

REFERENCES

- Agus Tri Haryanto. (2021, February 23). *Pengguna Internet Indonesia Tembus 202,6 Juta*. Detikinet; detikcom. <https://inet.detik.com/cyberlife/d-5407210/pengguna-internet-indonesia-tembus-2026-juta>
- Ahdika, A. (2017). Improvement of quality, interest, critical, and analytical thinking ability of students through the application of research-based learning (RBL) in introduction to stochastic processes subject. *International Electronic Journal of Mathematics Education*, 12(2), 167-191.
- Ainiyah, N., Deliar, A., & Virtriana, R. (2016). The classical assumption test to driving factors of land cover change in the development region of northern part of west Java. *The International Archives of Photogrammetry, Remote Sensing and Spatial Information Sciences*, 41, 205.
- Basuki, A. T., & Prawoto, N. (2016). Analisis Regresi dalam Penelitian Ekonomi dan Bisnis. Jakarta: *Raja Grafindo Persada*.
- Chang, H. H., Wang, Y. H., & Yang, W. Y. (2009). The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Total quality management*, 20(4), 423-443.
- Choudhary, N. (2019). Strategic Analysis of Cloud Kitchen—A Case Study. *Management Today*.
- Darmawan, Hanna. 2015. Uji Asumsi Klasik. Semarang: Penerbit Undip.
- Dedy, R. (2021). Pengaruh Citra, Kemudahan Penggunaan Aplikasi, Persepsi Harga dan Promosi Terhadap Minat Pengguna Grab di Kota Jakarta - Universitas Pelita Harapan Institutional Repository. *Uph.edu*.<https://doi.org/http://repository.uph.edu/40425/61/Title%20%2822%29.pdf>
- Dewan, M. N. A., Chowdhury, M. M. H., & Quaddus, M. A. (2012, July). Three Indicator Components of e-Business Sustainability. In *International*

- Conference on E-Business and Telecommunications (pp. 55-71). Springer, Berlin, Heidelberg.
- Dharmawan, D., & Adista, D. (2019). Pengaruh Kualitas Layanan Dan Nilai Pelanggan Terhadap Kepuasan Pelanggan Grab Bike Di Universitas Krisnadwipayana. *Jurnal Manajemen Bisnis Krisnadwipayana*, 7(1), 39–48. <https://doi.org/10.35137/jmbk.v7i1.266>
- Eka, R. (2020, August 11). *Supper App News: Still on Gojek vs Grab*. Dailysocial.id; Dailysocial. <https://dailysocial.id/post/supper-app-news-still-on-gojek-vs-grab>
- Eka, R. (2021, January 29). *Didominasi Grab dan Gojek, GMV Layanan Pesan-Antar Makanan di Indonesia Capai 52 Triliun Rupiah*. Dailysocial.id; Dailysocial. <https://dailysocial.id/post/didominasi-grab-dan-gojek-gmv-layanan-pesan-antar-makanan-di-indonesia-capai-52-triliun-rupiah>
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50, 322–332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- Fajar Adi Prakoso. (2020). Dampak Coronavirus Disease (Covid-19) Terhadap Industri Food & Beverages. *Jurnal Manajemen Bisnis (JMB)*, 0(0), 1–6. <https://ejournal.stieibbi.ac.id/index.php/jmb/article/view/81>
- Ghazi Mahafzah, A., Mohammad Aljawarneh, N., Abdel Kader Alomari, K., Altahat, S., & Saleh Alomari, Z. (2020). the Role of Customer Relationship Management on Food and Beverage Services Quality: the Mediating Role of Employees Satisfaction. *Humanities & Social Sciences Reviews*, 8(2), 222–230. <https://doi.org/10.18510/hssr.2020.8226>
- Ghozali, Imam, 2011. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro. BPFE.

- Grab Indonesia. (2019, December 20). *4 Keunggulan GrabKitchen yang Gunakan Konsep "Delivery-Only."* Teknologi;cnindonesia.com.
<https://www.cnnindonesia.com/teknologi/20191219141221-190-458362/4-keunggulan-grabkitchen-yang-gunakan-konsep-delivery-only>
- Grab. (2016). Grab ID. <https://www.grab.com/id/>
- Harazneh, I., Adaileh, M., Thbeitat, A., Afaneh, S., Khanfar, S., Harasis, A., & Elrehail, H. (2020). The impact of quality of services and satisfaction on customer loyalty: The moderate role of switching costs. *Management Science Letters*, 10(8), 1843-1856.
- Hari Pitrajaya. (2021). *Wow, Indonesia Jadi Pasar Terbesar Grab*. Arenalte.com.
<https://arenalte.com/berita/industri/wow-indonesia-jadi-pasar-terbesar-grab/>
- Hasan, M., Musa, C. I., Arismunandar, Azis, M., & Tahir, T. (2020). Positive psychological capital, market orientation, and business performance of family business in the culinary sector: A research study. *Economics and Sociology*, 13(3), 97–112. <https://doi.org/10.14254/2071-789X.2020/13-3/7>
- Hikmawati, F. (2018). *Metodologi Penelitian*. Depok: Rajawali Pers.
- Huang, P. L., Lee, B. C. Y., & Chen, C. C. (2019). The influence of service quality on customer satisfaction and loyalty in B2B technology service industry. *Total Quality Management and Business Excellence*, 30(13–14), 1449–1465. <https://doi.org/10.1080/14783363.2017.1372184>
- Ibnuismail. (2021, June 4). *Cloud Kitchen: Konsep Bisnis Kuliner Baru yang Sedang Hits - Accurate Online*. Accurate Online. <https://accurate.id/bisnis-ukm/cloud-kitchen/>
- Karani, L. M., Syah, T. Y. R., & Anindita, R. (2019). Influence of Service Quality and Customer Satisfaction on Customer Loyalty in Restaurants of the Tangerang Area. *Russian Journal of Agricultural and Socio-Economic Sciences*, 92(8), 142–147. <https://doi.org/10.18551/rjoas.2019-08.15>

- Kaul, D. (2017). Customer relationship management (CRM), customer satisfaction and customer lifetime value in retail. *Review of professional management*, 15(2), 55-60.
- Kushins, E. R., & Behounek, E. (2020). Using sociological theory to problematize family business research. *Journal of Family Business Strategy*, 11(1), 100337.
- Mahafzah, A. G., Aljawarneh, N. M., Alomari, K. A. K., Altahtat, S., & Alomari, Z. S. (2020). Impact of customer relationship management on food and beverage service quality: The mediating role of employees satisfaction. *Humanities & Social Sciences Reviews*, 8(2), 222-230.
- MFONTE Colette, S. (2018). The Effect of Mobile Service Quality Indicator on Customer Satisfaction in Cameroon: A Structural Equation Model. *Www.Ijbmm.Com International Journal of Business Marketing and Management*, 3(3), 2456–4559. www.ijbmm.com
- Mishra, P., Pandey, C. M., Singh, U., Gupta, A., Sahu, C., & Keshri, A. (2019). Descriptive statistics and normality tests for statistical data. *Annals of cardiac anaesthesia*, 22(1), 67.
- Mursaleen, M., Ijaz, M., & Kashif, M. (2014). Service quality of news channels: A modified servqual analysis. *Observatorio*, 8(1), 171–188. <https://doi.org/10.15847/obsOBS812014719>
- Nurani Aulia Oktaviona Putri, 2016. Pengaruh Iklan Televisi “TCASH Semua Bisa Sekali Tap” Terhadap Sikap Pada Merek
- Norouzi, A., Jafarizadeh, A. A., Karbalaie, M., Najafi, Y., Akbar Jafarizadeh, A., Karbalaie, M., & Najafi, Y. (2013). The effective major factors on customer perceived value in service context: The application of ANFIS method. *European Online Journal of Natural and Social Sciences*, 2(3), 408–416. www.european-science.com

- Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: a research agenda (M. Fonte Colette, 2018) da. *Journal of the Academy of Marketing Science*, 28(1), 168-174.
- Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry. 1988. "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality". *Journal of Retailing*. Vol 64 (1) pp 12- 37
- PDSI KOMINFO. (2021). *Apa itu Industri 4.0 dan bagaimana Indonesia menyongsongnya*. Website Resmi Kementerian Komunikasi Dan Informatika RI. https://kominfo.go.id/content/detail/16505/apa-itu-industri-40-dan-bagaimana-indonesia-menyongsongnya/0/sorotan_media
- Priansa, D. J. (2017). *Perilaku konsumen dalam persaingan bisnis kontemporer*. Alfabeta: Jakarta.
- Puspitasari, N. B., Nugroho Susatyo, W. P., Amyhorsea, D. N., & Susanty, A. (2018). Consumer's Buying Decision-Making Process in E-Commerce. *E3S Web of Conferences*, 31(September 2016), 1–6. <https://doi.org/10.1051/e3sconf/20183111003>
- Rahajeng Kusumo Hastuti. (2019, November 28). *Ekspansi! Grab Buka 2 Cloud Kitchen di Medan*. CNBC Indonesia; cnbcindonesia.com. <https://www.cnbcindonesia.com/tech/20191128131357-37-118684/ekspansi-grab-buka-2-cloud-kitchen-di-medan>
- Ramya, N., Kowsalya, A., & Dharanipriya, K. (2019). Service quality and its indicators. *EPRA International Journal of Research & Development*, 4, 38-41.
- Rasyid, A., & Alfina, I. (2017). E-service quality evaluation on e-government website: case study BPJS Kesehatan Indonesia. In *journal of physics: Conference series* (Vol. 801, No. 1, p. 012036). IOP Publishing.
- Rohmah, A. (2020). Pandemi Covid-19 Dan Dampaknya Terhadap Perilaku Konsumen Di Indonesia. *Jurnal Inovasi Penelitian*, 1(7), 1373-1378.

- Salmon, U., & Allman, K. (2019). Innovation in family firms: an empirical taxonomy of owners using a mixed methods approach. *Journal of Family Business Management*.
- Shahid Iqbal, M., Ul Hassan, M., & Habibah, U. (2018). Impact of self-service technology (SST) service quality on customer loyalty and behavioral intention: The mediating role of customer satisfaction. *Cogent Business and Management*, 5(1). <https://doi.org/10.1080/23311975.2018.1423770>
- Sileyew, K. J. (2019). Research design and methodology. In Cyberspace. IntechOpen.
- Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2020). Influence of fast-food restaurant service quality and its indicators on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*.
- Sugiyono, D. (2010). Memahami penelitian kualitatif.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabeta.
- Suhartanto, D., Farhani, N. H., & Muflih, M. (2018). Loyalty Intention towards Islamic Bank: The Role of Religiosity, Image, and Trust. *International Journal of Economics & Management*, 12(1).
- Suryanto, S. (2021). *The influence of service quality, customer perceived value, customer satisfaction, towards customer loyalty in Uniqlo Medan* (Doctoral dissertation, Universitas Pelita Harapan).
- Sutanto, S., Ghozali, I., & Handayani, R. S. (2018). Faktor-Faktor Yang Memengaruhi Penerimaan Dan Penggunaan Sistem Informasi Pengelolaan Keuangan Daerah (Sipkd) Dalam Perspektif the Unified Theory of Acceptance and Use of Technology 2 (Utaut 2) Di Kabupaten Semarang. *Jurnal Akuntansi dan Auditing*, 15(1), 37-68.

- Tiffany, T. (2021). Studi Kelayakan Bisnis Pane in Cucina Cloud Kitchen di Gading Serpong Tangerang - Universitas Pelita Harapan Institutional Repository. *Uph.edu*.
<https://doi.org/http://repository.uph.edu/20446/1/Title.pdf>
- Tjiptono F. dan Chandra G. 2011. *Service, Quality, & Satisfaction*, Edisi 3, Yogyakarta : Andi
- Tjiptono, Fandy, 2011, *Strategi Pemasaran*. Edisi Ke-3, Yogyakarta: Andi Offset
- Tjiptono, Fandy. 2010. *Service Management: Mewujudkan Layanan Prima*. Yogyakarta: Andi Offset
- Tjiptono. (2002). *Strategi Pemasaran*. Andi, Yogyakarta.
- Tuncer, İ., Unusan, C., & Cobanoglu, C. (2021). Service quality, perceived value and customer satisfaction on behavioral intention in restaurants: An integrated structural model. *Journal of Quality Assurance in Hospitality & Tourism*, 22(4), 447-475.
- Wachyuni, S. S. (2019). The Effects of Service Quality, Customer Perceived Value, and Customer Satisfaction Towards Customer Loyalty of DAMRI Tour Bus. *Journal of Business on Hospitality and Tourism*, 5(2), 129-142.
- Widiaswara, T., & Sutopo, S. (2017). Analisis Pengaruh Kualitas Produk Dan Citra Merek Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi pada Pelanggan Air Minum Dalam Kemasan Club di Semarang). *Diponegoro Journal of Management*, 6(4), 980-994.
- Wijaya, R., Manajemen, J., Ekonomi, F., & Bisnis, D. (2018). Pengaruh Kualitas Layanan, Harga Dan Citra Merek Terhadap Loyalitas Pelanggan Grab-Food (Studi Pada Mahasiswa Pengguna Layanan Grab-Food di Wilayah Kecamatan Ciputat Timur). 134.
<http://repository.uinjkt.ac.id/dspace/handle/123456789/40169>