

## LIST OF REFERENCES

- Akbar M.M & Parvez. 2009. Impact of Service Quality, Trust, and Customer Satisfaction Loyalty. ABAC Journal
- Association, M. (2019). Human performance technology. IGI Global.
- Bearden, W., Ingram, T., & LaForge, R. (2007). Marketing. Boston. Mass.: McGraw-Hill/Irwin.
- Bonanni, C. (2012). Social responsibility, entrepreneurship, and the common good. Basingstoke: Palgrave Macmillan.
- Brunso, K., Bredahl, L., Grunert, K.G. and Scholderer, J. (2005). "Consumer perception of the quality of beef resulting from various fattening regimes". Livestock Production Science, Vol. 94 Nos 1/2, pp. 83-93.
- Creswell, J. (2003). Research design. Thousand Oaks. Calif: Sage Publ.
- Gaspersz, V. (1996). Ekonomi Manajerial (Prinsip, Penerapan dan Penelitian). Gramedia Pustaka Utama. Jakarta.
- Ghozali, I. 2011. Aplikasi Analisis Multivariate Dengan Program SPSS. Semarang: Badan Penerbit Universitas Diponegoro.
- Harahap, R. (2017). Pengaruh Kualitas Produk Terhadap Kepuasan Pelanggan di Restoran Cepat Saji KFC Cabang Asia Mega Mas. Medan: Jurnal Mantik Penusa.
- Harrison, R. (2001). Food Safety and Food Quality. Royal Society of Chemistry.
- Hitt, M., Ireland, R., & Hoskisson, R. (2015). Strategic management. Stamford, Conn: Cengage Learning.
- Kabukcu, E. (2015). Creativity Process in Innovation Oriented Entrepreneurship: The case of Vakko. Procedia - Social and Behavioral Sciences. 195. 1321-1329. 10.1016/j.sbspro.2015.06.307.

- Kotler, P., & Armstrong, G. (2015). *Marketing. Twelfth Edition*. Harlow: Pearson Education Limited.
- Kotler, P & Keller, K.L. (2011). *Manajemen Pemasaran. Edisi 12 Jilid 1 dan 2*. Jakarta: Erlangga.
- Ma'arif, N. (2008). *The power of marketing*. Jakarta: Penerbit Salemba Empat.
- Marsum, W. (2005). *Restoran dan Segala Permasalahannya*. Yogyakarta: ANDI.
- Matthews, B., & Ross, L. (2010). *Research Methods*. Pearson Longman.
- Muijs, D. (2011). *Doing quantitative research in education with SPSS*. London: SAGE.
- Mulyadi. 2007. *Sistem Perencanaan dan Pengendalian Manajemen*. Jakarta: Salemba Empat.
- Pusdatin. (2019). Retrieved from [http://www.kemenperin.go.id/download/19418/Laporan-Analisis-Perkembangan-Industri-Edisi-II-\(Triwulan-I\)-2018](http://www.kemenperin.go.id/download/19418/Laporan-Analisis-Perkembangan-Industri-Edisi-II-(Triwulan-I)-2018)
- Russel & Taylor. (2006). *Operations Management: Quality and Competitiveness in a Global Environment, 5 the edition*. South-Western: Cengage Learning.
- Saryono. (2010). *Metode penelitian kualitatif*. Bandung: PT. Alfabeta.
- Sudjana. (2005). *Metode Statistika Edisi ke-6*. Bandung : Tarsito.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung : Alfabeta.
- Sulistyaningrum, U. (2014). *Pengaruh Kualitas Produk dan Layanan Terhadap Kepuasan Konsumen di Restoran Koki Tappanyaki Express*. Yogyakarta: Universitas Negeri Yogyakarta.
- SWA.co.id. (2012). Lal De Silva: The Harvest Siap Go International. Retrieved 4 August 2019, from <https://swa.co.id/swa/profile/profile-entrepreneur/lal-de-silva-the-harvest-siap-go-international>

Taylor, G. (2007). *Logistics Engineering Handbook*. Boca Raton: CRC Press.

Tjiptono, F. (2014). *Pemasaran Jasa (Prinsip, Penerapan dan Penelitian)*.

Yogyakarta: ANDI.

Tjiptono, F. (2007). *Strategi Pemasaran*. Edisi Kedua. Yogyakarta : ANDI.

Tjiptono, F., & Diana, A. (2003). *Total quality management*. Yogyakarta: ANDI

Zeithaml, V., & Parasuraman, A. (2004). *Service quality*. Cambridge, MA:

Marketing Science Institute.

Zwischenberger, C. (2015). *Interpreting quality: a look around and ahead*. Berlin:

Frank & Timme.

