

REFERENCE

- Allan Buckwell, Food Safety, Food Quality and the CAP.
- Ahmad A. Al-Tit (2015) The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention
- Aina Nindiani, Mohammad Hamsal, Humiras Hardi Purba (2018) Product and Service Quality Analysis: An Empirical Study of Customer Satisfaction in a Bakery
- Arora R. & Stoner Ch. (2009). A mixed method approach to understanding brand personality. *Journal of Product & Brand Management*, 18(4), 272-283.
- Azize uahin, Cemal Zehir, Hakan Kitapçı (2011); The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands
- Azman Ismail, Yusrizal Sufardi Mohd Yunan (2016) Service Quality as a Predictor of Customer Satisfaction and Customer Loyalty.
- Bambang Sukma Wijaya (2013); Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication
- Bastian, Danny Alexander. 2004. "Analisis Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (Brand Trust) terhadap Loyalitas Merek (Brand Loyalty).
- Bateson, J.E.G. and Hoffman, K.D. (2011). *Services Marketing*, South Western, Sydney.
- Benson-Eluwa, V. (2004). *Advertising: Principles and Practice*. Enugu: Magnet Business Enterprises.
- Bitner, M., 1990. Evaluating service encounters: the effects of physical surroundings and employee responses. *J. Market.* 54 (2), 69–82.
- Bitner, M., 1992. Servicescapes: the impact of physical surroundings on customers and employees. *J. Market.* 56 (2), 57–71.
- Bitner, M. J. and Zeithaml, V. A. (2003). *Service Marketing* (3rd ed.), New Delhi: Tata McGraw Hill
- Bitner, M.J., and Hubbert, A.R. 1994. "Encounter Satisfaction Versus Overall Satisfaction Versus Quality: The Customer's Voice," in *Service Quality: New Directions in Theory and Practice*, R.T. Ruster and R.L. Oliver (eds.). Thousand Oaks, CA: Sage, pp. 72-94.
- Bloemer J.M.M., Kasper, H.D.P. (1995), „The Complex Relationship between Consumer Satisfaction and Brand Loyalty”, *Journal of Economic Psychology*, Vol. 16, No. 2
- Bovéé, C.L. 1992. *Contemporary Advertising*. William F. Arens.

Brown, T. J. and Kirmani, A. 1999. The influence of pre-encounter affect on satisfaction with an anxiety-provoking service encounter. *Journal of Service Research* 1 (4): 333-346

Causal Research (Explanatory research) - Research-Methodology.

Caruana, A., dan Msida. 2002. "Loyalty, Effects and Service Quality and The Mediating rule of Customer Satisfaction". *European Journal of Marketing*. Vol. 36, 7/8, 811 – 828.

Czepiel, J. (1990), Service encounters and service relationships: Implications for research. *Journal of Business Research*, 20(1), 13-21

Davies, G., Chun, R., daSilva, R., & Roper, S. 2003. Corporate Reputation and Competitiveness.

Durianto, D., Sugiarto, & Sitinjak, T. (2001). *Strategi menaklukkan pasar melalui riset ekuitas dan perilaku merek*. Jakarta: Gramedia Pustaka Utama.

Diren Bulut, Umman Tugba Gursoy and Kemal Kurtulis (July 2013) Multiple Buying Behavior as an Indicator of Brand Loyalty: An Association Rule Application.

Dr. D.Prasanna Kumar & K. Venkateswara Raju (2013) The Role of Advertising in Consumer Decision Making

Ekrem Cengiz, Hasan Ayyildiz and Bünyamin Er (2007); Effects of Image and Advertising Efficiency on Customer Loyalty and Antecedents of Loyalty: Turkish Banks Sample

Fitzell, P., 1998. The Explosive Growth of Private Labels in North America. Global Books, New York, NY

Fornell, C., Johnson, M., Anderson, E., Cha, J., Bryant, B., 1996. The American customer satisfaction index: nature, purpose, and findings. *J. Market.* 60 (4), 7–18.

Fornell, C. 1992. A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, Vol.55, pp.6-21.

Fransisca Andreani, Tan Lucy Taniaji and Ruth Natalia Made Puspitasari (2012) The Impact of Brand Image, Customer Loyalty with Customer Satisfaction as A Mediator in Mcdonald's

Galvez, F. C., & Resurrection, A. V. (1992). Reliability of The Focus Group Technique in determining The Quality Characteristics of Mungbean Noodles. *Journal of Sensory Studies*, 7(4), 315–326.

Ghauri, P. and Gronhaug, K. 2005. *Research Methods in Business Studies*, Harlow, FT/Prentice Hall

Giddens, Nancy. (2002), Brand Loyalty. *Ag Decision Maker*, Iowa State University Extensions, Vol:5, No: 54, ss.1-2.

Grisaffe, D., Nguyen, H., 2011. Antecedents of emotional attachment to brands. *J. Bus. Res.* 64 (10), 1052–1059.

Gronholdt, L., Martensen, A., Kristensen, K., 2000. The relationship between customer satisfaction and loyalty: cross-industry differences. *Total Qual. Manage.* 11 (4–6), 509–514.

Grönroos, C. 1982. *Strategic Management and Marketing in the Service Sector*. Helsingfors: Swedish School of Economics and Business Administration.

Grönroos, C. 2007. *Service management and marketing*. Third edition. John Wiley & Sons, Ltd. England.

Grönroos, C. 1984. A Service Quality Model and Its Marketing Implications. *European Journal of Marketing* 18 (4): 36-40.

Hamed Taherdoost (2016); *Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research*.

Hanna Bornmark, Asa Goransson, Christina Svensson, (2005) A study to indicate the importance of brand awareness in brand choice – a cultural perspective.

Hao Zhang, Eunju Ko and Charles R. Taylor (2011) *Advertising Appeals Strategy: Moderating Effect on the Relationship Between Innovation and Customer Equity Drivers in China*

He, H., Li, Y., & Harris, L. (2012). Social identity perspective on brand loyalty. *Journal of Business Research*, 65, 648–657

Hill, N., Roche, G. & Allen, R. 2007. *Customer Satisfaction: The customer experience through the customer's eyes*. London: Cogent Publishing Ltd

Howard R. Moskowitz (1995) *Food Quality: Conceptual and Sensory Aspects*

Inteaz Alli (2004) *Food Quality Assurance*

Jin Ma and Handan Liu (2010) *Advertising management influence effectiveness of online advertising*

Keller, Kevin Lane. 2003. *Strategic Brand Management, Building, Measuring, and Managing Brand Equity*.

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer based equity. *Journal of Marketing*, 57, 1-22.

Kotler, Philip and Kevin Lane Keller. 2009. *Marketing Management*.

Kotler and G. Armstrong. 1996. *Marketing Management*.

Kotler, P., (1984) *Marketing Management: Analysis, Planning and Control*, 5th ed., Prentice-Hall International, London.

L.A Guedesa, P. O. (1998) —An agent-based approach for supporting quality of service in distributed multimedia systems, *Computer Communications*, 21 (14): 1269-1278

Leedy, P. D. (1993). *Practical research: planning and design*. New Jersey: Prentice-Hall.

Lee, Y., & O'Connor, G. C. (2003). The impact of communication strategy on launching new products: The moderating role of product innovativeness. *The Journal of Product Innovation Management*, 20, 4–21.

Lee, Y., Back, K., Kim, J., 2009. Family restaurant brand personality and its impact on customer's emotion, csatisfaction, and brand loyalty. *J. Hospitality Tour. Res.* 33 (3), 305–328.

Leitzmann, C. (1993). Food Quality—Definition and a Holistic View. *Safeguarding Food Quality*, 3–15.

Leon G. Schiffman and Joseph L. Wisenblit (133-135, 137-141,168-169, 2015), *Consumer Behavior*

Linda Karlsson (2007) *Advertising Theories and Models; how well can these be transferred from text into reality?*

Liu, C.H and Yen, L.C (2010). The effects of service quality, tourism impact, and tourist satisfaction on tourist choice of leisure farming types. *African Journal Business Management*, 4(8), 1529-1545.

Lohr, S. L. (1999). *Sampling: Design and Analysis*. Albany, NY: Duxbury Press.

Lovelock, C. and Wirtz, J. 2011. *Services Marketing: People, Technology, Strategy*. Pearson Education.

Marie Ferree (1973) *What is Food Quality?*

Marina M, Shilovskaya 2013 *Advertising and Public Relations*

Megan L. Bruch (2005) *Advertising* 101

Muhammad Arie Permana Ambolau, Andriani Kusumawati, Mukhamad Kholid Mawardi (2015), *The Influence of Brand Awareness and Brand Image on Purchase Decision*.

Mulugeta Z Forsido (2012) *Brand Loyalty in Smartphone*

N. Gladson Nwokah, Doris Ngirika (2018) *Online Advertising and Customer Satisfaction of E-Tailing Firms in Nigeria*

Isaac Oladepo (Ph.D.) 1 & Samuel Abimbola (M.Sc.) (2015); The Influence of Brand Image and Promotional Mix on Consumers Buying Decision- a Study of Beverage Consumers in Lagos State.

Oliver, R.L., 1997. Satisfaction: A Behavioral Perspective on the Consumer. McGraw Hill, New York, NY.

Oliver, R. (1993). Cognitive, affective and attribute bases of the satisfaction response. *Journal of Consumer Research*, 20, 418–430.

Oliver, R.L. 1999. Whence consumer loyalty. *Journal of Marketing*. Volume 63, pp 33-44.

Parasuraman, A., Zeithaml, V., Berry, L., 1988. SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality. *J. Retailing* 64 (1), 12–40.

Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985), “A conceptual model of service quality and its implications for future research”, *Journal of Marketing*, Vol. 49 No. 4.

Parasuraman, A., & Grewal, D., 1988, The impact of technology on the quality value-loyalty chain: A research agenda. *Journal of the Academy of Marketing Science*, 28(1), 168-74.

Parasuraman, Zeithamal, 1988. Parasuraman 1988. *Journal of Retailing*,. Retrieved from

Paurav, S, 2005. Effect of Product Usage, Satisfaction and Involvement on Brand Switching Behavior. *Asia Pacific Journal of Marketing and Logistics*, Volume 16, No.4

Pars, S. R., & Gulsel, C. (2011). The effects of brand image on consumers' choice. *International Journal of Business and Social Science*, 2(20), 227-238.

Perez-Gago MB, Serra M, del Rio MA. (2006). Color change of fresh-cut apples coated with whey protein concentrate-based edible coatings. *Postharvest Biol Technol.*, 39,84–92

Prof. Dr tilman becker, (1999) *The Economics of Food Quality Standards*.

Qin, H., & Prybutok, V. R. (2009). Service Quality, Customer Satisfaction, and Behavioral Intentions in Fast-Food Restaurants. *International Journal of Quality and Service Sciences*, 1(1), 78-95.

Rahim Ajao Ganiyu, Ignatius Ikechukwu Uche and Adeoti Olusola Elizabeth (2012) Is Customer Satisfaction an Indicator of Customer Loyalty?

Rashid Saeed, Rab Nawaz Lodhi, Amna Mehmood, Urooj Ishfaq, Fareha Dustgeer, Amna Sami, Zahid Mahmood and Moeed Ahmad (2013); Effect of Brand Image on Brand Loyalty and Role of Customer Satisfaction in it

Remziye Terkan (2014) Importance of Creative Advertising and Marketing According to University Students' Perspective

Renaldo Wijaya Lim and Atik Aprianingsih (2015), Factors Influencing brand Loyalty Towards Sportswear in Bandung.

Reichheld, F. F. and W. E. Sasser, Jr. (1990), "Zero Defections: Quality Comes to Services," *Harvard Business Review*, 68 (September-October), 105-111.

Reynolds, K., Beatty, S., 1999. Customer benefits and company consequences of customer sales person relationships in retailing. *J. Retailing* 75 (1), 11–32.

Richard Chinomona Donald Mahlangu David Pooe (2013) Brand Service Quality, Satisfaction, Trust and Preference as Predictors of Consumer Brand Loyalty in the Retailing Industry

Rust, R., Zahorik, A., 1993. Customer satisfaction, customer retention, and market share. *J. Retailing* 69 (2), 193–215.

Sahin, A., Zehir, C., Kitapçı, H., 2011. The effects of brand experiences, trust and satisfaction on building brand loyalty: an empirical research on global brands. *Procedia – Soc. Behav. Sci.* 24, 1288–1301.

Saleem, H., Sarfraz, Raja N., 2014. The impact of service quality on customer satisfaction, customer loyalty and brand image: evidence from hotel industry of Pakistan. *J. Bus. Manage.* 16 (1), 117–122.

Schlinger, M. (1979). A profile of responses to commercials. *Journal of Advertising Research*, 19, 37–46.

Septa Akbar Aulia, Inda Sukati, Zuraidah Sulaiman (2016) A Review: Customer Perceived Value and its Dimension

Serkan, A., and Gökhan, Ö., 2005. Customer loyalty and the effect of switching costs as a moderator variable: A case in the Turkish mobile phone market *Marketing Intelligence & Planning* Volume 23, No. 1, pp. 89-103

Schiffman, L.G. and L.L. Kanuk. 2004. *Consumer Behaviour* 8th. New Jersey: Prentice-Hall International, Inc.

Sivadas E., Baker-Prewitt J.L., 2000. An examination of the relationship between service quality, customer satisfaction, and store loyalty. *International Journal of Retail*, 28(2), 73-82.

Stern, B.B., 1992. Historical and personal nostalgia in advertising text: the Fin de siècle effect. *J. Advert.* 21 (4), 11–22.

Subroto Sengupta, 1990, Brand positioning strategies for competitive advantage.

Suh J.-C., Yi, Y. (2006) When Brand Attitudes Affect the Customer Satisfaction – Loyalty Relation: The Modern Role of Product Involvement. *Journal of Consumer Psychology*, 16(2), pp. 145–155.

Suwarman, U. 2011. *Perilaku Konsumen*. Bogor: Ghalia Indonesia

Svetlana Frolova (2014) *The Role of Advertising in Promoting a Product*

Tellis, G.J., 2004. *Effective Advertising: Understanding When, How and Why Advertising Works*. Sage Publications, Inc., Thousand Oaks, CA

Thai V.V., 2015. *The Impact of Port Service Quality on Customer Satisfaction?: The Case of Singapore*. *Maritime Economics & Logistics*, (June 2015), 1-23.

Tyagi, C.L., Kumar, A. (2004) *Advertising Management*. New Delhi: Atlantic Publishers and Distributors

Vogt, W. P. (1999) *Dictionary of Statistics and Methodology: A Nontechnical Guide for the Social Sciences*, London: Sage.

Wandel, M. and Bugge, A. (1997), "Environmental concern in consumer evaluation of food quality", *Food Quality and Preference*, Vol. 8 No. 1, pp. 19-26.

Wilbur A. Gould (1977) *Food Quality Assurance*

Zboja, J. J., & Voorhees, C. M. (2006). *The impact of brand trust and satisfaction on retailer repurchase intentions*. *Journal of Services Marketing*, 20, 381-390

Zeithaml, V.A., 1988b. *Communication and control processes in the delivery of service quality*.

Zeithaml, V.A. (2000), "Service quality, profitability, and the economic worth of customers: what we know and what we need to learn", *Journal of the Academy of Marketing Science*, Vol. 28 No. 1, pp. 67-85.

Zeithaml, V. A. & Bitner, M. J. 2003. *Services Marketing - Integrating Customers Focus across the Firm*, Third Edition. Boston: 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(3), 2-22.

Zeithaml, Valerie A., Parasuraman, A. & Berry, Leonard L. (1990) *Delivering Quality Service*, The Free Press, New York, N.Y

Zhifeng, G. (2007). *Effects of additional quality attributes on consumer willingness-to-pay for food products*.

Zhang, Y. (2015). *The impact of brand image on consumer behavior: A literature review*. *Open Journal of Business and Management*, 3(1), 58-60.