

## REFERENCES

- [BPS] Badan Pusat Statistik. (2019). Hasil Sensus Penduduk 2020. *Bps.Go.Id*, 27, 1–52. <https://papua.bps.go.id/pressrelease/2018/05/07/336/indeks-pembangunan-manusia-provinsi-papua-tahun-2017.html>
- [BPS] Badan Pusat Statistik. (2021). *Monthly Inflation in Banten Province (Percent), 2019-2021*. <https://banten.bps.go.id/indicator/3/217/1/inflasi-bulanan-di-provinsi-banten.html>
- Akurat.co. (n.d.). *This is the reason why many Japanese restaurants are present in Indonesia*. <https://akurat.co/ini-alasan-mengapa-banyak-resto-jepang-hadir-di-indonesia>
- AntaraNews. (2021). *Hasil Sensus Penduduk 2020, Penduduk Banten 11,90 juta jiwa* - ANTARA News Banten. <https://banten.antaranews.com/berita/149292/hasil-sensus-penduduk-2020-penduduk-banten-1190-juta-jiwa>
- Badan Pusat Statistik. (2021a). *Badan Pusat Statistik Kota Tangerang Selatan*. <https://tangselkota.bps.go.id/indicator/12/85/1/jumlah-penduduk.html>
- Badan Pusat Statistik. (2021b). *BPS Provinsi Banten*. <https://banten.bps.go.id/indicator/3/217/1/inflasi-bulanan-di-provinsi-banten.html>
- Badan Pusat Statistik. (2021c). *Pengeluaran per Kapita yang Disesuaikan Menurut Kabupaten/Kota di Provinsi Banten (ribu rupiah/tahun), 2018-2020*. <https://banten.bps.go.id/indicator/26/204/1/pengeluaran-per-kapita-yang-disesuaikan-menurut-kabupaten-kota-di-provinsi-banten.html>
- Bamford, C., & Grant, S. (2015). *Cambridge International AS and A Level Economics Coursebook* (Third). Cambridge University Press. <https://books.google.com/books?id=dkQoBgAAQBAJ&pgis=1>
- Berman, K., & Knight, J. (2013). *Financial Intelligence, Revised Edition: A Manager's Guide to Knowing What the Numbers Really Mean*.
- Bisnis.com. (2021). *Third Quarter/2021, Foreign Investment in Food and Beverage Sector Skyrockets*. <https://ekonomi.bisnis.com/read/20211029/257/1459720/kuartal-iii2021-investasi-asing-di-sektor-mamin-meroket>
- Bowie, D., Buttle, F., Brookes, M., & Mariussen, A. (2016). *Hospitality Marketing* (10th ed.).
- Brigham, E., & Ehrhardt, M. (2017). *Financial Management Theory & Practice* (15th ed.). CENGAGE Learning.
- Briliofood. (2017). *Ini alasan makanan Jepang digemari oleh masyarakat Indonesia*. <https://www.briliofood.net/foodpedia/ini-alasan-makanan-jepang-digemari-oleh-masyarakat-indonesia-1709283.html>

- Brownell, B. (2016). *A History of Wood and Craft in Japanese Design* | *Architect Magazine*. [https://www.architectmagazine.com/technology/a-history-of-wood-and-craft-in-japanese-design\\_o](https://www.architectmagazine.com/technology/a-history-of-wood-and-craft-in-japanese-design_o)
- Chibili, M. N. (2017). *Modern Hotel Operations Management* (1st ed.). Routledge.
- CNBC. (2021). *Drive-thru ordering surged during the pandemic. Fast-food chains don't think it's a fad*. <https://www.cnn.com/2021/03/12/drive-thru-ordering-surged-during-the-pandemic-heres-what-comes-next.html>
- Cousins, J., Lilicrap, D., & Weekes, S. (2014). *Food and Beverage Service* (9th ed., Vol. 148).
- CreativeRealities. (2021). *The Pandemic Accelerates Quick-Service Restaurants to Embrace the Digital Age*. <https://cri.com/news-ideas/2021/09-20-the-pandemic-accelerates-quick-service-restaurants-to-embrace-the-digital-age.php>
- Databoks. (2021a). *Belanja Makanan Mendominasi Pengeluaran Konsumen pada Kuartal I-2021* | *Databoks*. <https://databoks.katadata.co.id/datapublish/2021/06/25/belanja-makanan-mendominasi-pengeluaran-konsumen-pada-kuartal-i-2021>
- Databoks. (2021b). *Food Industry Absorbs Most Labor in Manufacturing Sector*. <https://databoks.katadata.co.id/datapublish/2021/05/31/industri-makanan-serap-tenaga-kerja-terbanyak-di-sektor-manufaktur>
- Databoks. (2021c). *Tingkat Pengangguran Tiga Provinsi PPKM Darurat di Atas Rata-rata Nasional*. <https://databoks.katadata.co.id/datapublish/2021/07/08/tingkat-pengangguran-tiga-provinsi-ppkm-darurat-di-atas-rerata-nasional>
- Dessler, G. (2020). *Human Resource Management* (16th ed.).
- Enz, C. A. (2010). Hospitality Strategic Management Concepts and Cases. In *Angewandte Chemie International Edition*, 6(11), 951–952. (2nd ed.). John Wiley & Sons Ltd.
- Evans, N. (2015). Strategic Management For Tourism, Hospitality and Events. In *Strategic Management for Tourism, Hospitality and Events, Second Edition* (2nd ed.). Routledge. <https://doi.org/10.4324/9780203771495>
- Febriyani, C. (2019). *Ini Alasan Mengapa Banyak Resto Jepang Hadir di Indonesia*. <https://www.briliofood.net/foodpedia/ini-alasan-makanan-jepang-digemari-oleh-masyarakat-indonesia-1709283.html>
- Gregoire, M. (2017). *Food Service Organizations A Managerial And Systems Approach* (9th ed.). Pearson.
- Griseri, P. (2013). What is organization? *An Introduction to the Philosophy of Management*. [https://uk.sagepub.com/sites/default/files/upm-binaries/54404\\_Griseri\\_ch1.pdf](https://uk.sagepub.com/sites/default/files/upm-binaries/54404_Griseri_ch1.pdf)
- Indonesia, K. P. R. (2021). *Kemenperin: Pasok Kebutuhan Pangan Selama*

- Pandemi, Kontribusi Industri Mamin Meroket.*  
<https://kemenperin.go.id/artikel/22682/Pasok-Kebutuhan-Pangan-Selama-Pandemi,-Kontribusi-Industri-Mamin-Meroket>
- Investor.id. (2016). *Bisnis Makanan Jepang di Indonesia Berkembang Cepat.*  
<https://investor.id/industry-trade/30144/bisnis-makanan-jepang-di-indonesia-berkembang-cepat>
- Japan, L. (2020). *Japanese Chicken.* <http://jlec-pr.jp/id/chicken/chicken-tokutyou/>
- Jatnika, A. (2021). *Hingga September 2021, Ekspor industri makanan dan minuman tumbuh 52%.* <https://newssetup.kontan.co.id/news/hingga-september-2021-ekspor-industri-makanan-dan-minuman-tumbuh-52>
- Joseph F. Hair, J., William, C. B., J.Babin, B., & Anderson, R. E. (2014). *Multivariate Data Analysis* (7th ed., p. 758). Pearson Prentice Hall.
- Kieso, W. K. (2015). *Financial Accounting with International Financial Reporting Standards* (4th ed.). WILEY.
- Kingsnorth, S. (2016). *Digital Marketing Strategy.*
- KompasPedia. (2020). *Provinsi Banten.*  
<https://kompaspedia.kompas.id/baca/profil/daerah/provinsi-banten>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing.* In *Pearson* (17th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson Education Limited. <https://doi.org/10.4324/9781315099200-17>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management.* In *Journal of Marketing* (15th ed., Vol. 37, Issue 1). Pearson Education Limited. <https://doi.org/10.2307/1250781>
- Liputan6.com. (2018). *Studi: Milenial Penggila Makanan Cepat Saji, Benarkah?*  
<https://www.liputan6.com/bisnis/read/3587046/studi-milenial-penggila-makanan-cepat-saji-benarkah>
- Lokadata. (2020). *Kontribusi Pariwisata Terhadap PDB, 2010-2020\*.*  
<https://lokadata.id/data/kontribusi-pariwisata-terhadap-pdb-2010-2020-1609226810>
- Magazine, F. & B. (2019). *A Brief History Of The Quick Service Restaurants.*  
<https://www.fb101.com/2019/03/a-brief-history-of-the-quick-service-restaurants/>
- Maiers, M. (2017). Our future in the hands of Millennials. In *J Can Chiropr Assoc* (Vol. 61, Issue 3).
- Meyer, A., & Vann, M. Van. (2013). *How to Open and Operate a Restaurant* (1st ed.).
- Morrison, A. M. (2010). *Hospitality and Travel Marketing* (4th ed.). Delmar Cengage Learning.

- Ninemeier, D. K. H. J. D. (2009). *Human Resources Management Hanbook*.
- Ono, T., & Salat, H. (2011). *The Japanese Grill: From Classic Yakitori to Steak, Seafood, and Vegetables*. Ten Speed Press.
- Organization, W. H. (2021). *Coronavirus disease (COVID-19) advice for the public*. <https://www.who.int/westernpacific/emergencies/covid-19/information/covid-19-new-normal>
- Petri, A. E. (2014). *Japanese Food: What is Japanese Cuisine?* <https://www.thedailymeal.com/japanese-food-what-japanese-cuisine>
- Prater, J., & Olandt, C. (2020). *The Value of the Drive Thru During COVID-19 | QSR magazine*. <https://www.qsrmagazine.com/outside-insights/value-drive-thru-during-covid-19>
- Review, W. P. (2021). *Indonesia Population 2021 (Demographics, Maps, Graphs)*. <https://worldpopulationreview.com/countries/indonesia-population>
- Russell, R. S., & Taylor, B. W. (2019). *Operations & Supply Chain Management* (10th ed.). John Wiley & Sons Ltd.
- Russell, R., & Taylor, B. (2014). *Operations and Supply Chain Management* (8th ed.). John Wiley.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach Seventh Edition* (7th ed.). John Wiley & Sons Ltd. [www.wileypluslearningspace.com](http://www.wileypluslearningspace.com)
- Smith J Travis & Nichols Tommy. (2015). Understanding the Millennial Generation. *Journal of Financial Service Professionals*, 69(6), 11–14. <http://eds.a.ebscohost.com/laureatech.idm.oclc.org/eds/pdfviewer/pdfviewer?sid=0a0336d0-b8da-410d-a5b3-7e42fa4cbe86@sessionmgr4004&vid=1&hid=4210>
- Solutions, R. M. (2021). *Drive-thru traffic isn't stopping: tips for getting your share*. <https://www.revenuemanage.com/en/insights/drive-thru-traffic-isnt-stopping-tips-for-getting-your-share/>
- Stansbury, R. (2021). *How Drive-Thrus Can Boost Sales Post-Pandemic | QSR magazine*. <https://www.qsrmagazine.com/outside-insights/how-drive-thrus-can-boost-sales-post-pandemic>
- Statistik, B. P. (2021). *Penduduk Menurut Jenis Kelamin dan Kabupaten/Kota di Provinsi Banten (Jiwa), 2018-2020*. <https://banten.bps.go.id/indicator/12/46/1/penduduk-menurut-jenis-kelamin-dan-kabupaten-kota-di-provinsi-banten.html>
- Sugiyono. (2015). *Metode Penelitian Pendidikan*. Alfabeta.
- TribunNews.com. (2021). *Kontribusi Industri Makanan Minuman Terhadap PDB Capai 6,66 Persen di Triwulan II*. <https://www.tribunnews.com/bisnis/2021/08/07/kontribusi-industri-makanan-minuman-terhadap-pdb-capai-666-persen-di-triwulan-ii>

- Walker, J. R. (2017). *Introduction to Hospitality* (7th ed.). Pearson Education Limited.
- Weber, J., & Wasieleski, D. M. (2018). *Corporate Social Responsibility*. Emerald Publishing Limited.
- Wortley, K. (2019). *Japan's love for chicken pushes up meat consumption*. <https://www.foodnavigator-asia.com/Article/2019/01/24/Chicken-meat-consumption-rises-in-Japan>

