

## BIBLIOGRAPHY

- Anggraeni, D. P., Kumadji, S., & Sunarti. (2016). Pengaruh Kualitas Produk terhadap Kepuasan dan Loyalitas Pelanggan (Survei pada Pelanggan Nasi Rawon di Rumah Makan Sakinah Kota Pasuruan). *Jurnal Administrasi Bisnis* , 175.
- Aryani, D., & Rosinta, F. (2014). Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan Dalam Membentuk Loyalitas Pelanggan. *Jurnal Ilmu Administrasi dan Organisasi* , 114-118.
- Assauri, S. (2014). *Manajemen Pemasaran: Dasar, Konsep, dan Strategi*. Jakarta: PT. Raja Grafindo Perkasa.
- Atiyah, L. (2016). Products Quality and Its Impact on Customer Satisfaction: A Field Study in Dwaniyah Dairy Factory. *Challenges of Modern Management* , 62-63.
- Bahar, A., & Sjahrudin, H. (2015). Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Kepuasan Konsumen dan Minat Beli Ulang. *Jurnal Organisasi dan Manajemen* , 18-19.
- Banic, M., & Melandosi, A. (2014). Definition of Product Profile based On Innovation Management. *Mechanic Design*, 3, 8-10.
- Brown, G. M. (2015). The Impact of International Businesses in a Global Economy: An Interdisciplinary Analysis. *IOSR Journal of Business and Management (IOSR-JBM)* , 27-30.
- Canadean, C. R. (2014). *PT J.Co Donuts & Coffee: Foodservice - Company Profile & SWOT Report*. New York: Alacra Store.
- Cherry, K. (2018, October). *What Is Democratic Leadership?* Retrieved March 2019, from VerywellMind: <https://www.verywellmind.com/what-is-democratic-leadership-2795315>

- Cruz, Albert Vitales. 2015. *Relationship between Product Quality and Customer Satisfaction*. Minneapolis: Waldon University.
- Es Teler 77*. (2019). Retrieved April 2019, from [www.esteler77.com/about](http://www.esteler77.com/about)
- Ferrell, & D.Harlines. (2014). *Marketing Strategy* (5 ed.). South Western: Thomson Learning.
- Gordon, M. (2015). Product Characteristics and Marketing Strategy. *Journal of Marketing* , 19-22.
- Grace Malachi Brown, P. (2015). The Impact of International Businesses in a Global Economy: An Interdisciplinary Analysis. *IOSR Journal of Business and Management (IOSR-JBM)* , 27-30.
- Herman, A. (2014). Globalization and its Effect on International Business. *Global Awareness Society International 21st Annual Conference* , 6-8.
- Jahanshahi, A. A., & Gashti, M. A. (2015). Study the Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty . *International Journal of Humanities and Social Science*, 1, 253-255.
- Kiling, C., & Tumewu, F. F. (2016). The Effect of Brand Equity and Product Quality toward Consumers' Purchase Decision (Case Study: J.CO Donuts and Coffee Manado). *Jurnal Riset Ekonomi, Manajemen, Bisnis, Akuntansi*, 5 (1), 195-201.
- Mattsson, K. (2016). Customer Satisfaction in the Retail Market. *Business Economics and Tourism* , 20-22.
- Nuridin. (2018). Effect of Service Quality and Quality of Products to Customer loyalty with Customer Satisfaction as Intervening Variable in PT. Nano Coating Indonesia. *International Journal of Business and Applied Social Science (IJBASS)*, 4 (1), 22.
- Ramu, V. B. (2016). *International Business Environment & Management*. New Dehli: Anmol Publication Pvt.Ltd.

- Santos, K. (2016, November). *3 Hidden Benefits of High-Quality Customer Satisfaction*. Retrieved February 24, 2019, from SmallBizClub: <http://smallbizclub.com/run-and-grow/customer-service/3-hidden-benefits-of-high-quality-customer-satisfaction/>
- Schunek, P. (2016). Customer Satisfaction, Product Quality and Performance of Companies. *Review of Economic Perspectives* , 84.
- Selvaraj, F. J. (2018). Impact of Product Quality, Price on Customer Satisfaction and Customer Loyalty in After Sales Services of Car Segments in Tailnadu. *Global Journal for Research Analysis*, 7 (6), 36.
- Siregar, S. (2014). *Metode Penelitian Kuantitatif: Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS*. Jakarta: Penerbit Kencana, Prenadamedia Group.
- Sugiyono. (2017). *Petode Penelitian Bisnis : Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D*. Bandung: Alfabeta.
- Šugrova, M. &. (2017). Impact of the product quality on consumer satisfaction and corporate brand. *Economic Annals XXI* , 134-136.
- Sunyoto, D. (2014). *Dasar-dasar Manajemen Pemasaran: Konsep, Strategi, dan Kasus*. Yogyakarta: CAPS.
- Swasto, P. H. (2015). The Influence of Product Quality, Brand Image, and Quality of Service to Customer Trust and Implication on Customer Loyalty (Survey on Customer Brand Sharp Electronics Product at the South Kalimantan Province). *European Journal of Business and Management*, 6, 159-160.
- Team, F. (2014, August). *Causal Research: Identifying Relationships and Making Business Decisions through Experimentation*. Retrieved from Fluid Surveys University: <http://fluidsurveys.com/university/causal-research-identifying-relationships-making-business-decisions-experimentation/>

Yafie, A. S., Suharyono, & Abdillah, Y. (2016). Pengaruh Kualitas Produk dan Kualitas Jasa terhadap Kepuasan Pelanggan: Studi pada Pelanggan Food and Beverage 8 Oz Coffee Studio Malang. *Jurnal Administrasi Bisnis*, 32 (2), 12-13.

Zikmund, W. B. (2014). *Business Research Methods: with Qualtrics Printed Access Card*. United States: Cengage Learning.

