDAN*.
- Erika. (2019). The Service Quality of Sanchaya Lounge at The Sanchaya Hotel, Bintan. *MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS UNIVERSITAS PELITA HARAPAN MEDAN*.
- Francisca, A. (2020). THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER LOYALTY AT WANG STEAMBOAT AND BAK KUTTEH MEDAN. *MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS UNIVERSITAS PELITA HARAPAN MEDAN*.

Gunawan, H. (2019). THE EFFECT OF PRODUCT QUALITY TOWARDS CUSTOMER LOYALTY AT ABHIPRAYA RESTAURANT. *MANAGEMENT STUDY PROGRAM BUSINESS SCHOOL UNIVERSITAS PELITA HARAPAN.*

Gunn, N. (2018, 11 9). *The Top Benefits of Customer Loyalty Programs.*

Retrieved from Incentive Solutions:  
<https://www.incentivesolutions.com/top-benefits-of-customer-loyalty-programs/>

Halim, J. (2020). The effect of service quality and food quality to customer satisfaction in warunk upnormal Medan. *Management Study Program, Faculty of Business & Economics, Universitas Pelita Harapan Medan Campus.*

Ilieska, K. (2013). Customer Satisfaction Index - as a Base for Strategic Marketing Management. *University "St Kliment Ohridski"–Bitola, Faculty of Economics-Prilep, Gjorce Petrov bb, 7500 Prilep, Macedonia.*

Jackline. (2020). THE INFLUENCE OF CUSTOMER SATISFACTION IN DETERMINING CUSTOMER LOYALTY AT NASI KERITING MEDAN. *Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan Campus.*

Josephine. (2020). The effect of coffee product quality towards customer satisfaction in Me& Coffeeworks. *MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS UNIVERSITAS PELITA HARAPAN MEDAN.*

Jumarodin, Sutanto, A., & Adhilla, F. (2019). PENGARUH VARIASI PRODUK TERHADAP LOYALITAS KONSUMEN BEDUKMUTU DI UMY.

*Magister Manajemen, Universitas Ahmad Dahlan Yogyakarta, Indonesia .*

Khadka, K., & Maharjan, S. (2017). Customer Satisfaction and Customer Loyalty - Case Trivsel Städtjänster (Trivsel siivouspalvelut). *CENTRIA UNIVERSITY OF APPLIED SCIENCES Business Management.*

Klammer, C. (2018, 3 22). *Guide to Product Variations on Amazon*. Retrieved from marketplace strategy: <https://marketplacestrategy.com/blog/guide-product-variations-amazon/>

*Metodologi Penelitian: Merumuskan Masalah.* (2016, 4 26). Retrieved from [blogmetopel.blogspot.com](http://blogmetopel.blogspot.com):  
<http://blogmetopel.blogspot.com/2016/04/konsep-penggunaan-pada-uji-t-dan-z.html>

Novak, P. (2017, 4 24). *What Are The 4 Segments Of The Hospitality Industry*. Retrieved from [hospitalitynet.org](https://www.hospitalitynet.org/opinion/4082318.html):  
<https://www.hospitalitynet.org/opinion/4082318.html>

Nur, W. (2016). PENGARUH LOKASI, KERAGAMAN PRODUK, DAN HARGA TERHADAP MINAT BELI KONSUMEN PADA GIANT EKSPRES CABANG ALAUDDIN MAKASSAR. *FAKULTAS EKONOMI DAN BISNIS ISLAM.*

- Nursanah. (2010). Analisis Pengaruh Keragaman Produk, Kualitas Pelayanan dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan pada PT. Hero Supermarket. *FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS ISLAM NEGERI SYARIF HIDAYATULLAH JAKARTA.*
- Pardede, R., & Manurung, R. (2014). *Analisis Jalur / Teori dan Aplikasi dalam Riset Bisnis.* Jakarta: Rineka Cipta.
- Priyanto, D. (2018). *SPSS Panduan Mudah Olah Data bagi Mahasiswa & Umum.* Yogyakarta: ANDI.
- Prof.H.Imam Ghozali, M. P. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25 Edisi 9.* Semarang: Undip.
- Purba, R. P. (2017). PENGARUH CITRA PERUSAHAAN TERHADAP LOYALITAS PELANGGAN (Studi Kasus PT. Bintang Utara Perwakilan Dolok Sanggul) . *Jurusan Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Riau, Pekanbaru.*
- Pureklolong, F. (2017). Pengaruh Kepuasan terhadap Loyalitas Konsumen Studi Kasus pada Sipink Tatto Studio Yogyakarta. *Program Studi Manajemen Jurusan Manajemen Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta.*
- Rohmawati, Z. (2018). KUALITAS, HARGA DAN KERAGAMAN PRODUK TERHADAP LOYALITAS PELANGGAN . *Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Gresik .*
- Salim, D. (2020). The Effect of Product Quality Towards Customer Loyalty. *MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN MEDAN .*

- Salim, N. (2020). The impact of incentives towards employee performance at PT industri karet deli Medan. *Management Study Program, Faculty of Business & Economics, Universitas Pelita Harapan Medan Campus.*
- Santia, T. (2020, September 25). *Meski Ekonomi RI Minus, Industri Makanan Minuman Masih Tumbuh 0,22 Persen.* Retrieved from liputan6: <https://www.liputan6.com/bisnis/read/4366135/meski-ekonomi-ri-minus-industri-makanan-minuman-masih-tumbuh-022-persen>
- Setiawan, R. F. (2016). PENGARUH KERAGAMAN PRODUK, HARGA, LOKASI, DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN (Studi pada Konsumen Baru Swalayan di Kecamatan Petanahan) . *PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI UNIVERSITAS MUHAMMADIYAH PURWOREJO .*
- Sherlyn. (2020). THE EFFECT OF PRODUCT QUALITY TOWARDS CUSTOMER LOYALTY AT LEKKER MULTATULI MEDAN. *MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN MEDAN*
- Sugiyono, P. D. (2017). *Metode Penelitian Kebijakan Pendekatan Kuantitatif, Kualitatif, Kombinasi, R&D dan Penelitian Evaluasi.* Bandung: Alfabeta.
- Sujarweni, W. (2015). *SPSS untuk Penelitian.* Yogyakarta: Pustaka Baru Press.
- Tjiptono, F. (2016). *Service, Quality and Satisfaction (IV ed.).* Yogyakarta: ANDI

Tjiptono, F. (2018). *Pemasaran Jasa Prinsip, Penerapan Penelitian*. Yogyakarta: Andi.

Tjiptono, F., & Chandra, G. (2016). *Service, Quality dan Satisfaction (IV ed.)*. Yogyakarta: ANDI.

Walker, J. R. (2013). *Introduction to Hospitality*. Pearson.

