

DAFTAR PUSTAKA

- A Almohaimmeed, B. M. (2017). International Review of Management and Marketing Restaurant Quality and Customer Satisfaction. *International Review of Management and Marketing*, 7(3), 42–49. <http://www.econjournals.com>
- AcuityHub.com. (2020). *Perilaku Masyarakat Indonesia Mengonsumsi Makanan Cepat Saji (Bagian 2)*. <https://www.acuityhub.com/insight/detail/perilaku-masyarakat-indonesia-mengonsumsi-makanan-cepat-saji-bagian-2>
- Agnihotri, R., Dingus, R., Hu, M. Y., & Krush, M. T. (2016). Social media: Influencing Customer Satisfaction in B2B sales. *Industrial Marketing Management*, 53, 172–180. <https://doi.org/10.1016/j.indmarman.2015.09.003>
- Ahmed, Z., Rizwan, M., Ahmad, M., & Haq, M. (2014). Effect of Brand Trust and Customer Satisfaction on Brand Loyalty in Bahawalpur. *Journal of Sociological Research*, 5(1), 306–326.
- Akbar, C., & Tri, R. (2020). BKPM: Industri Makanan Magnet Investasi Sektor Manufaktur. *Bisnis.Tempo.Co*. <https://bisnis.tempo.co/read/1346655/bkpm-industri-makanan-magnet-investasi-sektor-manufaktur>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190.
- Alhamid, T., & Anufia, B. (2019). Resume: Instrumen pengumpulan data. *Sorong: Sekolah Tinggi Agama Islam Negeri (STAIN)*.
- Alrwashdeh, M., Jahmani, A., Ibrahim, B., & Aljuhmani, H. Y. (2020). Data to model the effects of perceived telecommunication service quality and value on the degree of user satisfaction and e-WOM among telecommunications users in North Cyprus. *Data in Brief*, 28, 104981.
- Ami, E. (2020). *Tak Selalu Buruk, Ini 5 Manfaat Nyata Fast Food yang Perlu Kamu Tahu*. IDN TIMES. <https://www.idntimes.com/food/diet/eka-amira/manfaat-nyata-fast-food-c1c2/5>
- Arima, S. I., & Ginting, E. D. J. (2020). The effect of electronic word of mouth to repurchase intention of shopee online store consumers in Medan city. *International Journal of Progressive Sciences and Technologies*, 19(2), 207–213.
- Arista, D. (2016, January 28). Tren Terbaru: Masyarakat Indonesia Lebih Suka Makanan Cepat Saji. *Tribun News.Com*. <https://www.tribunnews.com/tribunners/2016/01/28/tren-terbaru-masyarakat-indonesia-lebih-suka-makanan-cepat-saji>.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.
- Arsanam, P., & Yousapronpaiboon, K. (2014). The relationship between service quality and customer satisfaction of pharmacy departments in public hospitals. *International Journal of Innovation, Management and Technology*, 5(4), 261.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2018). *Hasil Survey Internet oleh*

- APJII Tahun 2018*. Apjii.Co.Id. <https://apjii.or.id/surveiAustralia>.
- Bakırtaş, H. (2013). Impact of sales promotion on purchase decision of consumers: An application in tourism sector Tüketicilerin satın alma kararı üzerinde satış tutundurmanın etkisi: Turizm sektöründe bir uygulama. *Journal of Human Sciences*, 10(1), 676–694.
- Blom, A., Lange, F., & Hess, R. L. (2021). Omnichannel promotions and their effect on customer satisfaction. *European Journal of Marketing*.
- Bps.go.id. (2021). *Hasil Sensus Penduduk 2020*. Berita Resmi Statistik. <https://papua.bps.go.id/pressrelease/2018/05/07/336/indeks-pembangunan-manusia-provinsi-papua-tahun-2017.html>
- Budianto, A., Bastaman, I. D., & Herman, F. (2020). Promotion Mix, Individual Internal Environment, and Purchase Decision Making in Minimarket. *Jurnal Bisnis Dan Manajemen*, 21(1), 27–42. <https://doi.org/10.24198/jbm.v21i1.371>
- Büttner, O. B., Florack, A., & Göritz, A. S. (2015). How shopping orientation influences the effectiveness of monetary and nonmonetary promotions. *European Journal of Marketing*.
- Canziani, B. F., Almanza, B., Frash, R. E., McKeig, M. J., & Sullivan-Reid, C. (2016). Classifying restaurants to improve usability of restaurant research. *International Journal of Contemporary Hospitality Management*.
- Chacko, S., & Verma, S. (2001). *Quick Service Restaurants*. 101–104.
- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, 43(3), 345–354.
- Chow, I. H., Lau, V. P., Lo, T. W., Sha, Z., & Yun, H. (2007). Service quality in restaurant operations in China: Decision-and experiential-oriented perspectives. *International Journal of Hospitality Management*, 26(3), 698–710.
- Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Procedia-Social and Behavioral Sciences*, 58, 1395–1404.
- Faradina, A., & Satrio, B. (2016). Pengaruh Promosi dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan pada Rumah Cantik Alamanda. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 5(7).
- Fleischhacker, S. E., Evenson, K. R., Rodriguez, D. A., & Ammerman, A. S. (2011). A systematic review of fast food access studies. *Obesity Reviews*, 12(5), 460–471. <https://doi.org/10.1111/j.1467-789X.2010.00715.x>
- Florencia, & Subiga, Z. (2016). Analisa faktor internal dan faktor eksternal yang mempengaruhi konsumen dalam melakukan keputusan pembelian makanan di restoran fast food Surabaya. *Jurnal Hospitality Dan Manajemen Jasa*, 4(1), 158–171.
- Foster, B., & Johansyah, M. D. (2020). Effect of the use of internet marketing and e-WOM on brand awareness. *Opción: Revista de Ciencias Humanas y Sociales*, 91, 158–175.
- Fullerton, G. (2011). Creating advocates: The roles of satisfaction, trust and commitment. *Journal of Retailing and Consumer Services*, 18(1), 92–100.
- Ghauri, P., Grønhaug, K., & Strange, R. (2020). *Research methods in business studies*. Cambridge University Press.

- Ghezelbash, S., & Khodadadi, H. (2017). Evaluating the impact of promotion price, product quality, service quality, customer satisfaction and repeating purchase incentives (Case Study: Amiran Chain Stores). *The Journal of Internet Banking and Commerce*, 22(S8), 1–17.
- Ghozali, H. I., & Latan, H. (2015). *PARTIAL LEAST SQUARES KONSEP, TEKNIK, DAN APLIKASI menggunakan program smartpls 3.0* (2nd ed.). Universitas Diponegoro Semarang.
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*.
- Hair., J. F., Black, W., Babin, B., & Anderson, R. (2014). *Multivariate Data Analysis* (Pearson). Person Education Limited. www.pearsoned.co.uk
- Hanaysha, J. R. (2017). Impact of Social Media Marketing, Price Promotion, and Corporate Social Responsibility on Customer Satisfaction. *Jindal Journal of Business Research*, 6(2), 132–145. <https://doi.org/10.1177/2278682117715359>
- Huang, H.-C., Chang, Y.-T., Yeh, C.-Y., & Liao, C.-W. (2014). Promote the price promotion: The effects of price promotions on customer evaluations in coffee chain stores. *International Journal of Contemporary Hospitality Management*.
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of Research in Marketing*, 33(1), 27–41.
- Hwang, J., & Park, S. (2015). Social media on smartphones for restaurant decision-making process. In *Information and Communication Technologies in Tourism 2015* (pp. 269–281). Springer.
- Hwang, J., Choe, J. Y. J., Kim, H. M., & Kim, J. J. (2021). Human baristas and robot baristas: How does brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty? *International Journal of Hospitality Management*, 99, 103050.
- INSIGHT TALENTA. (2020). *Pengertian F&B Service Modern serta Jenis-Jenis Trennya!* INSIGHT TALENTA BY MEKARI. <https://www.talenta.co/blog/insight-talenta/pengertian-fb-service-modern-serta-jenis-jenis-trennya/>
- Izquierdo-Yusta, A., Gómez-Cantó, C. M., Pelegrin-Borondo, J., & Martínez-Ruiz, M. P. (2019). Consumers' behaviour in fast-food restaurants: a food value perspective from Spain. *British Food Journal*.
- Jayani, D. H. (2021). *Restoran dan Hotel Capai Pertumbuhan Tertinggi pada Kuartal II-2021*. Databoks.katadata.co.id. <https://databoks.katadata.co.id/datapublish/2021/08/06/restoran-dan-hotel-capai-pertumbuhan-tertinggi-pada-kuartal-ii-2021>
- Jurnal. (2019). *Investasi Industri Manufaktur Tembus Rp226,18 Triliun*. Koran

Sindo.

<https://economy.okezone.com/read/2019/04/24/320/2047338/investasi-industri-manufaktur-tembus-rp226-18-triliun>

- Juwaedah, A., & UPI, P. K. K. F. (2011). Makanan Siap Hidang, Fast Food. *Bandung: PKK FPTK Universitas Pendidikan Indonesia*.
- Kementerian Keuangan Republik Indonesia. (2012). *TIM KAJIAN PROFIL SEKTOR RIIL : SEKTOR PERDAGANGAN, HOTEL, DAN RESTORAN*.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251.
- Kim, S., Koh, Y., Cha, J., & Lee, S. (2015). Effects of social media on firm value for US restaurant companies. *International Journal of Hospitality Management*, 49, 40–46.
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing 16th Edition*. England: Pearson.
- Kotler, P., & Gertner, D. (2002). Country as brand, product, and beyond: A place marketing and brand management perspective. *Journal of Brand Management*, 9(4), 249–261.
- Kotrlik, J., & Higgins, C. (2001). Organizational research: Determining appropriate sample size in survey research. *Information Technology, Learning, and Performance Journal*, 19(1), 43.
- 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>
- Kuo, T., Chen, C. T., & Cheng, W. J. (2018). Service quality evaluation: moderating influences of first-time and revisiting customers. *Total Quality Management & Business Excellence*, 29(3–4), 429–440.
- Kusuma, Y. S. (2014). Pengaruh Brand Experience Terhadap Brand Loyalty Melalui Brand Satisfaction Dan Brand Trust Harley Davidson Di Surabaya. *Jurnal Manajemen Pemasaran Petra*, 2(1), 1–11.
- Kusumasondjaja, S. (2018). The roles of message appeals and orientation on social media brand communication effectiveness: An evidence from Indonesia. *Asia Pacific Journal of Marketing and Logistics*.
- Kwon, J.-H., Kim, S., Lee, Y.-K., & Ryu, K. (2021). Characteristics of Social Media Content and Their Effects on Restaurant Patrons. *Sustainability*, 13(2), 907.
- Leavy, P. (2017). *Research design: Quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches*.
- Lin, Y. H. (2015). Innovative brand experience's influence on brand equity and brand satisfaction. *Journal of Business Research*, 68(11), 2254–2259.
- Malik, S., Jaswal, L. H., Malik, S. A., & Awan, T. M. (2013). Measuring service quality perceptions of the customers of restaurant in Pakistan. *International Journal for Quality Research*, 7(2), 187–200.

- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
- Martelli, J., & Greener, S. (2018). *An introduction to business research methods*. Bookboon.
- McDonald's Indonesia. (2021). No. Mcdonalds.Co.Id. <https://mcdonalds.co.id/GMAL/Privacy>
- Mcdonalds.co.id. (2021). *Sejarah McDonald's Indonesia*. <https://mcdonalds.co.id/about>
- Michaelidou, N., Siamagka, N. T., & Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial Marketing Management*, 40(7), 1153–1159.
- Minarti, S. N., & Segoro, W. (2014). The Influence of Customer Satisfaction, Switching Cost and Trusts in a Brand on Customer Loyalty – The Survey on Student as im3 Users in Depok, Indonesia. *Procedia - Social and Behavioral Sciences*, 143, 1015–1019. <https://doi.org/10.1016/j.sbspro.2014.07.546>
- Mulyadi, I. (2017). *Sumber Kekuatan Merek*. Marketing.Co.Id.
- Nysveen, H., Oklevik, O., & Pedersen, P. E. (2018). Brand satisfaction: Exploring the role of innovativeness, green image and experience in the hotel sector. *International Journal of Contemporary Hospitality Management*.
- Oktaviani, N., Astuti, W., & Firdiansjah, A. (2019). PENGARUH KEPUASAN KONSUMEN TERHADAP PEMBENTUKAN KOMITMEN PELANGGAN DAN e-WOM PADA PENGGUNA APLIKASI e-MONEY “OVO.” *Jurnal Manajemen Dan Pemasaran Jasa*, 12(1), 93. <https://doi.org/10.25105/jmpj.v12i1.3757>
- Panjaitan, A. O. Y., Rofiaty, R., & Sudjatno, S. (2016). Pengaruh Pengalaman Merek Terhadap Loyalitas Merek Melalui Mediasi Kepuasan Merek Dan Kepercayaan Merek (Studi Pada Kuliner Khas Kota Malang). *Jurnal Bisnis Dan Manajemen*, 3(2).
- Parker, D. (2012). *Service operations management: the total experience*. Edward Elgar Publishing.
- Patten, M. (2016). *Questionnaire research: A practical guide*. Routledge.
- Perneger, T. V., Courvoisier, D. S., Hudelson, P. M., & Gayet-Ageron, A. (2015). Sample size for pre-tests of questionnaires. *Quality of Life Research*, 24(1), 147–151.
- Pradigdo, B. T. (2016). *Pengaruh kualitas pelayanan dan kualitas makanan terhadap kepuasan pelanggan dan dampaknya terhadap niat perilaku pelanggan mcdonald cabang bintangara, bekasi*.
- Pusparisa, Y. (2021). *Inilah Merek Cepat Saji Terbaik di Indonesia pada 2021, Mana Kesukaanmu?* Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2021/07/23/inilah-merek-cepat-saji-terbaik-di-indonesia-pada-2021->

mana-kesukaanmu

- Ramanathan, R., Di, Y., & Ramanathan, U. (2016). Moderating roles of customer characteristics on the link between service factors and satisfaction in a buffet restaurant. *Benchmarking: An International Journal*.
- Ramanathan, U., Subramanian, N., & Parrott, G. (2017). Role of social media in retail network operations and marketing to enhance customer satisfaction. *International Journal of Operations and Production Management*, 37(1), 105–123. <https://doi.org/10.1108/IJOPM-03-2015-0153>
- Rather, R., & Sharma, J. (2016). Brand loyalty with hospitality brands: The role of customer brand identification, brand satisfaction and brand commitment. *Pacific Business Review International*, 1(3).
- Rugayah. (2020). *Menyusuri Perjalanan Fast Food di Indonesia*. Biro Riset LPM OPINI. <https://lpmopini.online/menyusuri-perjalanan-fast-food-di-indonesia/>
- Ryu, K., & Han, H. (2010). Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral Intention in Quick-Casual Restaurants: Moderating Role of Perceived Price. *Journal of Hospitality and Tourism Research*, 34(3), 310–329. <https://doi.org/10.1177/1096348009350624>
- Ryu, K., Hye-Rin, L., & Woo, G. K. (2012). “The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions.” *International Journal of Contemporary Hospitality Management*, 24(2), 200–223. <https://doi.org/10.1108/09596111211206141>
- 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>
- Şahin, A., Zehir, C., & Kitapçı, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia - Social and Behavioral Sciences*, 24, 1288–1301. <https://doi.org/10.1016/j.sbspro.2011.09.143>
- San-Martin, S., Prodanova, J., & Catalán, B. L. (2016). What makes services customers say “buy it with a mobile phone”? *Journal of Services Marketing*.
- Santini, F. de O., Sampaio, C. H., Perin, M. G., Espartel, L. B., & Ladeira, W. J. (2015). Moderating effects of sales promotion types. *BAR - Brazilian Administration Review*, 12(2), 169–189. <https://doi.org/10.1590/1807-7692bar2015140057>
- Sari, V. (2020). *Pengaruh social media review, brand satisfaction, dan service operation serta promotion sebagai moderating terhadap customer satisfaction di perusahaan online travel Pegipegi*. Universitas Pelita Harapan.
- Sarie, R. F. (2018). Analisis Pengaruh Keberagaman Produk, Persepsi Harga, Promosi Penjualan Terhadap Kepuasan Konsumen Hypermartket Pakuwon Supermall Di Surabaya. *Relasi: Jurnal Ekonomi*, 14(2), 149–169. <https://doi.org/10.31967/relasi.v14i2.269>

- Sarstedt, M., & Cheah, J.-H. (2019). *Partial least squares structural equation modeling using SmartPLS: a software review*. Springer.
- Sarstedt, M., Hair Jr, J. F., Nitzl, C., Ringle, C. M., & Howard, M. C. (2020). Beyond a tandem analysis of SEM and PROCESS: Use of PLS-SEM for mediation analyses! *International Journal of Market Research*, 62(3), 288–299.
- Saunders, M., Lewis, P., & Thornhill, A. (2009). Black Day for the Green-Paper. In *The Lancet* (fifth edit, Vol. 295, Issue 7655). Pearson Education Limited. [https://doi.org/10.1016/S0140-6736\(70\)91157-8](https://doi.org/10.1016/S0140-6736(70)91157-8)
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior (11th, glob ed.)*. Pearson Australia.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business*.
- Sholihat, A., & Rummyeni, R. (2018). *Pengaruh Promosi Penjualan Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Di Krema Koffie*. Riau University.
- Siregar, B. P. (2021). *Industri Makanan Minuman Masih Jadi Andalan di 2021*. Warta Ekonomi.Co.Id. <https://www.wartaekonomi.co.id/read323825/industri-makanan-minuman-masih-jadi-andalan-di-2021>
- Soliana, D. S., & Pratomo, L. A. (2016). Antecedents of word of mouth. *Jurnal Ekonomi Universitas Esa Unggul*, 7(01), 77710.
- Sreejesh, S., Mohapatra, S., & Anusree, M. R. (2014). *Business research methods: An applied orientation*. Springer.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. CV Alfabeta.
- Suntoro, W., & Silintowe, Y. B. R. (2020). *ANALISIS PENGARUH PENGALAMAN MEREK, KEPERCAYAAN MEREK, DAN KEPUASAN MEREK TERHADAP LOYALITAS MEREK*.
- Suyono, S., Purwati, A. A., & Cutan, M. (2020). Peran Kualitas Pelayanan, Total Quality Management dan Promosi Terhadap Kepuasan Pelanggan. *INVEST: Jurnal Inovasi Bisnis Dan Akuntansi*, 1(1), 45–56.
- Tandon, A., Aakash, A., & Aggarwal, A. G. (2020). Impact of EWOM, website quality, and product satisfaction on customer satisfaction and repurchase intention: moderating role of shipping and handling. *International Journal of Systems Assurance Engineering and Management*, 11, 349–356. <https://doi.org/10.1007/s13198-020-00954-3>
- Tat, H. H., Sook-Min, S., Ai-Chin, T., Rasli, A., & Hamid, A. B. A. (2011). Consumers' purchase intentions in fast food restaurants: An empirical study on undergraduate students. *International Journal of Business and Social Science*, 2(5), 214–221.
- Thabit, T. H., & Raewf, M. B. (2018). The Evaluation of Marketing Mix Elements:

- A Case Study. *International Journal of Social Sciences & Educational Studies*, 4(4), 100–109. <https://doi.org/10.23918/ijsses.v4i4p100>
- Top Brand Awards. (2021). *Top Brand index*. Frontier Group. <https://www.topbrand-award.com>
- Torlak, N. G., Demir, A., & Budur, T. (2020). Impact of operations management strategies on customer satisfaction and behavioral intentions at café-restaurants. *International Journal of Productivity and Performance Management*, 69(9), 1903–1924. <https://doi.org/10.1108/IJPPM-01-2019-0001>
- Van Heerde, H. J., & Neslin, S. A. (2017). Sales promotion models. In *Handbook of marketing decision models* (pp. 13–77). Springer.
- Veloutsou, C. (2015). Brand evaluation, satisfaction and trust as predictors of brand loyalty: the mediator-moderator effect of brand relationships. *Journal of Consumer Marketing*.
- Voorveld, H. A. M., Van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54.
- Wakhidah, E. N. (2018). Pengaruh Harga , Promotion Dan Customer Trust Terhadap Keputusan Pembelian Tiket Pesawat Secara Online Pada Situs Traveloka.com. *Jurnal Manajemen Dirgantara*, 11(2), 48–57.
- Wong, K. K.-K. (2013). Partial least squares structural equation modeling (PLS-SEM) techniques using SmartPLS. *Marketing Bulletin*, 24(1), 1–32.
- Yudhistira, A. W. (2021). *Daya Tahan Industri Makanan dan Minuman di Masa Pandemi Covid 19*. Katadata.Co.Id. <https://katadata.co.id/ariayudhistira/analisisdata/6108e72a74512/daya-tahan-industri-makanan-dan-minuman-di-masa-pandemi-covid-19>