

## REFERENCES

- Abdullah, D., Hamir, N., Nor, N. M., Krishnaswamy, J., & Rostum, A. 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.
- Afthanorhan, A., Awang, Z., Rashid, N., Foziah, H., & Ghazali, P. (2019). Assessing the effects of service quality on customer satisfaction. *Management Science Letters*, 9(1), 13-24. doi:10.5267/j.msl.2018.11.004
- Ajayi, V. O. (2017). Primary sources of data and secondary sources of data. *Benue State University*, 1(1), 1-6.
- Ali, F., Hussain, K., Konar, R., & Jeon, H. M. (2017). The Effect of Technical and Functional Quality on Guests' Perceived Hotel Service Quality and Satisfaction: A SEM-PLS Analysis. *Journal of Quality Assurance in Hospitality and Tourism*. doi:https://doi.org/10.1080/1528008X.2016.1230037
- Ali, F., Hussain, K., Nair, P. K., & Ragava, N. A. (2018). Does Higher Education Service Quality Effect Student Satisfaction, Imagen, and Loyalty? : A Study of International Students in Malaysian Public Universities. *Quality Assurance in Education*, 24(1), 70-94.

- Altamore, L., Ingrassia, M., Chironi, S., Columba, P., Sortino, G., Vukadin, A., & Bacarella, S. (2018). Pasta experience: Eating with the five senses-A pilot study. *AIMS Agric. Food*, 3, 493-520.
- Andrianto, A., & Firmansyah, M. A. (2019). *Manajemen Bank Syariah: Implementansi Teori dan Praktek*. Surabaya: CV. PENERBIT QIARA MEDIA.
- Apuke, O. D. (2017). Quantitative research methods: A synopsis approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 33(5471), 1-8.
- Arifin, J. (2017). *SPSS 24 untuk Penelitian dan Skripsi*. Jakarta: Kelompok Gramedia.
- Ariyanto, A. (2019). The Influence of Price and Service Quality on Customer Satisfaction at PT Sarana Estate. *Jurnal Ad'ministrare*, 6(2), 217-228. doi:<https://doi.org/10.26858/ja.v6i2.13555>
- Artana, I. W. (2019). PENGARUH HYGIENE DAN SANITASI TERHADAP KUALITAS MAKANAN DAN MINUMAN CAFE RS PHC. *Tourism, Hospitality and Culinary Journal*, 4(1), 23-32.
- Aryaningsih, Y. Y., Fathoni, A., & Harini, C. (2018). PENGARUH RETURN ON ASSET (ROA), RETURN ON EQUITY (ROE) DAN EARNING PER SHARE (EPS) TERHADAP RETURN SAHAM PADA PERUSAHAAN CONSUMER GOOD (FOOD AND BEVERAGES) YANG TERDAFTAR

DI BURSA EFEK INDONESIA (BEI) PERIODE 2013-2016. *Journal of Management*, 4(4), 1-16.

Astawakra, W. (2021). Analisis pengaruh physical environment, food quality, customer orientation, communication, relationship benefits, price fairness terhadap customer loyalty melalui relationship quality pada pelanggan Restoran Geprek Benu di Surabaya. (*Doctoral dissertation, Universitas Pelita Harapan*).

Atmowardoyo, H. (2018). Research methods in TEFL studies: Descriptive research, case study, error analysis, and R & D. *Journal of Language Teaching and Research*, 9(1), 197-204. doi:<http://dx.doi.org/10.17507/jltr.0901.25>

Awalukita, E. C. (2020). PENGARUH EXPERIENTIAL MARKETING TERHADAP KEPUASAN DAN LOYALITAS PELANGGAN RESTORAN PEMPEK NY. KAMTO DI SURAKARTA. *Agrista*, 8(4).

Bahri, S. (2018). *Metodologi Penelitian Bisnis, Lengkap Dengan Teknik Pengolahan Data SPSS*. Yogyakarta: Penerbit Andi.

Bakana, E. (2020). *Service Delivery and Customer Satisfaction. The Case of Burayu Town Municipality, Ethiopia*. Germany: GRIN Verlag.

Bella, M. F. (2021). *Pengaruh service quality, customer satisfaction, dan customer value terhadap customer loyalty Tiki customer relationship management quality sebagai variabel intervening*. Retrieved from (Doctoral dissertation, Universitas Pelita Harapan): <http://repository.uph.edu/id/eprint/44220>

- Biradar, J. (2020). *Marketing Management*. Ashok Yakkaldevi.
- Bukorsyom, K. R. (2021). Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen pada Mahasiswa Universitas Sumatera Utara di Rumah Makan Zam-Zam Dr. mansyur. Retrieved from <https://repositori.usu.ac.id/handle/123456789/32709>
- Buttle, F. (2017). *Customer Relationship Management – terjemahan: Arief Subianto*. Bandung: Banyimedia Publishing.
- Cooper, H., Hedges, L. V., & Valentine, J. C. (2019). *The handbook of research synthesis and meta-analysis* (3rd ed.). New York: Russell Sage Foundation.
- Cronk, B. C. (2017). *How to use SPSS®: A step-by-step guide to analysis and interpretation*. Routledge.
- Damanik, I. B., Lubis, A. S., & Siregar, H. (2021). Pengaruh Kualitas Pelayanan Jasa dan Kualitas Produk Terhadap Customer Satisfaction Pada Bayu Lagoon Resto Tebing Tinggi. *RBITRASE: Journal of Economics and Accounting*, 1(3), 130-135.
- Davis, B., Lockwood, A., & Alcott, P. (2018). *Food and beverage management* (6th ed.). Routledge.
- Dianti, I. (2020). ANALISIS PENGARUH KUALITAS MAKANAN DAN HARGA TERHADAP KEPUASAN PELANGGAN PADA USAHA KULINER DI PANTAI TANJUNG BIASKABUPATEN LOMBOK BARAT. *JURNAL SANGKAREANG MATARAM*, 6(4), 22-24.

- Faizin, M., & Lestari, A. (2020). PENGARUH STORE ATMOSPHERE DAN VARIASI PRODUK TERHADAP MINAT PEMBELIAN ULANG. *GEMA EKONOMI (Jurnal Fakultas Ekonomi)*, 9(1), 85-97.
- Fauzi, A., & Sembiring, B. K. (2018). Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan pada Renjiro Sushi House Multatuli Medan.
- Ghozali, I. (2017). *Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS 24*. Semarang: Badan Penerbit UNDIP.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. (9th ed.). Semarang: Universitas Diponegoro.
- Goolaup, S., Solér, C., & Nunkoo, R. (2017). Developing a Theory of Surprise from Travelers' Extraordinary Food Experiences. *Journal of Travel Research*, 1, 14.
- Grigsby, M. (2018). *Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques*. India: Kogan Page.
- Gunawan, E., Sebastian, G. O., & Harianto, A. (2019). Analisa Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Menginap di Empat Virtual Hotel Operator di Surabaya. *Journal of Indonesian Tourism, Hospitality and Recreation*, 2(2), 145-153.
- Hallunovi, A. (2018). *Service Quality in Commercial Banks. The Shkodra Case*. Germany: GRIN Verlag.

- Hayati, R. (2021, December 02). *Pengertian Penelitian Kausal, Ciri, Kelebihan, Kekurangan, dan Contohnya*. Retrieved from <https://penelitianilmiah.com/penelitian-kausal/>
- Herawati, H. (2021). PENGARUH CUSTOMER EXPERIENCE, CUSTOMER VALUE, DAN SERVICE QUALITY TERHADAP CUSTOMER SATISFACTION PADA PENGGUNA GOJEK. (*Doctoral dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta*).
- Herlina, V. (2019). *Panduan Praktis Mengolah Data Kuesioner Menggunakan SPSS*. Jakarta: Gramedia.
- Hidayat, D., Bismo, A., & Basri, A. R. (2020). The Effect of Food Quality and Service Quality Towards Customer Satisfaction and Repurchase Intention (Case Study of Hot Plate Restaurants). *Jurnal Manajemen Bisnis*, 10(1), 1-9.
- Hilman, S. P., & Marlina, N. (2020). PENGARUH EXPERIENTIAL MARKETING DAN PERSEPSI KUALITAS LAYANAN TERHADAP KEPUASAN KONSUMEN PADA RM KHAS SUNDA MANG ENGKING JUANDA DI JAWA TIMUR. *Managament Insight: Jurnal Ilmiah Manajemen*, 15(2), 173-189.
- Ikhtiasari, S. D., & Suwitho, S. (2019). Pengaruh Harga, Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Richeese Factory. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 8(7), 1-16.

- Indrasari, M. (2019). *PEMASARAN DAN KEPUASAN PELANGGAN: pemasaran dan kepuasan pelanggan*. Surabaya: Unitomo Press.
- Inggawati, V. R., Lusy, L., & Hermanto, Y. B. (2018). The Influence of Loan to Deposit Ratio, Loan Operational of Income Operational and NonPerforming Loan toward Profitability of Bank Perkreditan Rakyat in Sidoarjo Regency. *International Journal of Scientific and Research Publications (IJSRP)*, 8(11), 510-519.
- Jahmani, A., Bourini, I., & Jawabreh, O. A. (2020). The relationship between service quality, client satisfaction, perceived value and client loyalty: A case study of fly emirates. *Guadenos de Turismo*(45), 219-238.
- Jain, R. (2017). Customer experience – a review and research agenda. *Journal of Service Theory and Practice*, 27(3).
- Jaya, I. M. (2020). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Quadrant.
- Jayani, D. H. (2021, August 06). *Restoran dan Hotel Capai Pertumbuhan Tertinggi pada Kuartal II-2021*. Retrieved from Data Boks: <https://databoks.katadata.co.id/datapublish/2021/08/06/restoran-dan-hotel-capai-pertumbuhan-tertinggi-pada-kuartal-ii-2021>
- Kasmir. (2017). *Customer Service Excellent*. Depok: PT Raja Grafindo Persada.
- Keiningham, T., Ball, J., Benoit, S., Bruce, H. L., Buoye, A., Dzenkovska, J., . . . Zaki, M. (2017). The interplay of customer experience and commitment.

*Journal of Services Marketing.*, 31(2), 148-160.  
doi:<https://doi.org/10.1108/JSM-09-2016-0337>

Khadka, K., & Maharjan, S. (2017). *Customer satisfaction and customer loyalty: Case trivsel städtjänster (trivsel siivouspalvelut)*. Retrieved from <https://urn.fi/URN:NBN:fi:amk-2017121922144>

Kliestik, T., Kovacova, M., & Valaskova, K. (2021). *Quantitative Methods in Economics and Finance*. Switzerland: MDPI AG.

Komalasari, F., & Vallent, V. (2021). ENTREPRENEURS' CHALLENGE IN DEVELOPING FAST FOOD RESTAURANT: A CASE OF FK CHICKENIN JAKARTA. *Proceeding of International Conference on Family Business and Entrepreneurship.*, 289-302.

Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran* (12th ed.). Jakarta: PT. Indeks.

Kumparan Food. (2019, January 17). *Bukan Hanya Self Service, Ini Jenis-jenis Pelayanan di Restoran*. Retrieved from <https://kumparan.com/kumparanfood/bukan-hanya-self-service-ini-jenis-jenis-pelayanan-di-restoran-1547723782020796583>

Kurniasih, E. T., & Kusuma, D. (2020). PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGAN RESTORAN WARUNK UPNORMAL JAMBI. *Journal Development*, 8(1), 76-89.



- Kusnandar, V. B. (2021, August 06). *Konsumsi Rumah Tangga Tumbuh 5,93% pada Kuartal II-2021*. Retrieved from Data Boks: <https://databoks.katadata.co.id/datapublish/2021/08/06/konsumsi-rumah-tangga-tumbuh-593-pada-kuartal-ii-2021>
- Lee, J. M. (2019). The Affect of Family Restaurant Customer's Experiences on Customer Satisfaction, Brand Attitude, and Revisit Intentions. *The Journal of Economics, Marketing and Management*, 7(2), 7-14. doi:<https://doi.org/10.20482/jemm.2019.7.2.7>.
- Legawa, D. (2019, December 06). *Apa Itu Pelayanan "Self Service"?* Retrieved from XinFCZD: <https://www.xinfczd.com/2019/06/apa-itu-pelayanan-self-service.html>
- Lyman, R. P. (2021). Pengaruh e-service quality dan food quality terhadap customer loyalty pengguna shopee-food Indonesia yang dimediasi oleh perceived value dan customer satisfaction. (*Doctoral Dissertation, Universitas Pelita Harapan*).
- Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants. *Journal of Modelling in Management*, 14(4), 922-947. doi:<https://doi.org/10.1108/JM2-12-2017-0135>
- Mayliza, R. (2019). Analisis Customer Satisfaction Dan Behavioral Intention Dilihat Dari Service Quality, Food Quality Dan Price/Value Di Restoran Mcdonald'S Depok. 1-13. doi:[10.31219/osf.io/e2jrt](https://doi.org/10.31219/osf.io/e2jrt)

- Mbama, C. I., & Ezepue, P. O. (2018). Digital banking, customer experience and bank financial performance: UK customers' perceptions. *International Journal of Bank Marketing.*, 36(2), 230-255. doi:<https://doi.org/10.1108/IJBM-11-2016-0181>
- Mealey, L. (2019, January 10). *Practical Ways to Handle Customer Complaints in a Restaurant*. Retrieved from <https://www.thebalancesmb.com/how-to-handle-customer-complaints-2888421>
- Mishra, N. (2020). *Marketing Management*. SBPD Publishing House.
- 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.
- Morgan, C. V. (2021). *Pengaruh Kualitas Layanan, Brand Image dan Harga terhadap Keputusan Pembelian melalui Kepercayaan Konsumen sebagai Variabel Intervening pada Restoran Hai Di Lao Jakarta= The Effect of Service Quality, Brand Image, and Price on Purchasing Decisions through*. Retrieved from (Doctoral dissertation, Universitas Pelita Harapan): <http://repository.uph.edu/id/eprint/44114>
- Nabila, J. S. (2021). PENILAIAN PERSONAL HYGIENE DAN KUALITAS ANGKA KUMAN NASI PECEL DI JL. HOS COKROAMINOTO KOTA MADIUN. (Doctoral dissertation, Poltekkes Kemenkes Surabaya).

- Nasfi, N., Rahmad, R., & Sabri, S. (2020). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Nasabah Perbankan Syariah. *Ekonomika Syariah: Journal of Economic Studies*, 4(1), 19-38. doi:<http://dx.doi.org/10.30983/es.v4i1.3146>
- Neupane, R., & Devkota, M. (2017). Evaluation of the impacts of service quality dimensions on patient/customer satisfaction: A study of private hospitals in Nepal. *International Journal of Social Sciences and Management*, 4(3), 165-176. doi:<https://doi.org/10.3126/ijssm.v4i3.17520>
- Newswire. (2021, February 05). *Ribuan Hotel dan Restoran Tutup Permanen Akibat Pandemi Covid-19*. Retrieved from Bisnis: <https://ekonomi.bisnis.com/read/20210205/12/1352941/ribuan-hotel-dan-restoran-tutup-permanen-akibat-pandemi-covid-19>
- Ngandoh, A. M. (2022). Kepuasan Konsumen melalui Harga, Promosi, Kualitas Makanan dan Kualitas Pelayanan. *Jurnal Mirai Management*, 6(2), 232-244.
- Nugroho, A. (2021). Study of Airport Service Quality and Profitability in Indonesia. *Economics and Business Quarterly Reviews*, 4(2).
- Nuryadi, N., Astuti, T. D., Utami, E. S., & Budiantara, M. (2017). *DASAR DASAR STATISTIKA PENELITIAN*. Yogyakarta: SibukuMedia.
- Oliver, A. (2021, January 17). *Saring Ulasan Pelanggan dan Tingkatkan Rank SEO dengan Google Review*. Retrieved from Glints: <https://glints.com/id/lowongan/google-review/#.Yc1atmhBzIV>

- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The service quality dimensions that affect customer satisfaction in the Jordanian banking sector. *Sustainability, 11*(4), 1113. doi:<https://doi.org/10.3390/su11041113>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of retailing, 64*(1), 12-40.
- Patel, K., & Patel, P. (2020). A Study On Customer Experience Towards Coffee Culture with Special Reference to Surat, Adajan. *International Journal of Research in Engineering, Science and Management, 3*(3), 596-602. Retrieved from [http://www.ijresm.com/Vol.3\\_2020/Vol3\\_Iss3\\_March20/IJRESM\\_V3\\_I3\\_154.pdf](http://www.ijresm.com/Vol.3_2020/Vol3_Iss3_March20/IJRESM_V3_I3_154.pdf)
- Prasteyo, A. D., & Sunarti. (2020). Pengaruh Kualitas Makanan dan Kualitas Layanan terhadap Kepuasan Konsumen di Tera Coffee & Resto Bekasi. *Jurnal Ekonomi, 78*(1), 115-121.
- Prayag, G., Hosany, S., Taheri, B., & Ekiz, E. H. (2019). Antecedents and outcomes of relationship quality in casual dining restaurants: The mediating effects of relationship quality and moderating roles of gender. *International Journal of Contemporary Hospitality Management., 31*(2), 575-593. doi:<https://doi.org/10.1108/IJCHM-10-2017-0706>
- Priansah, D. J. (2017). *Perilaku Konsumen dalam Bisnis Kontemporer*. Bandung: CV. Alfabeta.

- Purnomo, A. K. (2019). *Pengolahan Riset Ekonomi Jadi Mudah dengan IMB SPSS*. Surabaya: CV. Jakad Publishing.
- Puspita, E., Idris, M., & Akbar, M. (2020). ANALISIS PENGARUH SERVICE QUALITY DAN CUSTOMER EXPERIENCE TERHADAP CUSTOMER SATISFACTION PADA BANK SYARIAH KABUPATEN KOLAKA SULAWESI TENGGARA. *Jurnal Ekonomi Bisnis Syariah*, 3(2), 288-303.
- Putra, A. N., Anantadjaya, S. P., & Nawangwulan, I. M. (2020). Customer Satisfaction as A Result of Combination of Food Display & Quality. *Journal of Management and Business*. 19(2).
- Putra, T. W., & Keni. (2020). Brand Experience, Perceived Value, Brand Trust untuk Memprediksi Brand Loyalty: Brand Love sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(1), 184-193.
- Rahayu, S. S. (2020). Pengaruh Pengalaman Pelanggan dan Manfaat yang Dirasakan dari Internet Banking Terhadap Kepuasan Nasabah Bank Syariah di Surabaya dan Sidoarjo. (*Doctoral dissertation, STIE Perbanas Surabaya*). doi:<http://eprints.perbanas.ac.id/id/eprint/6516>
- Rahmawati, N., Ramdan, A. M., & Samsudin, A. (2019). Analisis Nilai Pelanggan dan Pengalaman Pelanggan terhadap Kepercayaan Pelanggan Wisata Kuliner Selamat Toserba Sukabumi. *Journal of Management and Bussines (JOMB)*, 1(1), 109-119. doi:<https://doi.org/10.31539/jomb.v1i1.684>
- Raj, A. (2021, August 21). *How to start a food business: An enhanced step-by-step guide towards a successful food business*. Retrieved from Jungle Works:

<https://jungleworks.com/how-to-start-a-food-business-past-present-future-with-step-by-step-guide-toward-success/>

Rajnish, J., Jayesh, A., & Shilpa, B. (2017). Customer experience – a review and research agenda. *Journal of Service Theory and Practice*, 27(3), 642-662. doi:doi.org/10.1108/JSTP-03-2015-0064

Rajput, A., & Gahfoor, R. Z. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journal*, 6(1), 1-12.

Ramya, N., Kowsalya, A., & Dharanipriya, K. (2019). Service quality and its dimensions. *EPRA International Journal of Research & Development*, 4, 38-41.

Ranganathan, P., & Pramesh, C. S. (2019). An introduction to statistics: Understanding hypothesis testing and statistical errors. *Understanding Hypothesis Testing and Statistical Errors. Indian J Crit Care Med* 2019, 23(3), 230. doi:10.5005/jp-journals-10071-23259

Rewa, J. A. (2019). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Di Hotel Grand Aquila Bandung. *Almana: Jurnal Manajemen dan Bisnis*, 3(3), 576-584. doi:https://doi.org/10.36555/almana.v3i3.1265

Riyanto, S., & Hatmawan, A. A. (2020). *Metode riset penelitian kuantitatif penelitian di bidang manajemen, teknik, pendidikan dan eksperimen*. Yogyakarta: Deepublish.

- Rozy, F. (2021). Pengaruh service quality dan customer experience terhadap customer loyalty dengan customer satisfaction sebagai variabel intervening: Studi pada konsumen Kopistudio24 Malang. (*Doctoral dissertation, Universitas Islam Negeri Maulana Malik Ibrahim*).
- Samosir, L. P. (2019). PENGARUH PROMOSI DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN DI ALFAMART (STUDI KASUS PADA KONSUMEN DI ALFAMART JALAN KARYA SEI AGUL MEDAN). Retrieved from <http://repository.uhn.ac.id/handle/123456789/2266>
- Santoso, J. B. (2019). Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Harga terhadap Kepuasan dan Loyalitas Konsumen. *Jurnal Akuntansi dan Manajemen*, 16(1), 127-146.
- Sari, D. K., & Paludi, S. (2020). Pengaruh kualitas pelayanan, kualitas produk dan promosi terhadap kepuasan pelanggan di restoran Uccello. *STEIN eRepository*, 15(1).
- Savitri, R. M. (2019). Pengaruh Kualitas Makanan Dan Dinescape Terhadap Kepuasan Pelanggan Pada Restoran Di Kabupaten Garut Provinsi Jawa Barat. *VITKA Jurnal Manajemen Pariwisata*, 1(2), 16-22.
- Schallehn, H., Seuring, S., Strähle, J., & Freise, M. (2019). Customer experience creation for after-use products: A product–service systems-based review. *Journal of Cleaner Production*, 210, 929-944. doi:<https://doi.org/10.1016/j.jclepro.2018.10.292>

- Schmitt, B. H. (2014). *Customer Experience Management, A Revolutionary Approach to Connecting With Your Customer*. New Jersey: John Wiley & Sons Inc.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian Untuk Bisnis* (6 ed., Vol. 2). Jakarta Selatan: Salemba Empat.
- Seligman, J. (2018). *CUSTOMER EXPERIENCE MANAGEMENT - THE EXPERIENTIAL JOURNEY*. Morrisville: Lulu Press.
- Sharma, F. C. (2020). *Marketing Management*. SBPD Publications.
- Silaen, S. (2018). *Metodologi Penelitian Sosial Untuk Penulisan Skripsi dan Tesis*. Bandung: In Media.
- Sinaga, A., Sihombing, S., & Sitanggang, D. (2020). PENGARUH HARGA, KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA COFFEENATICS MEDAN. *Jurnal Riset Akuntansi & Keuangan*, 6(1), 119-144. doi:<https://doi.org/10.54367/jrak.v6i1.855>
- Sinambela, L. P. (2021). *Metodologi Penelitian Kuantitatif ; Teoretik dan Praktik*. Depok: Rajawali Pers PT.RajaGrafindo Persada.
- Siswhara, G., Abdullah, T., & Sukmawati, M. (2019). Factors Influencing Generation Y Satisfaction in Sundanese Restaurant. *Advances in Social Science, Education and Humanities Research*, 259, 320-322. Retrieved from <https://www.atlantis-press.com/article/125909407>



- Sitohang, M. K. (2020). Peranan Kualitas Pelayanan dalam Meningkatkan Kepuasan Pelanggan Pada Grand Aston Cityhall Medan.
- Son, A. L. (2019). Instrumentasi Kemampuan Pemecahan Masalah Matematis: Analisis Reliabilitas, Validitas, Tingkat Kesukaran Dan Daya Beda Butir Soal. *Gema wiralodra*, 10(1), 41-52.
- Statista. (2021, November 15). *Number of foodservice establishments in Indonesia from 2019 to 2020, by type*. Retrieved from <https://www.statista.com/statistics/1276070/indonesia-number-of-foodservice-establishments-by-type/>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: CV. Alfabeta.
- Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: CV. Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif R&D*. Bandung: Alfabeta.
- Sukmaputra, E. R. (2018). The Influence of Experiential Marketing and Customer Satisfaction toward Customer Loyalty on Cipanas Hot Spring Garut. *Prosiding Industrial Research Workshop and National Seminar*, 9, 884-891.
- Sunaryo, I., Prasetyo, I. R., Hardjomijojo, P., & Nurdiancahah, L. (2019). Effects of Food Quality, Service Quality, Price, Environment, and Location

Towards Customer Loyalty of Indonesia's Local Fast Food Industry. *JTI UNDIP Jurnal Teknik Industri*, 14(3), 119-128.

Suprpto. (2017). *Metodologi Penelitian Untuk Karya Ilmiah*. Yogyakarta: Gosyen Publishing.

Syahri, D., Pratama, M. I., & Gustiara, Y. (2018). PENGARUH KUALITAS PRODUK DAN KUALITAS LAYANAN TERHADAP KEPUASAN KONSUMEN RESTORAN KARIBIA SEAFOOD MEDAN. *TANSIQ: Jurnal Manajemen Dan Bisnis Islam*, 1(1), 105-119.

Taluke, D., Lakat, R. S., & Sembel, A. (2019). Analisis Preferensi Masyarakat Dalam Pengelolaan Ekosistem Mangrove Di Pesisir Pantai Kecamatan Loloda Kabupaten Halmahera Barat. *Spasial*, 6(2), 531-540.

Tampubolon, N. P. (2020). PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA RUMAH SAKIT UMUM DR. PIRNGADI MEDAN. Retrieved from <http://repository.uhn.ac.id/handle/123456789/4328>

Tanjung, A., & Sanawiri, B. (2017). Pengaruh Customer Satisfaction terhadap Customer Retention (Survei Pelanggan J. co Donut & Coffee Malang). (*Doctoral dissertation, Brawijaya University*).

Taslim, V. A., & Pramuditha, C. A. (2021). Pengaruh Harga, Promosi, Kualitas Produk Dan Lokasi Terhadap Minat Beli Konsumen Pada Restoran Magal Korean BBQ House Palembang. *Publikasi Riset Mahasiswa Manajemen*, 2(2), 143-153.

- Tendean, M. R., Mananeke, L., & Roring, F. (2020). Pengaruh viral marketing, store location dan food quality terhadap keputusan pembelian di Mcdonald's Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 8(1), 146-155.
- Tjahjaningsih, E., Widyasari, S., Maskur, A., & Kusuma, L. (2021). The Effect of Customer Experience and Service Quality on Satisfaction in Increasing Loyalty. In *3rd International Conference of Banking, Accounting, Management and Economics (ICOBAME 2020)*, 169, 395-399. doi:<https://doi.org/10.2991/aebmr.k.210311.079>
- Tjiptono, F. (2017). *Service, Quality dan Satisfaction* (4th ed.). Yogyakarta: Penerbit Andi.
- Tjiptono, F. (2018). *Service Management: Mewujudkan Layanan Prima* (3rd ed.). Yogyakarta: Penerbit Andi.
- Uddin, M. B. (2019). Customer loyalty in the fast food restaurants of Bangladesh. *British Food Journal*, 121(11), 2791-2808. doi:<https://doi.org/10.1108/BFJ-02-2019-0140>
- Umar. (2018). The Influence of Satisfaction and Brand Image on Consumer Loyalty: Study on Cinema Industry in Jakarta Province, Indonesia . *International Journal of Advanced Scientific Research & Development (IJASRD)*, 5(1), 1-12.
- Unaradjan, D. D. (2019). *Metode penelitian kuantitatif*. Jakarta: Penerbit Unika Atma Jaya.

- Vienne, V. (2020). The effect of customer experience towards customer satisfaction at Wonders Water World Medan. (*Doctoral Dissertation, Universitas Pelita Harapan*).
- Vildayanti, R. A. (2020). The Effect of Experiential Marketing on Cafe Excelso Customer Loyalty in Central Jakarta 2019. *JABE (Journal of Applied Business and Economics)*, 6(4), 413-428.
- VOIX AI. (2018, August 15). *5 Reasons Why Restaurants Lose Customers*. Retrieved from Medium: <https://medium.com/@voixai/5-reasons-why-restaurants-lose-customers-599dd2332f0b>
- Wardhana, R. E. (2016). Pengaruh Customer Experience Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Konsumen Mie Rampok Tahanan Surabaya). *Jurnal Ilmu Manajemen*, 4(3), 1-9.
- Watts, P. (2018, October 19). *What's the Difference? QSRs, FSRs, and Fast Casual Restaurants*. Retrieved from Franchise Direct: <https://www.franchisedirectcanada.com/information/whats-the-difference-qsr-fsr-and-fast-casual-restaurants>
- Wicaksono, Y. M., & Utami, C. W. (2018). THE EFFECT OF SERVICE QUALITY AND FOOD QUALITY ON CUSTOMER SATISFACTION AND CUSTOMER RETENTION AT PRIDE COFFEE AND KITCHEN. *Welcome to the 5th International Conference on Entrepreneurship*, 208.

- Wijaya, O. S. (2020). Pengaruh Suasana Toko dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Resto Ayam Penyet Cabe Hijau Medan. (*Doctoral Dissertation, Universitas Medan Area*). Retrieved from <http://repository.uma.ac.id/handle/123456789/12097>
- Wijaya, W. (2017). Analisa Pengaruh Kualitas Makanan Terhadap Kepuasan Konsumen di Yoshinoya Galaxy Mall Surabaya. *Jurnal Hospitality dan Manajemen Jasa*, 5(2), 581-594.
- Yoo, S. R., Lee, S. W., & Jeon, H. M. (2020). The role of customer experience, food healthiness, and value for revisit intention in Grocerant. *Sustainability*, 12(6), 2359. doi:<https://doi.org/10.3390/su12062359>
- Yulianti, Y., & Deliana, Y. (2018). Gaya Hidup Kaitannya dengan Keputusan Konsumen dalam Membeli Minuman Kopi. *Jurnal AGRISEP*, 17(1), 39-50. doi:<https://doi.org/10.31186/jagrisep.17.1.39-50>
- Yusup, F. (2018). Uji validitas dan reliabilitas instrumen penelitian kuantitatif. *Tarbiyah: Jurnal Ilmiah Kependidikan*, 7(1), 17-23.
- Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4), 460.
- Ziku, R. M., Kurniawati, L., Utan, F. M., & Nabung, A. (2019). Antecedents of customer satisfaction in food service business (a review). *International Journal of Applied Sciences in Tourism and Events*, 3(1), 12-23.