

REFERENCES

- Ahmad, S., Wasim, S., Irfan, S., Gogoi, S., Srivastava, A., & Farheen, Z. (2019). Qualitative v/s. Quantitative Research- A Summarized Review. *Journal of Evidence Based Medicine and Healthcare*, 6(43), 2828–2832. <https://doi.org/10.18410/jebmh/2019/587>
- Ajayi, V. O. (2017). *Primary Sources of Data and Secondary Sources of Data*. September, 1–6. <https://doi.org/10.13140/RG.2.2.24292.68481>
- Albattat, A., & Romli, S. R. M. (2017). Determining visitors' repetition by using servqual dimensions in attraction parks: A Case from Kuala Lumpur, Malaysia. *International Journal of Applied Business and Economic Research*, 15(15), 351–372.
- Alexandra, E. (2017). Pengaruh Kualitas Pelayanan, Harga, dan Kepuasan Pelanggan dalam Membentuk Loyalitas pada Rumah Makan Lalapan Bu Kadir Ambulu. *Unmuhjember*. <http://repository.unmuhjember.ac.id/id/eprint/1327>
- American Marketing Association. (2021). *What is Marketing? — The Definition of Marketing* — AMA. American Marketing Association. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Anderson, D. R., Sweeney, D. J., & Williams, T. A. (2017). *Statistics for Business and Economics (11th Edition)* by David R. Anderson, Dennis J. Sweeney, Thomas A. Williams. https://www.academia.edu/42973035/Statistics_for_Business_and_Economi

cs_11th_Edition_by_David_R_Anderson_Dennis_J_Sweeney_Thomas_A_Williams

- Arianto, N. (2017). PENGARUH KUALITAS PELAYANAN, HARGA DAN KEPUASAN TERHADAP LOYALITAS PASIEN (Studi Kasus Pada Pasien Rawat Jalan Rumah Sakit Premier Bintaro). *Jurnal Organisasi Dan Manajemen*, 13(1), 1–9. <https://doi.org/10.33830/jom.v13i1.13.2017>
- Ayu, F. F. (2021). PENGARUH HARGA, VARIASI PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KOSUMEN JASA WEDDING ORGANIZER (Studi kasus pada Graha Hartika Wedding & Convention Hall Bekasi). *Skripsi Thesis, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta*. <http://repository.stei.ac.id/id/eprint/3963>
- Bhandari, P. (2020a). *Descriptive Statistics | Definitions, Types, Examples*. <https://www.scribbr.com/statistics/descriptive-statistics/>
- Bhandari, P. (2020b, June 12). *What Is Quantitative Research? | Definition, Uses and Methods*. Scribbr. <https://www.scribbr.com/methodology/quantitative-research/>
- Bhandari, P. (2020c, July 3). *Designing and Analyzing a Likert Scale | What, Why and How*. Scribbr. <https://www.scribbr.com/methodology/likert-scale/>
- Calzon, B. (2021, March 25). *Your Modern Business Guide To Data Analysis Methods And Techniques*. Datapine. <https://www.datapine.com/blog/data-analysis-methods-and-techniques/>
- Crazfood. (2021). Pilastro. Crazfood. <https://crazfood.com/restaurant/menus/pilastro-medan>

- Crazfood. (2021). The Thirty Six. Crazfood.
<https://crazfood.com/restaurant/menus/the-thirty-six-medan>
- Creswell, J. W., & Creswell, J. D. (2017). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. In *SAGE Publications*. SAGE Publications.
https://www.google.co.id/books/edition/Research_Design/335ZDwAAQBAJ?hl=en&gbpv=0
- EHL. (2020). *Hospitality Industry: All Your Questions Answered*. EHL.
<https://hospitalityinsights.ehl.edu/hospitality-industry>
- EHL. (2021). *What is hospitality? What is international hotel management?* EHL.
<https://www.ehl.edu/en/what-is-hospitality>
- Elizabteh. (2018, March 1). *Operational Definition Psychology - Definition, Examples, and How to Write One*. Onemindtherapy.
<https://onemindtherapy.com/research/operational-definition-psychology-definition-examples-and-how-to-write-one/>
- Enlai, W. (2017). *The Influence Of Service Quality and Pricing to Customer Satisfaction*. May, 1–82.
<http://repository.president.ac.id/xmlui/handle/123456789/3018>
- Firmansyah, D. F. A. (2019). *Pemasaran Jasa: (Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan)*. Deepublish.
<https://books.google.co.id/books?id=txyPDwAAQBAJ>
- Furwana, D. (2019). Validity and Reliability of Teacher-Made English Summative

- Test at Second Grade of Vocational High School 2 Palopo. *Language Circle: Journal of Language and Literature*, 13(2).
<https://doi.org/10.15294/lc.v13i2.18967>
- Ganiyu, R. A. (2017). CUSTOMER SATISFACTION AND LOYALTY: A STUDY OF INTERRELATIONSHIPS AND EFFECTS IN NIGERIAN DOMESTIC AIRLINE INDUSTRY. *Oradea Journal of Business and Economics*, 2(1), 7–20. <https://doi.org/10.47535/1991ojbe013>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 Ed. 9, Cet. IX / Perpustakaan Fakultas Ekonomi*.
https://digilib.usm.ac.id/fek/index.php?p=show_detail&id=2134
- Ginting, L. (2018). The Effect of Service Quality on Satisfaction and Loyalty in Menara Lexus Hotel Medan. *KnE Social Sciences*, 3(10), 231–239.
<https://doi.org/10.18502/kss.v3i10.3376>
- Griffin, J. (2005). Customer Loyalty: Menumbuhkan & Mempertahankan Kesetiaan Pelanggan, Alih Bahasa: Dr. In Dwei Kartini Yahya. ERLANGGA.
- Hartanto, A., & Andreani, F. (2019). Pengaruh Kualitas Produk, Kualitas Layanan, Dan Lingkungan Fisik Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Mediasi Di De Mandailing Cafe Surabaya. *Agora*, Vol 7, No(1), 1–6. <http://publication.petra.ac.id>
- Hayes, A. (2021a, May 23). *Mean Definition*. Investopedia.
<https://www.investopedia.com/terms/m/mean.asp>
- Hayes, A. (2021b, August 29). *Mode Definition*. Investopedia.
<https://www.investopedia.com/terms/m/mode.asp>

- Helmenstine, A. M. (2019). *Null Hypothesis Definition and Examples*. ThoughtCo.
<https://www.thoughtco.com/definition-of-null-hypothesis-and-examples-605436>
- Hermawati, R., & Handayani, S. (2018). Pinisi Discretion Review The Effect of Work Discipline and Motivation on Employee. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 1(2), 47–55.
- Husna, S. A., Wahyudi, I., & Rohyati, E. (2020). Hubungan Kualitas Pelayanan Dengan Kepuasan Pelanggan. *Psikoborneo: Jurnal Ilmiah Psikologi*, 8(1), 100–106. <http://e-journals.unmul.ac.id/index.php/psikoneo/article/view/4864>
- Hymy, B. I., & Tanoto, S. (2019). Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Di PT Hastaco Tour and Travel. *Agora*, 7(1), 1–8.
- Ibrahim, M., & Yusheng, K. (2020). Service Innovation and Organisational Performance: Mediating Role of Customer Satisfaction. *International Journal of Management & Entrepreneurship Research*, 2(3), 97–108. <https://doi.org/10.51594/ijmer.v2i3.142>
- Johnson, R. B., & Christensen, L. (2017). Methods of data collection in quantitative, qualitative and mixed reserach. *Educational Research: Quantitative, Qualitative and Mixed Approaches*, 179–206. <https://edge.sagepub.com/rbjohnson7e>
- Jumawan, J. (2018). The Effect of Service Quality on Loyalty using Satisfaction as an Intervening Variable (Study on Entrepreneurs in Bekasi Bonded Zone). *International Journal of Advanced Engineering, Management and Science*, 4(5), 389–394. <https://doi.org/10.22161/ijaems.4.5.9>

- Kasmir. (2017). *Customer Services Excellent*. PT. Raja Grafindo.
<https://openlibrary.telkomuniversity.ac.id/pustaka/136228/customer-services-excellent-teori-dan-praktik.html>
- Khadka, K., & Maharjan, S. (2017). Value, satisfaction and customer loyalty. In *Marketing for Entrepreneurs and SMEs* (pp. 21–36). Edward Elgar Publishing. <https://doi.org/10.4337/9781781955970.00008>
- Komosjourney. (2013). The Thirty Six. Komosjourney.
<https://komosjourney.wordpress.com/2013/09/23/the-thirty-six/comment-page-1/>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. 1–736.
<http://rezakord.com/uploads/91b0c5c8c158421fa332a449c435e1b4.pdf>
- Kotler, P., & Keller, K. L. (2010). *Manajemen Pemasaran Jilid 1 -13/E*. Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15th Edition*. In *Pearson*.
- Kurniawan, M. R., Utami, H. R., & Prasetyo, J. H. (2020). *The reaction towards Customer Satisfaction through the Service Quality Variable at Foreign Private Banks in Jakarta Headquarter*. 5(3), 983–987.
- Lailatus, S. (2020). *Kualitas Pelayanan, Harga, Citra Merek, serta Pengaruhnya Terhadap Kepuasan Konsumen*. 5.
- Landman, P. (2020). *Hospitality Management*. Xotels.
<https://www.mendeley.com/search/?page=1&query=https%3A%2F%2Fwww.xotels.com%2Fen%2Fglossary%2Fhospitality-management&sortBy=relevance>

- Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 450–465. <https://doi.org/10.6007/ijarbss/v7-i4/2821>
- Makanmana. (2021). Banking over Coffee at Pilastro. Makanmana. <https://makanmana.net/2017/12/28/banking-over-coffee-at-pilastro-sudirman/>
- Martin, D., & Hamali, A. Y. (2020). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada Pt Adidaya Digital Printing Bandung. *Stieamkop*, 3(1), 30–48.
- Momoh, O. (2021). *Population Definition*. Investopedia. <https://www.investopedia.com/terms/p/population.asp>
- Mordor Intelligence. (2020). *Indonesia Foodservice Market | 2021 - 26 | Industry Share, Size, Growth - Mordor Intelligence*. Mordor Intelligence. <https://www.mordorintelligence.com/industry-reports/indonesia-foodservice-market>
- Nalendra, A. R. A. (2018). PENGARUH KUALITAS PELAYANAN HARGA KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN (STUDI KASUS PELANGGAN IM3 MADIUN). *Manager : Jurnal Ilmu Manajemen*, 2(4), 487. <https://doi.org/10.32832/manager.v2i4.3795>
- Nanincova, N. (2019). *PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN NOACH CAFE AND BISTRO*. 7(2).
- Nguyen, H., Nguyen, H., Nguyen, N., & Phan, A. (2018). Determinants of

Customer Satisfaction and Loyalty in Vietnamese Life-Insurance Setting. *Sustainability*, 10(4), 1151. <https://doi.org/10.3390/su10041151>

Ningtias, A. A., & Budiarti, A. (2017). PENGARUH KUALITAS PELAYANAN, HARGA, KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN BIMBINGAN BELAJAR ALFAGAMMA SURABAYA. *Angewandte Chemie International Edition*, 6(11), 951–952., 6(1), 1–16. <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/626>

Noor, F. V. (2020). PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PT HERBA PENAWAR ALWAHIDA INDONESIA (Studi Pada Alfatih Business Center II HPAI Kota Bengkulu). In *Human Relations* (Vol. 3, Issue 1). http://search.ebscohost.com/login.aspx?direct=true&AuthType=ip,shib&db=bth&AN=92948285&site=eds-live&scope=site%0Ahttp://bimpectassessment.net/sites/all/themes/bcorp_impact/pdfs/em_stakeholder_engagement.pdf%0Ahttps://www.globus.com/help/helpFiles/CDJ-Pa

Nurani, K. (2017). *Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Serta Dampaknya Pada Loyalitas Pelanggan Kereta Api Siantar Ekspres*. Tesis. Fakultas Ekonomi Dan Bisnis.

Nurhidayati, & Yuliantari, K. (2018). Analisis Pengaruh Kepuasan Pelanggan Terhadap Loyalitas Pelanggan pada Fish Streat Cabang Tebet. *Widya Cipta*, II(1), 69–75. <https://ejournal.bsi.ac.id/ejurnal/index.php/widyacipta/article/view/2918/203>

6

Nurmalasari, & Dinhar, A. (2018). Kualitas Layanan Terhadap Kepuasan Pengguna Jasa Commuter Line Parung Panjang. *Cakrawala - Jurnal Humaniora*, 18(2), 131–140.

<http://ejournal.bsi.ac.id/ejurnal/index.php/cakrawala/article/view/3679/2584>

Parasuraman, A. P., Zeithaml, V. A., & Berry, L. L. (1983). SERVQUAL: A multiple- Item Scale for measuring consumer perceptions of service quality.

Pathologie-Biologie, 31(5), 446–450.

<http://www.ncbi.nlm.nih.gov/pubmed/6353339>

Prakoso, F. A. (2020). Dampak Coronavirus Disease (Covid-19) Terhadap Industri Food & Beverages. *Jurnal Manajemen Bisnis*, 33(2), 1–6.

Profillidis, V. A., & Botzoris, G. N. (2019). Methods of Modeling Transport Demand. In *Modeling of Transport Demand* (pp. 89–123). Elsevier.

<https://doi.org/10.1016/B978-0-12-811513-8.00003-0>

Rahmawati, E., & Widiastuti, N. P. (2019). PENGARUH KUALITAS PELAYANAN DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN DI MAMAS GERMAN RESTAURANT. 2(1), 1–12.

<https://jurnal.stiesahidbali.ac.id/index.php/MIW/article/view/49>

Ramadhan, S., Mardapi, D., Sahabuddin, C., & Sumiharsono, R. (2019). The estimation of standard error measurement of physics final examination at senior high schools in bima regency indonesia. *Universal Journal of Educational Research*, 7(7), 1590–1594.

<https://doi.org/10.13189/ujer.2019.070713>

- Rasyid, H. Al. (2017). Pengaruh Kualitas Layanan Dan Pemanfaatan Teknologi Terhadap Kepuasan Dan Loyalitas Pelanggan Go-Jek. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis*, 1(2), 210–223. <https://doi.org/10.31311/jeco.v1i2.2026>
- Sahay, A. (2018). *How would you define a “model” within a theoretical research?* Researchgate. <https://www.researchgate.net/post/How-would-you-define-a-model-within-a-theoretical-research/5c11bbee7cbaf9d385aa39d/citation/download>.
- Sajadi, R. E., & Rizzuto, D. (2013). The antecedents of consumer satisfaction and loyalty in fast food industry: A cross-national comparison between Chinese and Swiss consumers. *International Journal of Quality & Reliability Management*, 30(7), 780–798. <https://doi.org/10.1108/IJQRM-MAY-2012-0069>
- Salem, S. F., & Chaichi, K. (2018). Investigating causes and consequences of purchase intention of luxury fashion. *Management Science Letters*, 8(12), 1259–1272. <https://doi.org/10.5267/j.msl.2018.10.001>
- Shabila, N. R., Jason, A., & Marpaung, C. D. (2020). Uji Validitas Dan Reliabilitas Kuesioner Fonseca Anamnestic Index Versi Bahasa Indonesia Populasi Usia 19-21 Tahun. *Jurnal Kedokteran Gigi Terpadu*, 2(2), 33–36. <https://www.trijurnal.lemlit.trisakti.ac.id/jkgt/article/view/8793>
- Showkat, N., & Parveen, H. (2017). Non-Probability and Probability Sampling. *E-PG Pathshala*, August. https://www.researchgate.net/publication/319066480_Non-

Probability_and_Probability_Sampling

Sileyew, K. J. (2019). Research Design and Methodology. *Cyberspace*.

<https://doi.org/10.5772/INTECHOPEN.85731>

Sinurat, S. M., Lumanauw, B., & Roring, F. (2017). Pengaruh Inovasi Produk,

Harga, Citra Merek Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan

Mobil Suzuki Ertiga. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis*

Dan Akuntansi, 5(2), 2230–2239. <https://doi.org/10.35794/emba.v5i2.16522>

Siregar, N., & Fadillah, H. (2017). Pengaruh Pencitraan, Kualitas Produk dan Harga

terhadap Loyalitas Pelanggan pada Rumah Makan Kampoenng Deli Medan.

Jurnal Manajemen Tools, 8(2), 87–96.

Statistics Solution. (2021). *Conduct and Interpret a (Pearson) Bivariate*

Correlation. Statistics Solution. [https://www.statisticssolutions.com/free-](https://www.statisticssolutions.com/free-resources/directory-of-statistical-analyses/bivariate-correlation/)

[resources/directory-of-statistical-analyses/bivariate-correlation/](https://www.statisticssolutions.com/free-resources/directory-of-statistical-analyses/bivariate-correlation/)

Sugianto, A. (2017). *VALIDITY AND RELIABILITY OF ENGLISH SUMMATIVE*

TEST. 3(2), 22–38.

<http://ejournal.kopertais4.or.id/mataraman/index.php/efi/article/view/3191>

Sugiyono. (2018). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.

[https://www.academia.edu/44502098/Prof_dr_sugiyono_metode_penelitian_](https://www.academia.edu/44502098/Prof_dr_sugiyono_metode_penelitian_kuantitatif_kualitatif_dan_r_and_d_intro_PDFDrive_1_?sm=b)

[kuantitatif_kualitatif_dan_r_and_d_intro_PDFDrive_1_?sm=b](https://www.academia.edu/44502098/Prof_dr_sugiyono_metode_penelitian_kuantitatif_kualitatif_dan_r_and_d_intro_PDFDrive_1_?sm=b)

Sunarsi, D. (2020). The Analysis of The Work Environmental and Organizational

Cultural Impact on The Performance and Implication of The Work

Satisfaction. *Jurnal Ilmiah Ilmu Administrasi Publik*, 9(2), 237.

<https://doi.org/10.26858/jiap.v9i2.11761>

- Tjiptono, F., & Chandra, G. (2011). *Service Quality & Satisfaction*. Andi.
- Trochim, W. M. K. (2021). *Analysis - Research Methods Knowledge Base*. Conjoint.Ly. <https://conjointly.com/kb/research-data-analysis/>
- Valentina, D., Turgarini, D., & Pratiwi, I. I. (2021). The effect of internet marketing and electronic word of mouth of Sundanese gastronomy tourism on tourist visit motivation to Bandung. In *Promoting Creative Tourism: Current Issues in Tourism Research* (pp. 771–776). Routledge. <https://doi.org/10.1201/9781003095484-112>
- Varian, A. (2020). *Menjaga Loyalitas Konsumen di Masa Pandemi - Storelogy*. Storelogy. <https://storelogy.com/blog/menjaga-loyalitas-pelanggan-di-masa-pandemi/>
- Wantara, P., & Tambrin, M. (2019). ITHJ International Tourism and Hospitality Journal The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik. *International Tourism and Hospitality Journal*, 2(1), 1–9. <https://rpajournals.com/ithj:https://rpajournals.com/ithj>
- Widjojo, H., Widjojo, S., Poniman, R., Handoko, R., Wibowo, A. I., Hartono, Y., Sari, F. M., & Octavian, F. (2018). *Sari-sari pemasaran & aplikasinya di dunia bisnis*. Jakarta : Prasetiya Mulya. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=996549>
- Widyastuti, D. (2020). Minat Penggunaan Berulang E-Money kartu Flazz BCA yang dipengaruhi oleh Persepsi Kemudahan, Persepsi Kemanfaatan serta Promosi Penjualan. *Jurnal Ekobis : Ekonomi Bisnis & Manajemen*.

- Winata, A., & Fiqri, I. A. (2017). Loyalitas Pelanggan Hotel Emersia Di Bandar. *Jurnal Manajemen Magister*, 03(02), 133–149. <https://jurnal.darmajaya.ac.id/index.php/jmmd/article/view/989/644%0A>
- Yusi, D. M. S. M. S., & Idris, D. U. M. S. (2020). *Statistika untuk Ekonomi, Bisnis, & Sosial - Dr. M. Syahirman Yusi, M.Si, Dr. Umiyati Idris, M.Si - Google Books*. Andi. [https://books.google.co.id/books?hl=en&lr=&id=qy0MEAAQBAJ&oi=fnd&pg=PR1&dq=Yusi,+M.+S.,+%26+Idris,+U.+\(2020\).+Statistika+untuk+Ekonomi,+Bisnis+dan+Sosial&ots=7a-HxkRdlj&sig=KDTiai9vP-Qi9FrTTF1gMRaoWOs&redir_esc=y#v=onepage&q&f=false](https://books.google.co.id/books?hl=en&lr=&id=qy0MEAAQBAJ&oi=fnd&pg=PR1&dq=Yusi,+M.+S.,+%26+Idris,+U.+(2020).+Statistika+untuk+Ekonomi,+Bisnis+dan+Sosial&ots=7a-HxkRdlj&sig=KDTiai9vP-Qi9FrTTF1gMRaoWOs&redir_esc=y#v=onepage&q&f=false)
- Zephan, N. (2018). Relationship Between Customer Satisfaction and Customer Loyalty. *THESIS CENTRIA UNIVERSITY OF APPLIED SCIENCE Business Management*, 6(May), 1–39. <http://urn.fi/URN:NBN:fi:amk-201805178799%0Ahttps://www.theseus.fi/handle/10024/146823>