

## DAFTAR PUSTAKA

- Abma, I. L., Rovers, M., & van der Wees, P. J. (2016). *Appraising convergent validity of patient-reported outcome measures in systematic reviews: Constructing hypotheses and interpreting outcomes*. *BMC Research Notes*, 9(1). <https://doi.org/10.1186/s13104-016-2034-2>
- Adom, A. Y., Kofi Nyarko, I., Narki, G., & Som, K. (2016). Journal of Resources Development and Management [www.iiste.org](http://www.iiste.org) ISSN. In *An International Peer-reviewed Journal* (Vol. 24). [www.iiste.org](http://www.iiste.org)
- Adonyeva, K. v. (2012). *СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЕ ПРОБЛЕМЫ*  
*The EFFECT OF BRAND IMAGE ON CUSTOMER BRAND LOYALTY*.
- Andrade, C. (2020). The limitations of online surveys. *Indian Journal of Psychological Medicine*, 42(6), 575–576.  
<https://doi.org/10.1177/0253717620957496>
- Anupama, K. (2018). Hypothesis Types and Research. *International Journal of Nursing Science Practice and Research*.  
<https://doi.org/10.37628/ijnspr.v4i2.812>
- Arranz-Otaegui, A., Carretero, L. G., Ramsey, M. N., Fuller, D. Q., & Richter, T. (2018). Archaeobotanical evidence reveals the origins of bread 14,400 years ago in northeastern Jordan. *Proceedings of the National Academy of Sciences of the United States of America*, 115(31), 7925–7930.  
<https://doi.org/10.1073/pnas.1801071115>
- Asnawi, N., Sukoco, B. M., & Fanani, M. A. (2020). The role of service quality within Indonesian customers satisfaction and loyalty and its impact on Islamic banks. *Journal of Islamic Marketing*, 11(1), 192–212.  
<https://doi.org/10.1108/JIMA-03-2017-0033>
- Bhardwaj, P. (2019). Types of sampling in research. *Journal of the Practice of Cardiovascular Sciences*, 5(3), 157. [https://doi.org/10.4103/jpcs.jpcs\\_62\\_19](https://doi.org/10.4103/jpcs.jpcs_62_19)
- Blessing ORIBHABOR, C., & Anyanwu, C. A. (2019). *Research Sampling and Sample Size Determination: A practical Application*.
- Bullock, J. M., Dhanjal-Adams, K. L., Milne, A., Oliver, T. H., Todman, L. C., Whitmore, A. P., & Pywell, R. F. (2017). Resilience and Food Security: Rethinking an ecological concept. *Journal of Ecology*, 105(4), 880–884.  
<https://doi.org/10.1111/1365-2745.12791>
- Busby, G. (2022, July 9). *Patisserie, Boulangerie, Viennoiserie What's The Difference?* Busby's Bakery School | Recipes | Tutorials | Theory | Professional. <https://www.busbysbakery.com/patisserie-and-viennoiserie/>
- Campbell S, Greenwood M, Prior S, et al. Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*. 2020;25(8):652-661. doi:10.1177/1744987120927206
- Cauvain Stanley P., & Clark Rosie H. (2019). *Baking Technology and Nutrition*.

- Clara K, B. ., Margaretha, . F. ., Wirawan, S. E. ., & Wowor, W. . (2022). The Influence of Service Quality Toward Customer Loyalty at Five-star Hotel in Bali. *International Journal of Social and Management Studies*, 3(2), 175–186. <https://doi.org/10.5555/ijosmas.v3i2.145>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: qualitative, quantitative, and mixed methods approaches*. Fifth edition. Los Angeles, SAGE.
- Chinomona, R., Masinge, G., & Sandada, M. (2014). The influence of E-service quality on customer perceived value, customer satisfaction and loyalty in South Africa. *Mediterranean Journal of Social Sciences*, 5(9), 331–341. <https://doi.org/10.5901/mjss.2014.v5n9p331>
- EIBN. (2019). *Bakery Ingredients EIBN Sector Reports*. [www.eibn.org](http://www.eibn.org)
- Fandi, Tjiptono. 2014. *Service, Quality & Satisfaction*. Edisi 3. Yogyakarta: Penerbit Andi.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariete SPSS 25 (9th ed.)*. Semarang: Universitas Diponegoro.
- Gisslen, W. (2017). *PROFESSIONAL BAKING*.
- Golangco, L. (2021, October 18). *Bread Lovers, Do You Know the Difference Between a Pâtisserie, Boulangerie, and Viennoiserie?* Tatler Asia. <https://www.tatlerasia.com/dining/journeys/french-bakeshop-terminology>
- Grant, C., & Osanloo, A. (2014). Understanding, Selecting, and Integrating a Theoretical Framework in Dissertation Research: Creating the Blueprint for Your “House.” *Administrative Issues Journal Education Practice and Research*, 4(2). <https://doi.org/10.5929/2014.4.2.9>
- Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M. (2019) When to Use and How to Report the Results of PLS-SEM. *European Business Review*, 31, 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM) (3rd ed.)*. Thousand Oaks: Sage.
- Hanafi Azman Ong, M., Puteh, F., Teknologi MARA, U., & Alam Selangor, S. (2017). Quantitative Data Analysis: Choosing Between SPSS, PLS and AMOS in Social Science Research. *International Interdisciplinary Journal of Scientific Research*. [www.ijjsr.org](http://www.ijjsr.org)
- Henseler, J., & Sarstedt, M. (2013). Goodness-of-fit indices for partial least squares path modeling. *Computational Statistics*, 28(2), 565–580. <https://doi.org/10.1007/s00180-012-0317-1>
- Hoy, W. K., & Adams, C. M. (2015). *Quantitative research in education: A primer*. Sage Publications.
- Hussain, R., al Nasser, A., & Hussain, Y. K. (2015). Service quality and customer satisfaction of a UAE-based airline: An empirical investigation. *Journal of*

- Air Transport Management*, 42, 167–175.  
<https://doi.org/10.1016/j.jairtraman.2014.10.001>
- Ismail, A., & Yunan, Y. S. (2016). Service quality as a predictor of customer satisfaction and customer loyalty. *Logforum*, 12(4).  
<https://doi.org/10.17270/j.log.2016.4.7>
- Jiang, H., & Zhang, Y. (2016). An investigation of service quality, customer satisfaction and loyalty in China's airline market. *Journal of Air Transport Management*, 57, 80–88. <https://doi.org/10.1016/j.jairtraman.2016.07.008>
- Khadka, K., Maharjan, S., Städtjänster, C. T., & Trivsel, (. (2017). *CUSTOMER SATISFACTION AND CUSTOMER LOYALTY*.
- Khokhar, Z., & Khokhar, R. (2020). Influential Factors on Customer Loyalty of La Moosh (Café), Hyderabad, Pakistan: An Empirical Approach. *Journal of Economics, Management and Trade*, 15–25.  
<https://doi.org/10.9734/jemt/2020/v26i230224>
- Klar, S., & Leeper, T. J. (2019). Identities and intersectionality: a case for Purposive sampling in Survey-Experimental research. *Experimental Methods in Survey Research: Techniques that Combine Random Sampling with Random Assignment*, 419-433.
- Kota Administrasi Jakarta Pusat. (2022). UNIT PENGELOLA STATISTIK.
- Kotler, P., & Keller, K. L. (2016). *Marketing management*.
- Kumar, V. (2019). *Recent developments in dough-based bakery products: A mini review Some of the authors of this publication are also working on these related projects: application of immobilized enzymes naringinase and tannase on citru juices View project ANALYSIS AND PRESERVATION OF NUCLEIC ACIDSAMPLES OF COVID-19 View project*.  
<https://www.researchgate.net/publication/333448946>
- Lee, Y., & Kao, P. (2015). Effects of Service Quality on Customer Loyalty-A Case of Taiwanese Watson's Personal Care Stores. *Universal journal of management*, 3, 187-197.
- 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, 450-465.  
<https://doi.org/10.6007/IJARBSS/v7-i4/2821>
- Lestari, N. S. (2020). *ROTI GAMBANG, ACCULTURATION BREAD FROM BETAWI*. 3(1), 40. <http://ejournal.upi.edu/index.php/Jithor>
- Li, Z. M. (2022). Research on brand image evaluation method based on consumer sentiment analysis. *Computational Intelligence and Neuroscience*, 2022, 1–8.  
<https://doi.org/10.1155/2022/2647515>
- Liu, W.-K., Lee, Y.-S., & Hung, L.-M. (2016). The interrelationships among service quality, customer satisfaction, and customer loyalty: Examination of the fast-food industry. *Journal of Foodservice Business Research*, 20(2), 146–162. <https://doi.org/10.1080/15378020.2016.1201644>

- Malhotra, N. K. (2015). *Essentials of marketing research : a hands-on orientation*.
- MaminiainaAimee, R. (2019). A THOROUGH LITERATURE REVIEW OF CUSTOMER SATISFACTION DEFINITION, FACTORS AFFECTING CUSTOMER SATISFACTION AND MEASURING CUSTOMER SATISFACTION. *International Journal of Advanced Research*, 7(9), 828–843. <https://doi.org/10.21474/IJAR01/9733>
- Martínez-Monzó, J., García-Segovia, P., & Albors-Garrigos, J. (2013). Trends and innovations in bread, bakery, and pastry. *Journal of Culinary Science and Technology*, 11(1), 56–65. <https://doi.org/10.1080/15428052.2012.728980>
- Notoatmodjo, Soekidjo. (2018). *Metodologi Penelitian Kesehatan*. Jakarta: Rineka Cipta.
- Onyema, E. M., Almuzaini, K. K., Onu, F. U., Verma, D., Gregory, U. S., Puttaramaiah, M., & Afriyie, R. K. (2022). Prospects and Challenges of Using Machine Learning for Academic Forecasting. *Computational intelligence and neuroscience*, 2022, 5624475. <https://doi.org/10.1155/2022/5624475>
- O'Dwyer, L.M. and Bernauer, J.A. (2013) *Quantitative Research for the Qualitative Researcher*. Sage Publications, Thousand Oaks, CA.
- Priyo Joko Sadoso, Mohamad Bahtiar, & Adetunji Raji rIDWAN. (2019). *An Examination of the Effects of Service Quality and Customer Satisfaction on Customer Loyalty in the Hotel Indu*. <http://excelingtech.co.uk/>
- Rönkkö, M., & Cho, E. (2022). An Updated Guideline for Assessing Discriminant Validity. *Organizational Research Methods*, 25(1), 6–14. <https://doi.org/10.1177/1094428120968614>
- Sekaran, Uma dan Roger Bougie. 2016. *Research Method For Business: A SkillBuilding Approach 17th Edition*. Chichester: Wiley
- Shagdar, W., & Ahmed, M. (2021). Manzar Ahmed-The Impact of Brand Identity on Customers' Loyalty and Sales Performance in Local Companies-Palarch's. In *Journal of Archaeology of Egypt/Egyptology* (Vol. 18, Issue 16).
- Sharma, A., Gupta, J., Gera, L., Sati, M., & Sharma, S. (n.d.). *Relationship between customer satisfaction and loyalty*. <https://ssrn.com/abstract=3913161>
- Shimpi Ashish. (2021). *A STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION IN BAKERY CAFÉ PJAEE, 18 (1) (2021) "A STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION IN BAKERY CAFÉ."*
- Song, M.-K., Moon, J.-H., & Lee, W.-S. (2020). Determinants of Bakery Revisit Intention: Case of Paris Baguette. *The Institute of Management and Economy Research*, 11(1), 1–16. <https://doi.org/10.32599/apjb.11.1.202003.1>

- Srivastava, M., & Rai, A. K. (2013). *INVESTIGATING THE MEDIATING EFFECT OF CUSTOMER SATISFACTION IN THE SERVICE QUALITY-CUSTOMER LOYALTY RELATIONSHIP*.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Sugiyono (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta.
- Tariq Khan, M. (2013). Customer Loyalty : Concept & Definition (A Review). *International Journal of Information, Business and Management*, 5(3).
- Thatcher, S. M. B., & Patel, P. C. (2012). Group faultlines: A review, integration, and guide to future research. *Journal of Management*, 38(4), 969–1009. <https://doi.org/10.1177/0149206311426187>
- The Culinary Institute of America. (2016). *Mastering the art and Craft baking and pastry*.
- Upamannyu, Nischay Kumar., & Sankpal, Shilpa. (2014). Effect of brand image on customer satisfaction & loyalty intention and the role of customer satisfaction between brand image and loyalty intention. *Journal of Social Science Research*, 3(2).
- Woisetschlager, D. M., & Michaelis, M. (2012). Sponsorship congruence and brand image: A pre-post event analysis. *European Journal of Marketing*, 46(3–4), 509–523. <https://doi.org/10.1108/03090561211202585>
- Wong, K. (2013). Partial least square structural equation modeling (PLS-SEM) techniques using SmartPLS. *Mark. Bull.* 24, 1–32. doi: 10.18488/journal.24/2014.3.1/24.1.1.14
- Wu, L., & Liu, Z. (2022). The influence of Green Marketing on Brand Trust: The mediation role of Brand Image and the moderation effect of greenwash. *Discrete Dynamics in Nature and Society*, 2022, 1–10. <https://doi.org/10.1155/2022/6392172>
- Yoon, S., Yang, Y., Ro, E., Ahn, W. Y., Kim, J., Shin, S. H., Chey, J., & Choi, K. H. (2021). Reliability, and Convergent and Discriminant Validity of Gaming Disorder Scales: A Meta-Analysis. In *Frontiers in Psychology* (Vol. 12). Frontiers Media S.A. <https://doi.org/10.3389/fpsyg.2021.764209>
- 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* (Basel, Switzerland), 9(4), 460. <https://doi.org/10.3390/foods9040460>