

## REFERENCES

- Ainiyah, N., Deliar, A., Vitriana, R. (2016). The Classical Assumption Test to Driving Factors of Land Cover Change in the Development Region of Northern Part of West Java. *The International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences, XLI-B6*, 205-210. doi:10.5194/isprarchives-XLI-B6-205-2016
- Ali, F., Kim, W.G., Li, J., & Jeon, H.M. (2018). Make it delightful; Customers' experience, satisfaction, and loyalty in Malaysian Theme parks. *Journal of destination marketing & Management*, 7,1-11. <https://doi.10.116/jdmm.2016.05.003>
- Aurelia, R. (2020). The Impact of Product Quality towards Customer Satisfaction at PT. Palmanco Inti Sawit. Universitas Pelita Harapan, Medan.
- Badan Pusat Statistik. (2019). *Kota Medan Dalam Angka - Medan Municipality in Figures*. BPS Kota Medan: Medan.
- Buttle, F., Maklan, S. (2015). *Customer Relationship Management: Concepts and Technologies*. (3). New York, USA: Routledge. Retrieved from <https://www.pdfdrive.com/customer-relationship-management-e50624411.html>
- Chandra, V. (2021). *The Influence of Performance Appraisal and Rewards on Employees' Performance at City Kost Palembang, South Sumatra*. Universitas Pelita Harapan, Medan.

- Chen, A, and Norman Peng Kuang-peng Hung, (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 Iss 2 pp.
- Cuong, T. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *Journal of Asian Finance, Economics and Business*, 7(10), 939-947. Retrieved from doi:10.13106/jafeb.2020.vol7.no10.939
- Cristo, M., Saerang, D. P. E., Worang, F. G. (2017). The Influence of Price, Service Quality and Physical Environment on Customer Satisfaction, Case Study Markobar Cafe Mando. *Jurnal EMBA*. 5(2), 678-686.
- Dikmen, F. & Bozdaglar, H. (2017). *The Role of Service Culture in Hospitality*. The Role of Service in Hospitality Industry. p.86.
- Erkmen, E., Hancer, M. (2019). Building Brand Relationship for Restaurants: An Examination of Other Customers, Brand Image, Trust and Restaurant Attributes. *International Journal of Contemporary Hospitality Management*. Retrieved from <https://doi.org/10.1108/IJCHM-08-2017-0516>
- Formplus. (2020). *Primary vs Secondary Data: 15 Key Differences and Similarities*. Retrieved from <https://www.formpl.us/blog/primary-secondary-data>

- Frost, Jim. (n.d.). *Heteroscedasticity in Regression Analysis*. Retrieved from <https://statisticsbyjim.com/regression/heteroscedasticity-regression/>
- Glen, S. (2016). *Reliability and Validity in Research: Definitions, Examples*. Retrieved from <https://www.statisticshowto.com/reliability-validity-definitions-examples/>
- Glen, S. (2016). *Assumption of Normality / Normality Test*. Retrieved from <https://www.statisticshowto.com/assumption-of-normality-test/>
- Hanaysha. (2016). Testing the Effects of Food Quality, Price Fairness and Physical Environment on Customer Satisfaction in Fast Food Restaurant Industry. *Journal of Asian Business Strategy*. 6(2), 31-40
- Haryono, Budi. (2016). *How to win Customer Through Customer Service With Heart*. Yogyakarta: CV. Andi Offset.
- Hayes, A. (2019). *Heteroskedasticity*. Retrieved from <https://www.investopedia.com/terms/h/heteroskedasticity.asp>
- Hendriyani. (2018). The Importance of Physical Environment for Guest Satisfaction on Restaurant in Bali. *Advances in Economic, Business and Management Research (AEBMR)*. 52, 148-158
- Hermawan, H., Brahmanto, E., & Hamzah, F. (2018). *Pengantar Manajemen Hospitality*. Pengertian Hospitality, p.08
- Hopper, E. (2020). *Maslow's Hierarchy of Needs Explained*. ThoughtCo, 24. Retrieved from [http://www.christianworldmedia.com/client/docs/603\\_1585079540\\_17.pdf](http://www.christianworldmedia.com/client/docs/603_1585079540_17.pdf)

- Huang, B. V. (2020). *The Impact of Service Quality on Customer Satisfaction at PT. Sumatra Sarana Sekar Sakti Medan*. Universitas Pelita Harapan, Medan.
- IdSchool. (2018). *Rumus Mean, Median dan Modus Data Kelompok*. Retrieved from <https://idschool.net/sma/rumus-mean-median-dan-modus-data-kelompok/>
- Kumar. (2019). *Research Methodology: A Step-by-Step Guide for Beginners*. (5). London: Sage Publications Ltd. Retrieved from <https://corladancash.com/wp-content/uploads/2020/01/Research-Methodology-Ranjit-Kumar.pdf>
- Majid, M. A.A., Samsudin, A., Noorkhizan, M. H. I., Zaki, M. I. M., Bakar, A. M. F. A. (2018). Service Quality, Food Quality, Image and Customer loyalty: An Empirical Study at a Hotel Restaurant. *International Journal of Academic Research in Business and Social Sciences*, 8(10), 1432–1446. Retrieved from <http://dx.doi.org/10.6007/IJARBS/v8-i10/5310>
- McCombes, S. (2019). *Descriptive Research*. Retrieved from <https://www.scribbr.com/methodology/descriptive-research/>
- McLeod, S. (2019). *What are Independent and Dependent Variables?* Retrieved from <https://www.simplypsychology.org/variables.html>
- Mourougan, S., Sethuraman, K. (2017). Hypothesis Development and Testing. *IOSR Journal of Business and Management (IOSR-JBM)*. 19(5), 34-40. doi:10.9790/487X-1905013440

- Novita, E., Widjaja, R. S., Kristanti, M. (2016). *Analisa Pengaruh Physical Environment terhadap Minat Beli Konsumen di Kafe-Kafe di Surabaya*. Universitas Kristen Petra, Surabaya, 411-423
- Ozdemir-Guzel, S., Bas, Y. N. (2020). Understanding the Relationship Between Physical Environment, Price Perception, Customer Satisfaction and Loyalty in Restaurants. *Journal of Tourism and Gastronomy Studies*. 8(2), 762-776. doi:10/21325/jotags.2020.577
- Pistoni, A. & Songini, L. (2018). *Servitization Strategy And Managerial Control*. The Product-Service Design: The Service Offering. p.46.
- Priansa, Donni Juni. (2017). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. Bandung: CV. Alfabeta.
- Raharjo, S. (2019). *Cara Melakukan Uji Reliabilitas Alpha Cronbach's dengan SPSS*. Retrieved from <https://www.spssindonesia.com/2014/01/uji-reliabilitas-alpha-spss.html>
- Rizaty, M.A. (2021). *Inilah Provinsi yang Paling Banyak Jumlah Restorannya*. Retrieved from <https://databoks.katadata.co.id/datapublish/2021/05/05/inilah-provinsi-yang-paling-banyak-jumlah-restorannya>
- Sanusi, A. (2019). *The Impact of Personal Selling towards Purchasing Decision at PT. Delica Indonesia in Medan*. Universitas Pelita Harapan, Medan.
- SPSSTests. (n.d.). *Step by Step to Test Linearity Using SPSS*. Retrieved from <https://www.spsstests.com/2015/03/step-by-step-to-test-linearity-using.html>

- Stefen, Yonas. 2018. Analisis Pengaruh Kualitas Pelayanan, Lingkungan Fisik Dan Kualitas Makanan Terhadap Kepuasan Konsumen Pada Restoran Kampoeng Kita. *Jurnal ULTIMA Management* ISSN 2085-4587. Unika Atma Jaya
- Stefhanie. (2020). *The Influence of Training and Rewards on Employee Performance at Grand Elite Hotel Pekanbaru*. Universitas Pelita Harapan, Medan.
- Sugiyono. (2015). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta. Retrieved from [https://drive.google.com/file/d/1BU6wHzKl5i\\_2en7ggqbQXNU1TsPbNUYm/view](https://drive.google.com/file/d/1BU6wHzKl5i_2en7ggqbQXNU1TsPbNUYm/view)
- Syahrul et al. (2022). *Pengantar Bisnis Hospitaliti*. Bandung: Penerbit Widina Bhakti Persada.
- Tamang, et.al. (2019). *An Introduction to International Business Management*. United States: Laxmi Book Publication, Solapur.
- Tarigan, E. D. S., Wijaya, M., Marbun, P. (2020). The Influence of Lifestyle, Physical Environment, and Menu Variety on Customer Loyalty through Customer Satisfaction in the Coffee Shop. *International Journal of Research and Review*. 7(3), 102-111.
- Wijaya, S. (2019). *Indonesian Food Culture Mapping: A Starter Contribution to Promote Indonesian Culinary Tourism*, 6(9), 2-10.

- Yusuf, A. M. (2017). *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*. Jakarta: PT. Fajar Interpratama Mandiri. Retrieved from <http://sayabuku.blogspot.com/2019/03/metode-penelitian-kuantitatif.html>
- Adnan. (2020). Pengaruh Atmosfer Café , Kualitas Produk dan Gaya Hidup terhadap Kepuasan Pelanggan ( Studi pada Dokter Kupu Café di Kota Lhokseumawe ). *Agustinawati, Cindenia JURNAL VISIONER & STRATEGIS*, 9(1), 15–25.
- Cuong, D. T. (2020). The influence of brand satisfaction, brand trust, brand preference on brand loyalty to laptop brands. *Systematic Reviews in Pharmacy*, 11(11), 95–101. <https://doi.org/10.31838/srp.2020.11.15>
- Erkmen, E., & Hancer, M. (2019). Building brand relationship for restaurants: An examination of other customers, brand image, trust, and restaurant attributes. *International Journal of Contemporary Hospitality Management*, 31(3), 1469–1487. <https://doi.org/10.1108/IJCHM-08-2017-0516>
- Maradita, F., & Susilawati, M. (2021). Pengaruh Suasana, Kualitas Makanan, dan Persepsi Nilai terhadap Kepuasan Pelanggan Rumah Makan Goa Sumbawa. *Jurnal Nasional Manajemen Pemasaran & SDM*, 2(1), 1–14. <https://doi.org/10.47747/jnmpsdm.v2i1.206>
- Nur, A., & Ali, F. (2022). Dan Kualitas Layanan ( Studi Kasus Pada Konsumen Kedai Kami Ngaliyan , Semarang ). *Jurnal Mirai Management*, 7(2), 465–482. <https://doi.org/https://doi.org/10.37531/mirai.v7i2.2014>

Wijaya, O. S., Siregar, M. Y., & Amelia, W. R. (2021). Pengaruh Suasana Toko/Kedai dan Kualitas Pelayanan terhadap Kepuasan Pelanggan Masakan Ayam Penyet Cabe Hijau. *Economics, Business and Management Science Journal*, 1(1), 14–21. <https://doi.org/10.34007/ebmsj.v1i1.5>

