

DAFTAR PUSTAKA

- Anatolia, Vol. 27 No. 2, pp. 167-176. Jang, S. and Namkung, Y. (2009), "Perceived quality, emotions, and behavioral intentions: application on of an extended Mehrabian–Russell model to restaurants", *Journal of Business Research*, Vol. 62 No. 4, pp. 451-460.
- Antun, J.M., Frash, R.E., Costen, W. and Runyan, R.C. (2010), "Accurately assessing expectations most important to restaurant patrons: the creation of the DineEXscale", *Journal of Foodservice Business Research*, Vol. 13 No. 4, pp. 360-379.
- Bahri-Ammari, N., Van Niekerk, M., Ben Khelil, H. and Chtioui, J. (2016), "The effects of Brand attachment on behavioral loyalty in the luxury restaurant sector", *International Journal of Contemporary Hospitality Management*, Vol. 28 No. 3, pp. 559-585.
- Ball, D., Coelho, P.S. and Vilares, M.J. (2006), "Service personalization and loyalty", *Journal of Services Marketing*, Vol. 20 No. 6, pp. 391-403.
- Barber, N., Goodman, R.J. and Goh, B.K. (2011), "Restaurant consumers repeat patronage: a service quality concern", *International Journal of Hospitality Management*, Vol. 30 No. 2, pp. 329-336.
- Bart, Y., Shankar, A., Sultan, F. and Urban, G.L. (2005), "Are the drivers and role of online trust the same for all web sites and consumers? A large-scale exploratory empirical study", *Journal of Marketing*, Vol. 69 No. 4, pp. 133- 152.
- Bateson, J. and Hui, M.K. (1986), "Crowding in the service environment", *Creativity in Services Marketing: What's New, what Works, what's Developing*, American Marketing Association, Chicago, pp. 85-88.
- Berry, L. (2000), "Cultivating service Brand equity", *Journal of the Academy of Marketing Science*, Vol. 28 No. 1, pp. 128-137.
- Berry, L.L., Wall, E.A. and Carbone, L.P. (2006), "Service clues and customer assessment of the service experience: lessons from marketing", *Academy of Management Perspectives*, Vol. 20 No. 2, pp. 43-57.

- Brocato, E.D., Voorhees, C.M. and Baker, J. (2012), "Understanding the influence of cues from other customers in the service experience: a scale development and validation", *Journal of Retailing*, Vol. 88 No. 3, pp. 384-398.
- Butcher, K. (2005), "Differential impact of social influence in the hospitality encounter", *International Journal of Contemporary Hospitality Management*, Vol. 17 No. 2, pp. 125-135.
- Byrne, D. (1971), *The Attraction Paradigm*, Academic Press, New York, NY. Chan, E.S. and Lam, L. (2009), "Understanding attributes affecting selection of private kitchens", *International Journal of Contemporary Hospitality Management*, Vol. 21 No. 7, pp. 854-875.
- Chen, A., Peng, N. and Hung, K.P. (2015), "The effects of luxury restaurant environments on diners' emotions and loyalty: incorporating diner expectations into an extended Mehrabian-Russell model", *International Journal of Contemporary Hospitality Management*, Vol. 27 No. 2, pp. 236- 260.
- Chinomona, R. (2013), "The influence of Brand experience on Brand satisfaction, trust and attachment in South Africa", *International Business and Economics Research Journal (Iber)*, Vol. 12 No. 10, pp. 1303-1316.
- Chiou, J.S. and Droge, C. (2006), "Service quality, trust, specific asset investment, and expertise: direct and indirect effects in a satisfaction- loyalty framework", *Journal of the Academy of Marketing Science*, Vol. 34 No. 4, pp. 613-627.
- Choi, C. and Mattila, A.S. (2016), "The effects of other customers' dress style on customers' approach behaviors: the moderating role of sense of power", *Cornell Hospitality Quarterly*, Vol. 57 No. 2, pp. 211-218.
- Colm, L., Ordanini, A., and Parasuraman, A. (2017), "When service customers do not consume in isolation: a typology of customer copresence influence modes (CCIMs)", *Journal of Service Research*, Vol. 20 No. 3, pp. 223-239.

- Delgado-Ballester, E. (2004), "Applicability of a Brand trust scale across product categories: a multigroup invariance analysis", *European Journal of Marketing*, Vol. 5 No. 6, pp. 573-592.
- Delgado-Ballester, E. and Munuera-Aleman, J.L. (1999), "Brand trust in the context of consumer loyalty", *European Journal of Marketing*, Vol. 35 Nos 11/12, pp. 1238-1258.
- Delgado-Ballester, E. and Munuera-Aleman, J.L. (2005), "Does Brand trust matter to Brand equity?", *Journal of Product and Brand Management*, Vol. 14 No. 3, pp. 187-196.
- Dillman, D.A. and Bowker, D.K. (2001), "The web questionnaire challenge to survey methodologists", *Online Social Sciences*, Vol. 1, pp. 53-71.
- Enders, C.K. and Bandalos, D.L. (2001), "The relative performance of full information maximum likelihood estimation for missing data in structural equation models", *Structural Equation Modeling: A Multidisciplinary Journal*, Vol. 8 No. 3, pp. 430-457.
- Adiwidjaja, J., A & Tarigan, H., J., Z (2017). Pengaruh *Brand Image* Dan *Brand Trust* Terhadap Keputusan Pembelian Sepatu Converse AGORA, Vol 5, No 3
- Ameirindo, H., M. (2018). Gambaran Kepuasan Pelanggan Berdasarkan Kualitas Pelayanan Hema Resto Kemang Pratama di Bekasi
- Ball, D., Coelho, P.S. and Vilares, M.J. (2006), "Service personalization and loyalty", *Journal of Services Marketing*, Vol. 20 No. 6, pp. 391-403
- Baker, J. and Cameron, M. (1996), "The effects of the service environment on affect and consumer perception of waiting time: an integrative review and research propositions", *Journal of the Academy of Marketing Science*, Vol. 24 No. 4, pp. 338-349.
- Berry, L.L., Wall, E.A. and Carbone, L.P. (2006), "Service clues and customer assessment of the service experience: lessons from marketing", *Academy of Management Perspectives*, Vol. 20 No. 2, pp. 43-57.

- Brocato, E. D., Voorhees, C. M., & Baker, J. (2012). Understanding the influence of cues from other customers in the service experience: A scale development and validation. *Journal of retailing*, 88(3), 384-398.
- Chang, H. H., & Liu, Y. M. (2009). The impact of brand equity on brand preference and purchase intentions in the service industries. *The Service Industries Journal*, 29(12), 1687-1706.
- Chiou, J.S. and Droge, C. (2006), "Service quality, trust, specific asset investment, and expertise: direct and indirect effects in a satisfaction-loyalty framework", *Journal of the Academy of Marketing Science*, Vol. 34 No. 4, pp. 613-627
- Erkmen, E., & Hancer, M. (2019). Building brand relationship for restaurants. *International Journal of Contemporary Hospitality Management*
- Han, H. and Ryu, K. (2009), "The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry", *Journal of Hospitality and Tourism Research*, Vol. 33, pp. 487-510.
- Jang, S. S., Liu, Y., & Namkung, Y. (2011). Effects of authentic atmospherics in ethnic restaurants: investigating Chinese restaurants. *International Journal of Contemporary Hospitality Management*.
- Jang, Y., Ro, H. and Kim, T.H. (2015), "Social servicescape: the impact of social factors on restaurant image and behavioral intentions", *International Journal of Hospitality and Tourism Administration*, Vol. 16 No. 3, pp. 290-309.
- Jani, D. and Han, H. (2011), "Investigating the key factors affecting behavioral intentions: evidence from a full-service restaurant setting", *International Journal of Contemporary Hospitality Management*, Vol. 23 No. 7, pp. 1000-1018.
- Fernardo, D.H. and Curtis, A. (2013), "Using online and paper surveys: the effectiveness of mixed-mode methodology for populations over 50", *Research on Aging*, Vol. 35 No. 2, pp. 220-240.

- Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.
- Ha, J. and Jang, S. (2010), "Effects of service quality and food quality: the moderating role of atmospherics in an ethnic restaurant segment", *International Journal of Hospitality Management*, Vol. 29 No. 3, pp. 520- 529.
- Ha, J. and Jang, S. (2012), "The effects of dining atmospherics on behavioral intentions through quality perception", *Journal of Services Marketing*, Vol. 26 No. 3, pp. 204-215.
- Han, H. and Ryu, K. (2009), "The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry", *Journal of Hospitality and Tourism Research*, Vol. 33, pp. 487-510.
- Han, H., Kim, W. and Hyun, S.S. (2011), "Switching intention model development: role of service performances, customer satisfaction, and switching barriers in the hotel industry", *International Journal of Hospitality Management*, Vol. 30 No. 3, pp. 619-629.
- Han, H., Nguyen, B. and Lee, T.J. (2015), "Consumer-based chain restaurant Brand equity, brand reputation, and Brand trust", *International Journal of Hospitality Management*, Vol. 50, pp. 84-93.
- Harrington, R.J., Ottenbacher, M.C. and Fauser, S. (2017), "QSR Brand value: Marketing mix dimensions among McDonald's, KFC, Burger king, Subway and starbucks", *International Journal of Contemporary Hospitality Management*, Vol. 29 No. 1, pp. 551-570.
- Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A. (2003), "Customer repurchase intention: a general structural equation model", *European Journal of Marketing*, Vol. 37 Nos 11/12, pp. 1762-1800.

- Hsu, T.H., Hung, L.C. and Tang, J.W. (2012), "A hybrid ANP evaluation model for electronic service quality", *Applied Soft Computing*, Vol. 12 No. 1, pp. 72- 81.
- Hu, H.H., Kandampully, J. and Juwaheer, T.D. (2009), "Relationships and impacts of service quality, perceived value, customer satisfaction, and image: an empirical study", *The Service Industries Journal*, Vol. 29 No. 2, pp. 111- 125.
- Hu, L.T. and Bentler, P.M. (1999), "Cutoff criteria for fit indexes in covariance structure analysis: conventional criteria versus new alternatives", *Structural Equation Modeling*, Vol. 6 No. 1, pp. 1-55.
- Hwang, J. and Ok, C. (2013), "The antecedents and consequence of consumer attitudes toward restaurant brands: a comparative study between casual and fine dining restaurants", *International of Hospitality Management*, Vol. 32, pp. 121-131.
- Hwang, J., Yoon, S.Y. and Bendle, L.J. (2012), "Desired privacy and the impact of crowding on customer emotions and approach-avoidance responses: waiting in a virtual reality restaurant", *International Journal of Contemporary Hospitality Management*, Vol. 24 No. 2, pp. 224-250.
- Hyun, S.S. (2010), "Predictors of relationship quality and loyalty in the chain restaurant industry", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 51 No. 2, pp. 251-267.
- Jackson, D.L., Gillaspay, J.A. and Purc-Stephenson, R. (2009), "Reporting practices in confirmatory factor analysis: an overview and some recommendations", *Psychological Methods*, Vol. 14 No. 1, pp. 6-23.
- Jalilvand, M.R., Pool, J.K., Nasrolahi Vosta, S. and Kazemi, R.V. (2016), "Antecedents and consequence of consumers' attitude towards brand preference: evidence from the restaurant industry"
- Jang, S., Liu, Y. and Namkung, Y. (2011), "Effects of authentic atmospherics in ethnic

- restaurants: investigating Chinese restaurants”, *International Journal of Contemporary Hospitality Management*, Vol. 23 No. 5, pp. 662-680.
- Jang, Y., Ro, H. and Kim, T.H. (2015), “Social servicescape: the impact of social factors on restaurant image and behavioral intentions”, *International Journal of Hospitality and Tourism Administration*, Vol. 16 No. 3, pp. 290-309.
- Jani, D. and Han, H. (2011), “Investigating the key factors affecting behavioral intentions: evidence from a full-service restaurant setting”, *International Journal of Contemporary Hospitality Management*, Vol. 23 No. 7, pp. 1000- 1018.
- Jeong, E. and Jang, S. (2011), “Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations”, *International Journal of Hospitality Management*, Vol. 30 No. 2, pp. 356-366.
- Jin, N., Lee, S. and Huffman, L. (2012), “Impact of restaurant experience on Brand image and customer loyalty: moderating role of dining motivation”, *Journal of Travel and Tourism Marketing*, Vol. 29 No. 6, pp. 532-551.
- Jin, N., Line, N. and Goh, B. (2013), “Experiential value, relationship quality, and customer loyalty in full-service restaurants: the moderating role of gender”, *Journal of Hospitality Marketing and Management*, Vol. 22 No. 7, pp. 679- 700.
- Jin, N., Line, N. and Merkebu, J. (2015), “The impact of Brand prestige on trust, perceived risk, satisfaction, and loyalty in upscale restaurants”, *Journal of Hospitality Marketing and Management*, Vol. 25 No. 5, pp. 523-546.
- Keiningham, T.L., Perkins-Munn, T., Aksoy, L. and Estrin, D. (2005), “Does customer satisfaction lead to profitability? The mediating role of share-of- wallet”, *Managing Service Quality: An International Journal*, Vol. 15 No. 2, pp. 172-181.
- Keller, K.L. (2003), “Understanding brands, branding, and Brand equity”, *Interactive Marketing*, Vol. 5 No. 1, pp. 7-20.

- Keller, K.L. (2008), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Prentice Hall, Upper Saddle River, NJ.
- Kim, N. and Lee, M. (2012), "Other customers in a service encounter: examining the effect in a restaurant setting", *Journal of Services Marketing*, Vol. 26 No. 1, pp. 27-40.
- Kim, W., Ok, C. and Canter, D.D. (2010), "Contingency variables for customer share of visits to fullservice restaurant", *International Journal of Hospitality Management*, Vol. 29 No. 1, pp. 136-147.
- Kim, W.G. and Kim, D.J. (2004), "Factors affecting online hotel reservation intention between online and non-online customers", *International Journal of Hospitality Management*, Vol. 23 No. 4, pp. 381-395.
- Kim, W.G., Lee, Y.K. and Yoo, Y.J. (2006), "Predictors of relationship quality and relationship outcomes in luxury restaurants", *Journal of Hospitality Tourism Research*, Vol. 30 No. 2, pp. 143-169.
- Kimpakorn, N. and Tocquer, G. (2010), "Service brand equity and employee Brand commitment", *Journal of Services Marketing*, Vol. 24 No. 5, pp. 378-388.
- Kivela, J., Inbakaran, R. and Reece, J. (2000), "Consumer research in the restaurant environment, Part 3: analysis, findings and conclusions", *International Journal of Contemporary Hospitality Management*, Vol. 12 No. 1, pp. 13- 30.
- Kotler, P. (1973), "Atmospherics as a marketing tool", *Journal of Retailing*, Vol. 49 No. 4, pp. 48-64.
- Latane, B. (1981), "The psychology of social impact", *American Psychologist*, Vol. 36 No. 4, p. 343.
- Lee, J.H. and Hwang, J. (2011), "Luxury marketing: the influences of psychological and demographic characteristics on attitudes toward luxury restaurants", *International Journal of Hospitality Management*, Vol. 30 No. 3, pp. 658- 669.