

Daftar Pustaka

Anoraga, Pandji. 2000. Manajemen Bisnis. Jakarta: Penerbit PT Rineka Cipta.

Brady, M. K., & Cronin, J. J. (2001, July). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *The Journal Of Marketing* Vol.65, 34-49.

Chaplin, J P. 2005. Kamus Lengkap Psikologi. Jakarta : Rajawali Press

Cravens and Piercy. 2006. Strategic Marketing 8th Edition. McGraw-Hill Irwin

Cronin, J., Joseph, Jr., Steven A., & Taylor. 1992. Measuring service quality : A reexamination and extention. *Journal of Marketing*, 56(3),55-68.

Dutka, Alan. 2010. AMA Hand Book for Customer Satisfaction. NTC Business Book, Lincolnwood, Illinois.

Evirasanti et al. 2016. Pengaruh Kualitas Makanan, Kualitas Layanandan Lingkungan Fisik Terhadap Kepuasan Dan Behavioral Intentions (Studi Di Métis Restaurant). Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud) – Bali, Indonesia

Fadilah, Dewi dan Sari Lestari Zainal Ridho. 2013. Perilaku Konsumen. Palembang: Citra Books Indonesia

Fornel, C. 1992. A national customer satisfaction barometer: The swedish experience. *Journal of Marketing*, 56(1),6-21

Gaspersz, V. 2008. *Total Quality Managment*. Jakarta: Penerbit Gramedia Pustaka Utama

Griffin, Jill. 2010. Customer Loyalty : Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan. Alih bahasa : Dwi Kartini Yahya dan kawan kawan. Erlangga, Jakarta.

Gunarso, Singgih, D. dan Yulia Singgih D. Gunarso. 2005, Psikologis Praktis Anak, Remaja dan Keluarga, Penerbit BPK Gunung Mulia.Sab'atun, Jakarta.

Handi, Irawan D. 2009. 10 Prinsip Kepuasan Pelanggan. Elex Media Komputindo, Jakarta.

Hamdani dan Rambut Lupiyoadi, Manajemen Pemasaran Jasa, Salemba Empat, Jakarta, 2009

Harjanto, J.O. 2009. Inovasi Produk dan Ekspektasi Inovasi terhadap Keputusan Pembelian Konsumen.

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 No. 11/12, pp. 1762-1800.

Heru, S. 1999. Hubungan antara kualitas & kepuasan pelanggan dalam pembentukan intensi pembelian pelanggan: Studi pada empat industri jasa di semarang. Jurnal Bisnis Strategi, 2(4).

Ismail, I., Haron, H., Ibrahim, D.N., and Isa, S.M. 2006. Service Quality Client Satisfaction and Loyalty Toward Audit Firm: Perception of Malaysia Public Listen Companies. *Manajerial Auditing Journal*, 21(7), pp:738- 756.

Kotler, P. & Armstrong, G. 2008. Prinsip-Prinsip Pemasaran. Edisi 12. Jilid 1. Jakarta: Erlangga

Kotler, Philip; Armstrong, Gary. 2012. *Principles of Marketing*. Fourteenth Edition. Pearson, p. 248.

Kotler P. & Keller Kevin Lane, 2009. Manajemen Pemasaran, Edisi Ketiga Belas, Jilid 1. Jakarta : Erlangga

Kotler, Philip. 2002. Manajemen Pemasaran 1. Millineum ed. Jakarta: PT Prenhallindo.

Kumar, V., Reinartz, W., 2016. Creating enduring customer value. *J. Market*. 80 (6), 36–68.

Lin, Chia C. 2003, "The Role of Customer Perceived Value in Generating Customer Satisfaction: An E- Business Perspective," *Journal of Research in Marketing & Entrepreneurship*, Vol. 5, No. 1, pp. 25- 39.

Lovelock, Christopher & Jochen Wirtz. 2004. Services Marketing Fifth Edition People, Technology, Strategy. New York: Pearson.

Lovelock, C. , Wirtz, J., Hean Tatkeh & Xiongwen Lu., 2005 Services Marketing in Asia. Fifth Edition Singapore: Prentice Hall.

Marsum, A. W. 2005. Restoran dan Segala Permasalahannya. (Ed.4). Yogyakarta: Andi.

Parasuraman, A., Valarie A. Zeithaml and Leonard L. Berry. 1988. SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*. Vol. 64 No. 1, pp.12-40.

Payne A. 2001. *The Essence of Service Marketing*. New York: Prentice Hal, Inc.

Poerwadarminta, W. J. S. 2001. Kamus Umum Bahasa Indonesia. Jakarta: Balai Pustaka.

Potter, N. N and Hotckiss, J. H. 1995. *Principles of Food Packaging*. In: *Food Science, Food Science Text Series*. Springer, Boston,

Rachmawati, Rina. 2011. Peranan Bauran Pemasaran (*Marketing Mix*) terhadap Peningkatan Penjualan (Sebuah Kajian terhadap Bisnis Restoran). Jurusan Teknologi Jasa dan Produksi, Universitas Negeri Semarang

Rangkuti, Freddy. 2009. *Measuring Customer Satisfaction*. PT. Gramedia Pustaka Utama, Jakarta.

Ratnawati. 2002. Mengukur Kepuasan Masyarakat terhadap Pelayanan Pendidikan. *Jurnal Pendidikan*. No. 043. Juli 2002.

Rintamäki, T., Kirves, K., 2017. *From perceptions to propositions: profiling customer value across retail contexts*. *J. Retail. Consum. Serv.* 37, 159–167.

Rustan, Suriyanto. 2008. *Layout Dasar Dan Penerapannya*. Jakarta: Gramedia.

Ryu, Kisang, Heesup Han and Tae-Hee Kim. 2008. The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*. Vol. 27, Iss.3, pp.459–469.

Ryu, Kisang and Heesup Han. 2010. The Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral intentions in Quick-Casual Restaurants: Moderating Role of Perceived Price.

Journal of Hospitality & Tourism Research. Vol. 34 No.3, pp. 310-329.

Sab'atun, I. 2001. Minat Membeli Kosmetik Produk Luar Negeri Ditinjau Dari Penerimaan Diridan Dukungan Sosial Dikalangan Pragawati. Skripsi (tidak diterbitkan). Surakarta: Fakultas Psikologi UMS.

Schiffman LG, LL Kanuk. 1997. *Consumer Behavior 9th editions*. Upper Saddle River, New Jersey, Prentice-Hall, Inc.

Sukresno. 2006. *Management Food and Beverage Service Hotel*.

Sulartiningrum. 2003. Pengantar Akomodasi dan Restoran. Jakarta : Gramedia Pustaka Utama.

Suntara. 2008. Hubungan Antara Sikap Menonton Iklan Rinso di Televisi Terhadap Minat Beli Pada Ibu Ibu Kelurahan Sangkrah. Skripsi. Fakultas Psikologi UMS. Surakarta.

Supranto, J. 2006. Pengukuran Tingkat Kepuasan Pelanggan untuk Menaikkan Pangsa Pasar, Cetakan Ketiga. Jakarta: PT.Rineka Cipta.

Sangadji, E. M., & Sopiha, 2013. *Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran Jilid 2*. Jakarta: Erlangga.

Schiffman, Leon G. dan Leslie Lazar Kanuk. 2010. *Consumer Behavior Tenth Edition*. Pearson Education.

The Liang Gie. 2005. *Cara Belajar yang Efisien*. Jilid II ed. 4. Bandung : ITB.

Tjiptono, F. 2012. *Strategi pemasaran*. Malang: Bayu Media Publishing

Wakefield, K. L., & Blodgett, J. G., 1999. *The Effect of the Servicescape on Customers Behaviors in Intention Service Leisure Setting*. *Journal of Service Marketing*, 10 (6),

45-61.

West, Wood & Harger. 1965. *Food service in Intuitions*. New York: John Wiley & Sons, Inc.

West, W., & Harger. 2007. *Advertising & Promotion: an IMC Perspective*.

Widjaja, B.T. 2009. Lifestyle Marketing. Jakarta: PT. Gramedia Pustaka Utama.

Yaqian Zhou. 2011. *The Impact of Customer-Based Brand Equity on Revisit Intentions: An Empirical Study of Business and Leisure Travelers at Five Shanghai Budget Hotels.*

Zeithaml VA, Bitner MJ & Gremler, Dwaine D. 1996. Services Marketing (Integrating Customer Focus Across the Firm) 4th edition McGraw Hill Irwin, New York.

Zeithalm, V. A., Bitner, M. J. & Gremler, D. D., 2006. Services Marketing. Fourth Edition, Singapore: McGraw-Hill.

Zeithaml, V. A. 1988. *Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. Journal of Marketing, 52, 2-22.*

