

REFERENCES

- Abdullah, D., Hamir, N., Nor, N. M., Krishnaswamy, J., & Rostum, A. M. M. (2018). Food Quality, Service Quality, Price Fairness and Restaurant Re-Patronage Intention: The Mediating Role of Customer Satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 8(17), 211–226. 10.6007/IJARBSS/v8-i17/5226
- Abdullah, Z. (2018). An analysis of factors affecting the investment growth of Indonesian Islamic insurance. *Journal of Islamic Economics Lariba*, 4(2), 71-81. DOI : 10.20885/jielariba.vol4.iss2.art2
- Abtin, A., & Pouramiri, M. (2016). The impact of relationship marketing on customer loyalty enhancement (Case study: Kerman Iran insurance company). *Marketing and Branding Research*, 3, 41-49.
- Adnan, A. M., Yusri, A., Nawawi, W. N. W., & Kamarudin, W. N. B. W. (2018). Young Customers' Atmospheric Factor for Revisit Intention to Theme Restaurants. *Journal of ASIAN Behavioural Studies*, 3(11), 49-60. DOI: <https://doi.org/10.21834/jabs.v3i11.324>
- Aldisa, O. (2020). *The effect of entrepreneurial competencies on business performance at PT Inovasi Prima Bangun, Jakarta*. Jakarta: Universitas Pelita Harapan.

- Alhelalat, J. A., Ma'moun, A. H., & Twaissi, N. M. (2017). The impact of personal and functional aspects of restaurant employee service behaviour on customer satisfaction. *International Journal of Hospitality Management*, 66, 46-53. DOI: <https://doi.org/10.1016/j.ijhm.2017.07.001>
- Anggraeni, R., Hendrawan, D., & Huang, Y. W. (2020). The Impact of Theme Restaurant Servicescape on Consumer's Value and Purchase Intention. *Advances in Economic, Business and Management Research*, 144, 226-232.
- Anggraeni, A., Sulisty, L. I. H., & Affandy, N. (2020). The Antecedents of Satisfaction and Revisit Intention for Full-Service Restaurants: An Empirical Study of the Food and Beverage Industry in Jakarta. *International Journal of Asian Business and Information Management (IJABIM)*, 11(3), 101-118. DOI: 10.4018/IJABIM.2020070107
- Armstrong, G., Kotler, P., Trifts, V., & and Buchwitz, L. A. (2017). *Marketing: An Introduction* (6th ed.). Ontario: Pearson Canada, Inc.
- Asenahabi, B. M. (2019). Basics of Research Design: A Guide to Selecting Appropriate Research Design. *International Journal of Contemporary Applied Researches*, 6(5)
- Atalık, Ö., Bakır, M., & Akan, Ş. (2019). The role of in-flight service quality on value for money in business class: a logit model on the airline industry. *Administrative Sciences*, 9(26).

- Badan Pusat Statistik. (2020). *Statistik: Penyediaan Makanan dan Minuman*. Jakarta: Badan Pusat Statistik Republik Indonesia. <https://www.bps.go.id/publication/2020/05/19/46f4771e281557c89c35f732/statistik-penyediaan-makanan-dan-minuman-2018.html>.
- Badan Pusat Statistik. (2021). *Indikator Ekonomi: Buletin Statistik Bulanan*. Jakarta: Badan Pusat Statistik Republik Indonesia. <https://www.bps.go.id/publication/2021/09/30/dbea47f3e70c667055240767/indikator-ekonomi-juli-2021>.
- Badan Pusat Statistik Kota Medan. (2019). *Kota Medan dalam angka*. Medan: Badan Pusat Statistik Kota Medan. <https://medankota.bps.go.id/publication/2019/08/16/9232053a310c2b5c642e1b3b/kota-medan-dalam-angka-2019.html>
- Basaran, U., & R. Aksoy, (2017). The effect of perceived value on behavioural intentions. *Journal of Management, Marketing and Logistics (JMML)*, 6(1), 1-16, DOI: <http://doi.org/10.17261/Pressacademia.2017.375>
- Buttle, F. A., & Maklan, S. (2019). *Customer Relationship Management: Concepts and Technologies* (4th ed.). New York: Routledge.
- Cambridge Dictionary. (n.d.). Consistency. In *dictionary.cambridge.org dictionary*. Retrieved August 30, 2021, from <https://dictionary.cambridge.org/dictionary/english/consistency>
- Cecilia, I. (2020). *The influence of price toward customers purchase decision at 4 Fingers Sun Plaza Medan*. Medan: Universitas Pelita Harapan.

- Chaipipat, N. (2017). *Factors influence revisiting reviewed cafe toward cafe characteristic*. Bangkok: Mahidol University
- Choe, J. Y. J., & Kim, S. S. (2018). *Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention*. Hong Kong: The Hong Kong Polytechnic University
- Chuah, S.H.W., Marimuthu, M., and Ramayah, T. (2016). The contribution of perceived firm marketing innovation initiatives to customer perceived value and loyalty: Does switching experience really matter? *Asian Academy of Management Journal*, 21(1), 1–23.
<http://dx.doi.org/10.21315/aamj2016.21.suppl.1.1>
- Chun, S. H., & Nyam-Ochir, A. (2020). The effects of fast food restaurant attributes on customer satisfaction, revisit intention, and recommendation using DINESERV scale. *Sustainability*, 12(18), 7435. DOI:10.3390/su12187435
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative and Mixed Method Approach* (5th ed.). Los Angeles: SAGE Publications, Inc.
- Danda, G. (2017). *Word of mouth habits: The effect of past behaviour on positive electronic word of mouth*. Gauteng: University of Pretoria.
- Danurdara, A. B., & Hidayah, N. (2016). Creating Customer Value and Its Implication To Customer Loyalty: An Empirical Study at Star Hotels in West Java, Indonesia. *International Review of Management and Business Research*, 5(2), 732-742.

- Daoud, J. I. (2017). Multicollinearity and regression analysis. *Journal of Physics: Conference Series*, 949(1), 1-6. DOI: 10.1088/1742-6596/949/1/012009
- Deloitte. (2020). *Impact of COVID-19 on the hospitality industry: Hospitality taking pro-active financial steps to mitigate impact*.
<https://www2.deloitte.com/nl/nl/pages/consumer/articles/impact-of-covid-19-on-the-hospitality-industry.html>
- Deloitte. (2020). *The pivotal role of trust: Impact of COVID-19 on the food and beverage sector in Indonesia*.
<https://www2.deloitte.com/content/dam/Deloitte/id/Documents/consumer-business/id-consumer-covid19-2020.pdf>
- Dewi, I., Dewi, I., Kustina, K., & Prena, G. (2018). Culture of tri hita karana on ease of use perception and use of accounting information system. *International Journal Of Social Sciences And Humanities (IJSSH)*, 2(2), 77-86. DOI: 10.29332/ijssh.v2n2.131
- Gheribi, E. S. (2017). Innovation strategies in restaurant business. *Ekonomika i Organizacja Przedsiębiorstwa*, 11, 153-163.
- Gursoy, D. (Ed.). (2018). *The Routledge Handbook of Hospitality Marketing*. New York: Routledge.
- Halim, J. (2020) *The effect of service quality and food quality to customer satisfaction in warunk upnormal Medan*. Medan: Universitas Pelita Harapan.

Harahap, Z., Leonandri, D., & Julvitra, E. The Effect Of Service Quality And Product Quality On Consumer Satisfaction In 71st Omakase Restaurant, Cikajang Jakarta. *Jurnal Akademi Pariwisata Medan*, 8(2), 120-131. DOI: <https://doi.org/10.36983/japm.v8i2.93>

Hermawan, H., Brahmanto, E., & Hamzah, F. (2018). *Pengantar Manajemen Hospitality*. Pekalongan: PT Nasya Expanding Management.

Hosseini, A. S., Soltani, S., & Mehdizadeh, M. (2018). Competitive advantage and its impact on new product development strategy (Case study: Toos Nirro technical firm). *Journal of Open Innovation: Technology, Market, and Complexity*, 4(17). DOI: <http://dx.doi.org/10.3390/joitmc4020017>

Indonesia. (2018). *Peraturan Daerah Kabupaten Wonosobo Nomor 7 Tahun 2018: tentang usaha pariwisata*. [Jawa Tengah]: Bupati Wonosobo

Janssens, K., Lambrechts, W., Keur, H., & Semeijn, J. (2020). Customer value types predicting consumer behavior at Dutch grocery retailers. *Behavioral Sciences*, 10(8), 127. DOI: <http://dx.doi.org/10.3390/bs10080127>

Jauhari, V. (Ed.). (2017). *Hospitality Marketing and Consumer Behavior: Creating Memorable Experiences*. Apple Academic Press Inc.

John, V. K., & Thumapun, S. (2019). The influence of consumer-generated electronic word-of-mouth on travelers' intention for online hotel booking: A study at Phuket in Thailand. *International Journal of Engineering Research in Computer Science and Engineering (IJERCSE)*, 6(9), 14-25

- Khan, M., Sarmad, M., Shah, S. F. A., & Han, B. J. (2020). Extent of Employee Turnover in Humanitarian Logistic: An Interpretive Structural Modelling Approach. *International Journal of Supply Chain Management*, 9(4), 107-121.
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103-110. DOI: <https://doi.org/10.1016/j.jretconser.2019.05.005>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Essex: Pearson Education Limited
- Kotler, P., Bowens, J. T., Makens, J. C., & Baloglu, S. (2018). *Marketing for Hospitality and Tourism* (7th ed.). Essex: Pearson.
- Kurian, G., & Muzumdar, P. (2017). Restaurant formality and customer service dimensions in the restaurant industry: an empirical study. *Atlantic Marketing Journal*, 6(1), 75-92. <https://digitalcommons.kennesaw.edu/amj/vol6/iss1/6>
- Lamai, G. H., Thavorn, J., Klongthong, W., & Ngamkroekjoti, C. (2020). Critical factors influencing revisit intention of large restaurant chains in Myanmar. *Journal of Distribution Science*, 18(12), 31-43. <http://dx.doi.org/10.15722/jds.18.12.202012.31>

- Lind, D. A., Marchal, W.G., & Wathen, S. A. (2018). *Basic Statistics for Business and Economy* (9th ed.). New York: McGraw-Hill Education
- Mathur, T., & Gupta, A. (2019). Impact of ‘Dining atmospherics’ and ‘Perceived food-quality’ on customer re-patronage intention in fast-casual restaurants. *Tourism and hospitality management*, 25(1), 95-119. DOI: <https://doi.org/10.20867/thm.25.1.6>
- Macharia, H. W., & Cheng, Y. (2019). *How do social media marketing activities influence customer equity and purchase intention: An empirical study of hotel industry based on Y-Generation*. Växjö: Linnaeus University
- Mertler, C. A., & Reinhart, R. V. (2017). *Advanced & Multivariate Statistical Method: Practical Application and Interpretation* (6th ed.).
- Mohajan, H. K. (2017). Two criteria for good measurements in research: Validity and reliability. *Annals of Spiru Haret University. Economic Series*, 17(4), 58-82. <https://mpira.ub.uni-muenchen.de/83458/>
- McEvoy, D. M. (2018). *A Guide to Business Statistics*. Hoboken: Wiley
- Mukherjee, S. P. (2019). *A Guide to Research Methodology: An Overview of Research Problems, Tasks & Methods*. New York: Taylor & Francis.
- Munawar, A. (2020). Determinants of Corporates Leverage in Indonesia. *Advances in Economics, Business and Management Research*, 143, 302-306.

- Murray, W. C., Elliot, S., Simmonds, K., Madeley, D., & Taller, M. (2017). Human resource challenges in Canada's hospitality and tourism industry: Finding innovative solutions. *Worldwide Hospitality and Tourism Themes*, 9(4), 1-11. DOI: 10.1108/WHATT-04-2017-0022
- Nedeliaková, E., & Panák, M. (2016). The Importance of Dynamic Models in Process-Oriented Quality Management. *CITPM*, 315-321
- Niela, A., Sanusi, A. N. O., Yuniar, A., TsaniFitria, D. N., & Suhud, U. (2020). Investigasi Revisit Intention Pelanggan Restoran Ayam Cepat Saji asal Amerika. *Jurnal Bisnis, Manajemen, dan Keuangan-JBMK*, 1(2), 416-432.
- Oluwafemi, A., & Dastane, O. (2016). The impact of word of mouth on customer perceived value for the Malaysian restaurant industry. *The East Asian Journal of Business Management*, 6(3), 21-31. DOI: 10.13106/eajbm.2016.vol6.no3.21
- Oppong, P. K., Mensah, J., & Addae, M. (2021). The Importance of Value, Image, Credibility and Trust to Repurchase Intentions in Over-the-Counter Herbal Market in Sub-Saharan Africa. *Open Journal of Business and Management*, 9(4), 2080-2099. DOI: <https://doi.org/10.4236/ojbm.2021.94110>
- Pandey, N., Tripathi, A., Jain, D., & Roy, S. (2020). Does price tolerance depend upon the type of product in e-retailing? Role of customer satisfaction, trust, loyalty, and perceived value. *Journal of Strategic Marketing*. DOI: <https://doi.org/10.1080/0965254X.2019.1569109>

- Pane, S. F., Awangga, R. M., & Azhari, B. R. (2018). Qualitative evaluation of RFID implementation on warehouse management system. *Telkomnika*, 16(3), 1303-1308. DOI: 10.12928/TELKOMNIKA.v16i3.8400
- Patel, P. C., & Guedes, M. J. (2017). Surviving the recession with efficiency improvements: The case of hospitality firms in Portugal. *International Journal of Tourism Research*, 19(5), 594-604. DOI: 10.1002/jtr.2132
- Pham, L. T. M., Do, H. N., & Phung, T. M. (2016). The effect of brand equity and perceived value on customer revisit intention: a study in quick-service restaurants in Vietnam. *Acta Oeconomica Pragensia*, 24(5), 14-30. DOI: 10.18267/j.aop.555
- Pham, Q. T., Tran, X. P., Misra, S., Maskeliūnas, R., & Damaševičius, R. (2018). Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam. *Sustainability*, 10(1), 156. DOI:10.3390/su10010156
- Polas, M. R. H., Raju, V., Hossen, S. M., Karim, A. M., & Tabash, M. I. (2020). Customer's revisit intention: Empirical evidence on Gen-Z from Bangladesh towards halal restaurants. *Journal of Public Affairs*, e2572. DOI: 10.1002/pa.2572
- Rajaguru, R. (2016). Role of value for money and service quality on behavioural intention: A study of full service and low cost airlines. *Journal of Air Transport Management*, 53, 114-122.

- Rajput, A., & Gahfoor, R. Z. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journal*, 6(1), 1-12.
<https://doi.org/10.1186/s43093-020-00021-0>
- Rana, M. W., Lodhi, R. N., Butt, G. R., & Dar, W. U. (2017). How determinants of customer satisfaction are affecting the brand image and behavioral intention in fast food industry of Pakistan. *Journal of Tourism and Hospitality*, 6(6), 1-6. DOI: 10.4172/2167-0269.1000316
- Rasidah, H., Jamal, S. A., Sumarjan, N., & Ong, M. H. A. (2017). Perceived value and behavioral intentions relationship: A test of mediation model in Malaysian green hotels. *Advanced Science Letters*, 23(8), 7359-7362.
- Rotileanu, A. (2020). The Customer's Path Impact in Customer Satisfaction. *Business Management Dynamics*, 9(8), 27-34
- Rowendi, R. (2020). *The influence of service quality towards customer satisfaction at Pilaastro Café Sudirman Medan*. Medan: Universitas Pelita Harapan
- Rozekhi, N. A., Hussin, S., Siddiqe, A. S. K. A. R., Rashid, P. D. A., & Salmi, N. S. (2016). The influence of food quality on customer satisfaction in fine dining restaurant: Case in Penang. *International Academic Research Journal of Business and Technology*, 2(2), 45-50.
- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2019). *Research Method for Business Students* (8th ed.). Harlow: Pearson Education Limited.

- Sangwan, A. (2020). Services Marketing: Role of Services in Economy. *Mukd Shabd Journal*, 9(6), 3634-3638
- Sekaran, U., & Bougie, R. (2016). *Research Method for Business: A Skill Building Approach* (7th ed.). Chichester: John Wiley & Sons, Inc.
- Setyowati, E. (2017). Pengaruh Kualitas Pelayanan, Harga, Dan Citra Merek Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Pemediasi. *Jurnal Manajemen Dayasaing*, 18(2), 102-112.
- Sharma, G. (2017). Pros and cons of different sampling techniques. *International journal of applied research*, 3(7), 749-752.
- Shaw, N., & Sergueeva, K. (2019). The non-monetary benefits of mobile commerce: Extending UTAUT2 with perceived value. *International Journal of Information Management*, 45, 44-55. DOI: <https://doi.org/10.1016/j.ijinfomgt.2018.10.024>
- Suhud, U., & Wibowo, A. (2016). Predicting customers' intention to revisit a vintage-concept restaurant. *Journal of Consumer Sciences*, 1(2), 56-69.
- Sukhu, A., Bilgihan, A., & Seo, S. (2017). Willingness to pay in negative restaurant service encounters. *International Journal of Hospitality Management*, 65, 11-19. DOI: <http://dx.doi.org/10.1016/j.ijhm.2017.05.006>

- Tarigan, E. D. S., Wijaya, M., & Marbun, P. (2020). The Influence of Lifestyle, Physical Environment, and Menu Variety on Customer Loyalty through Customer Satisfaction in the Coffee Shop. *International Journal of Research and Review*, 7(1), 102-111.
- Unnevehr, L. (2017). *Economic Contribution of the Food and Beverage Industry*. https://www.ced.org/pdf/Economic_Contribution_of_the_Food_and_Beverage_Industry.pdf
- U. S. Bureau of Labor Statistics. (2021, September 29). *Industries at a Glance: Leisure and Hospitality*. <https://www.bls.gov/iag/tgs/iag70.htm#workforce>. Retrieved 8th October 2021
- Verma, V. C., & Gupta, D. D. (2018). An Investigative Study of Factors Influencing Dining out in Casual Restaurants Among Young Consumers. *European Business & Management*, 4(1), 2018, 39-43. DOI: 10.11648/j.ebm.20180401.16
- Walker, J. R. (2017). *Introduction to Hospitality Management* (7th ed.). Essex: Pearson.
- Walker, J. R. (2018). *Restaurant Concepts, Management and Operations* (8th ed.). Hoboken: Wiley
- World Tourism Organization. (n.d.). *Basic Tourism Statistics*. <https://www.unwto.org/statistic/basic-tourism-statistics>. Retrieved 23rd October 2021

- World Tourism Organization. (n.d.). *Economic Contribution of Tourism and Beyond*. <https://www.unwto.org/statistic-data-economic-contribution-of-tourism-and-beyond>. Retrieved 23rd October 2021
- Yue, T. (2019). *Examining employees' turnover intention based on organizational justice, pay satisfaction and job satisfaction in the hospitality and tourism industry*. Guelph: University of Guelph
- Zakaria, I., Salleh, M. Z. M., & Kozako, I. N. A. M. F. (2019). The Impact of Social Media Marketing on Brand Loyalty Among Generation Y Towards Luxury Fashion Brands. *Malaysian Journal of Business and Economics (MJBE)*, 6(2), 25-36.
- Zaw, H. N. N. (2021). Driving Customer Satisfaction through Senses, Experience and Values. *Panyapiwat Journal*, 13(2), 60-76.