

REFERENCES

- Annisa, M.A. (2021) . *The Impact of Food Quality, Service Quality, and Physical Environment toward Customer Satisfaction on KFC*. Retrieved from <https://jimfeb.ub.ac.id/index.php/jimfeb/article/viewFile/7369/6358>
- Agung . (2020) . *Pentingnya Linearitas pada Regresi dan Cara Jitu Mengatasinya* . Retrieved from <https://agungbudisantoso.com/pentingnya-linearitas-pada-regresi-dan-cara-jitu-mengatasinya/#:~:text=Uji%20linearitas%20adalah%20salah%20satu,tidakn ya%20model%20regresi%20yang%20dihasilkan.>
- Hidayat, D., Bismo, A., Basri, A.R. (2020) . *The Effect of Food Quality and Service Quality toward Customer Satisfaction and Repurchase Intention (Case Study of Hot Plate Restaurant*. Retrieved from <https://ejournal.umh.ac.id/index.php/jmb/article/download/11913/pdf>
- Priska, L. (2020) . *Analisi Pengaruh Kualitas Makanan dan Kualitas Pelayanan terhadap Kepuasan Pelanggan dan Dampaknya pada Behavioral Intention Restoran TOP YAMIE* . Retrieved from <https://media.neliti.com/media/publications/301292-analisis-pengaruh-kualitas-makanan-dan-k-4af7cdfc.pdf>

- Chandra, F. (2021) . *The Effect of Service Quality and Food Quality on Customer satisfaction at Restaurant Kalasan Cemara Asri Medan*. Retrived from <http://repository.uph.edu/41756/>
- Costa, A. E. (2021). *Pengaruh pajak daerah dan dana alokasi khusus terhadap alokasi belanja modal pemerintah kota palopo*. Retrieved from <http://repository.umpalopo.ac.id/852/>
- Carranza, R., Díaz, E. and Martín-Consuegra, D. (2018) . *The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis*. *Journal of Hospitality and Tourism Technology*, 9(3), pp.380–396.
- Shantikumar, S . (2018) . *Methods of sampling from a population* . Retrieved from <https://www.healthknowledge.org.uk/public-health-textbook/research-methods/1a-epidemiology/methods-of-sampling-population>
- Niken, N . (2019) . *PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN NOACH CAFE AND BISTRO* . Retrieved from <https://media.neliti.com/media/publications/287057-pengaruh-kualitas-layanan-terhadap-kepua-8824929f.pdf>
- Kannan, R . (2017) . *The Impact of Food Quality on Customer Satisfaction and Behavioural Intentions: A Study on Madurai Restaurant* . Retrieved from https://www.researchgate.net/publication/332073303_The_Impact_of_Food_Quality_on_Customer_Satisfaction_and_Behavioural_Intentions_A_Study_on_Madurai_Restaurant

- Liu, W.-K. L.-S.-M. (2017). *The interrelationships among service quality, customer satisfaction, and customer loyalty: Examination of the fast-food industry*. *Journal of Foodservice Business Research*, 146-162.
- Sugiyono, P. D. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta
- Rozekhi et al . (2016) . *The Influence of Food Quality on Customer Satisfaction in Fine Dining Restaurant: Case in Penang*. *International Academic Research*
- Wijaya, W. (2017) . *Analisa Pengaruh Kualitas Makanan Terhadap Kepuasan Konsumen Di Yoshinoya Galaxy Mall Surabaya*. *Jurnal Hospitality dan Manajemen Jasa*, 5(2), 581-5
- Ghozali, I. (2018). *Aplikasi Analisis Multivariete SPSS 25 (9th ed.)*. Semarang: Universitas Diponegoro.
- Tjiptono, Fandy., & Gregorius Chandra. (2017). *Pemasaran Strategik Edisi 3*. Yogyakarta: Andi offset.
- Laksana, M. F. (2019). *Praktis Memahami Manajemen Pemasaran*. Sukabumi: CV Al Fath Zumar.
- Wijayanti, T. (2017). *Marketing Plan dalam bisnis (3rd ed.)*. Jakarta: PT Alex Media Komputido.
- Yenti (2020). *The Influence of Working Environment Towards Employees' Performance at Kantor Pusat PT Bank Mestika Dharma, tbk*. Medan: Universitas Pelita Harapan

Daryanto, L. H., dan Hasiholan, L. B. (2019). *The Influence Of Marketing Mix On The Decision To Purchase Martabak “Setiabudi” Pak Man Semarang*. *Journal of Management*, Vol. 5, No. 5.

Mufarrikhoh, Z. (2020). *Statistika Pendidikan (Konsep Sampling dan Uji Hipotesis)*. Surabaya: CV. Jakad Media Publishing.

Novak, P. (2017) . *What Are The 4 Segments Of The Hospitality Industry*. Retrieved from <https://www.hospitalitynet.org/opinion/4082318.html#:~:text=There%20are%20four%20segments%20of,Tourism%2C%20lodging%2C%20and%20recreation.>

Gie . (2019) . *5 Cara Meningkatkan Kepuasan Pelanggan Untuk Bisnis yang Lebih Baik* . Retrieved from <https://accurate.id/marketing-manajemen/meningkatkan-kepuasan-pelanggan/>