

## REFERENCES

- Abutabenjeh, S., & Jaradat, R. (2018). Clarification of research design, research methods, and research methodology: A guide for public administration researchers and practitioners. *Teaching Public Administration*, 36(3), 237–258. <https://doi.org/10.1177/0144739418775787>
- Afifi, M. A., Ghazal, T. M., & Kalra, D. (2020). *Integration of Collaboration Systems in Hospitality Management as a Comprehensive Solution*. <https://www.researchgate.net/publication/343769658>
- Aini, Q., Zuliana, S. R., & Santoso, N. P. L. (2018). Management Measurement Scale As A Reference To Determine Interval In A Variable. *ATM*, 2(1).
- Al-Gharaibah, O. B. (2020). Customer retention in five-star hotels in Jordan: The mediating role of hotel perceived value. *Management Science Letters*, 10(16), 3949–3956. <https://doi.org/10.5267/j.msl.2020.7.015>
- Ali, W., Danni, Y., Latif, B., Kouser, R., & Baqader, S. (2021). Corporate social responsibility and customer loyalty in food chains—mediating role of customer satisfaction and corporate reputation. *Sustainability (Switzerland)*, 13(16). <https://doi.org/10.3390/su13168681>
- Anupama, K. (2018). Hypothesis Types and Research. *International Journal of Nursing Science Practice and Research*. <https://doi.org/10.37628/ijnspr.v4i2.812>
- Badan Pusat Statistik Kota Medan. (2023). *Jumlah Penduduk Kota Medan Menurut Kecamatan dan Jenis Kelamin (Jiwa), 2020-2022*. <https://medankota.bps.go.id/indicator/12/31/1/jumlah-penduduk-kota-medan-menurut-kecamatan-dan-jenis-kelamin.html>

- Brotherton, B., & Wood, R. C. (2001). Hospitality and Hospitality Management. In *In Search of Hospitality* (pp. 134–156). Elsevier.  
<https://doi.org/10.1016/b978-0-7506-5431-9.50012-3>
- Cengiz, E. (2010). MEASURING CUSTOMER SATISFACTION: MUST OR NOT? In *Journal of Naval Science and Engineering* (Vol. 6, Issue 2).
- Çetinkaya, N., & Çetinkaya, M. Y. (2020). Investigation of Physical Environment as a Part of Micro Dimension in Restaurants: A Study on Local Consumers. *Gastroia: Journal of Gastronomy and Travel Research*, 4, 218–250.
- Cha, J. M., & Borchgrevink, C. P. (2019). Customers' perceptions in value and food safety on customer satisfaction and loyalty in restaurant environments: moderating roles of gender and restaurant types. *Journal of Quality Assurance in Hospitality and Tourism*, 20(2), 143–161.  
<https://doi.org/10.1080/1528008X.2018.1512934>
- Cheah, J. H., Thurasamy, R., Memon, M. A., Chuah, F., & Ting, H. (2020). Multigroup analysis using smartpls: Step-by-step guidelines for business research. In *Asian Journal of Business Research* (Vol. 10, Issue 3, pp. I–XIX). Asia Business Research Corporation.  
<https://doi.org/10.14707/ajbr.200087>
- Chun, S. H., & Nyam-Ochir, A. (2020). The effects of fast food restaurant attributes on customer satisfaction, revisit intention, and recommendation using DINESERV scale. *Sustainability (Switzerland)*, 12(18).  
<https://doi.org/10.3390/SU12187435>
- Ciesielska, M., Boström, K. W., & Öhlander, M. (2017). Observation Methods. In *Qualitative Methodologies in Organization Studies* (Vol. 2, pp. 33–52). Springer International Publishing. [https://doi.org/10.1007/978-3-319-65442-3\\_2](https://doi.org/10.1007/978-3-319-65442-3_2)
- Costales, A. F., Sapin, S. B., Decena, M. A. R. B. S., Ramos, S. L., & Medrano, M. O. (2022). Quantitative Study on Food Aesthetics, Marketing Mix, and

- Customers' Satisfaction Among Restaurant Establishments in Calamba City, Laguna, Philippines. *Tourism and Sustainable Development Review*, 3(2), 26–56. <https://doi.org/10.31098/tsdr.v3i2.80>
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Darzi, M. A., & Bhat, S. A. (2018). Personnel capability and customer satisfaction as predictors of customer retention in the banking sector: A mediated-moderation study. *International Journal of Bank Marketing*, 36(4), 663–679. <https://doi.org/10.1108/IJBM-04-2017-0074>
- Dewobroto, W., Nimran, U., Arifin, Z., & Yulianto, E. (2021). The Role of Customer Value and Customer Trust as a Mediator of Flexibility Influence on Customer Retention. *Webology*, 19(1), 37–50. <https://doi.org/10.14704/web/v19i1/web19003>
- Dian Sudiantini, & Farhan Saputra. (2022). Pengaruh Gaya Kepemimpinan: Kepuasan Kerja, Loyalitas Pegawai dan Komitmen di PT Lensa Potret Mandiri. *Formosa Journal of Sustainable Research*, 1(3), 467–478. <https://doi.org/10.55927/fjsr.v1i3.873>
- Genc, V., & Akoglan Kozak, M. (2020). Emotional and social competence in the aestheticization of labor in the restaurant industry. *International Journal of Contemporary Hospitality Management*, 32(3), 1201–1225. <https://doi.org/10.1108/IJCHM-01-2019-0011>
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>

- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd.  
<https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F., Tomas, G., Hult, M., Ringle, C. M., & Sarstedt, M. (2016). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.  
<https://www.researchgate.net/publication/354331182>
- Hinkin, T. R., Tracey, J. B., & Enz, C. A. (1997). Scale construction: Developing reliable and valid measurement instruments. *Journal of Hospitality & Tourism Research*, 21(1), 100–120.  
<https://doi.org/10.1177/109634809702100108>
- Kaliyadan, F., & Kulkarni, V. (2019). Types of variables, descriptive statistics, and sample size. *Indian Dermatology Online Journal*, 10(1), 82–86.  
[https://doi.org/10.4103/idoj.IDOJ\\_468\\_18](https://doi.org/10.4103/idoj.IDOJ_468_18)
- Kamis, A., Saibon, R. A., Yunus, F. A., & Rahim, M. B. (2020). The SmartPLS Analyzes Approach in Validity and Reliability of Graduate Marketability Instrument. *Psychology and Education*.  
<https://www.researchgate.net/publication/348295457>
- Kaur, P., Stoltzfus, J., & Yellapu, V. (2018). Descriptive Statistics. *International Journal of Academic Medicine*, 4(1), 60.  
[https://doi.org/10.4103/IJAM.IJAM\\_7\\_18](https://doi.org/10.4103/IJAM.IJAM_7_18)
- Kertasunjaya, T. K., Mediasari, T. D., & Manaf, P. A. (2020). The Relation between Hedonic and Utilitarian Values on Satisfaction and Behavior Intention among Casual-Dining Restaurants Customers. *Open Journal of Business and Management*, 08(06), 2480–2492.  
<https://doi.org/10.4236/ojbm.2020.86154>
- Khan, E. A., Adnan, M., Yaseen, M., & Khan, A. U. (2021). Customer Relationship Management (CRM) and Brand Image encourage Customer

- Retention; A mediating role of Customer Engagement. Customer Relationship Management (CRM) And Brand Image Encourage Customer Retention; A Mediating Role Of Customer Engagement. In *Webology* (Vol. 18, Issue 6). <http://www.webology.org><http://www.webology.org>
- Lee, B., & Choi, J. (2020). Effect of staff appearance on customer satisfaction and revisit intention. In *Int. J. Services, Economics and Management* (Vol. 11, Issue 2).
- Majid, U. (2018). Research Fundamentals: Study Design, Population, and Sample Size. *Undergraduate Research in Natural and Clinical Science and Technology Journal*, 2(1), 1–7. <https://doi.org/10.26685/URNCST.16>
- Mann, S., & Rawat, S. R. (2023). You Got to Look Right! Mapping the Aesthetics of Labor by Exploring the Research Landscape using Bibliometrics. *The Open Psychology Journal*, 16(1). <https://doi.org/10.2174/0118743501260121231025111650>
- Marković, S., Dorčić, J., Rašan, D., Bucić, B., & Blažić, M. (2021). *The Importance of Aesthetic Experience in Fine Dining Restaurants*. 147–154. <https://doi.org/10.31410/ERAZ.S.P.2021.147>
- Mazyed Faraj Aldaihani, F., Azman Bin Ali, N., Binti Hashim, H., & Kamal Basha, N. (2020). Impact of Social Customer Relationship Management on Customer Retention of Islamic Banks in Kuwait: The Mediating Role of Customer Empowerment. In *Int. J. Sup. Chain. Mgt* (Vol. 9, Issue 1). <http://excelingtech.co.uk/>
- Mears, A. (2014). Aesthetic Labor for the Sociologies of Work, Gender, and Beauty. *Sociology Compass*, 8(12), 1330–1343. <https://doi.org/https://doi.org/10.1111/soc4.12211>
- Meiselman, H. L., & Edwards, J. S. A. (2020). *Handbook of Eating and Drinking* (H. L. Meiselman, Ed.). Springer.

- Mohajan, H. (2020). *Quantitative Research: A Successful Investigation in Natural and Social Sciences*.
- Musfialdy, M., & Lusrivirga, R. (2021). The Construction of the Meaning of Cafe for Millennials (Phenomenology in the Construction of the Meaning of Hanging Out for Millennials-Café User around Campus). *Indonesian Journal of Economics, Social, and Humanities*, 3(1), 13–20.  
<https://doi.org/10.31258/ijesh.3.1.13-20>
- Ngo, V. M., Phu, Q., Phan, T., Van Nguyen, N., & Vu, H. M. (2019). The Mediating Effects of Switching Costs on the Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: A Study in Retail Banking Industry in Vietnam. In *Int. J Sup. Chain. Mgt* (Vol. 8, Issue 2).  
<http://excelingtech.co.uk/>
- Pokhariyal, G. P. (2019). Importance of moderating and intervening variables on the relationship between independent and dependent variables. In *International Journal of Statistics and Applied Mathematics* (Vol. 4, Issue 5).  
[www.mathsjournal.com](http://www.mathsjournal.com)
- Polit, D. F., & Beck, C. T. (2012). *Nursing Research: Generating and Assessing Evidence for Nursing Practice* (9th ed.). Lippincott Williams & Wilkins.
- Purwanto, A., & Sudargini, Y. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) Analysis for Social and Management Research : A Literature Review. *Journal of Industrial Engineering & Management Research*, 2(4). <https://doi.org/10.7777/jiemar.v2i4>
- Putra, A. N., Anantadjaya, S. P., & Nawangwulan, I. M. (2020). Customer Satisfaction as a Result of Combination of Food Display & Quality. *Journal of Management and Business*, 19(2). <https://doi.org/10.24123/jmb.v19i2>
- Ramayah, T., Cheah, J.-H., Chuah, F., & Ting, H. (2018). *Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0: An Updated*

*and Practical Guide to Statistical Analysis*. Pearson Malaysia Sdn Bhd.  
www.pearson.my

Rasoolimanesh, S. M. (2022). Discriminant validity assessment in PLS-SEM: A comprehensive composite-based approach. In *Data Analysis Perspectives Journal* (Vol. 3, Issue 2). <https://www.scriptwarp.com>,

Salama Alketbi, Muhammad Alshurideh, & Barween Al Kurdi. (2020). The Influence of Service Quality on Customers' Retention and Loyalty in the UAE Hotel Sector with Respect to the Impact of Customer' Satisfaction, Trust, and Commitment: A Qualitative Study. *PalArch's Journal of Archaeology of Egypt / Egyptology*.

Shim, C., Lee, W., & Kim, W. (2019). Product performance and its role in airline image generation and customer retention processes: gender difference. *Journal of Travel & Tourism Marketing*, 36, 536–548.  
<https://doi.org/10.1080/10548408.2019.1583627>

Shu, E., & Christie. (2024). The Effect Of Servicescape And Promotion On Customer Revisit Intention, Mediated By Customer Satisfaction At 38 Coffee Lab. *Jurnal Ekonomi*, 13, 2024.  
<https://doi.org/10.54209/ekonomi.v13i02>

Siedlecki, S. L. (2020). Understanding Descriptive Research Designs and Methods. *Clinical Nurse Specialist*, 34(1), 8–12.  
<https://doi.org/10.1097/NUR.0000000000000493>

Sigit Parawansa, D. A. (2018). Effect of commitment and customers' satisfaction on the relationship between service quality and customer retention in rural banks in Makassar, Indonesia. *Journal of Management Development*, 37(1), 53–64. <https://doi.org/10.1108/JMD-12-2016-0303>

Sileyew, K. J. (2019). Research Design and Methodology. *IntechOpen*.  
<https://doi.org/10.5772/intechopen.85731>

- Stauss, B., Chojnacki, K., Decker, A., & Hoffmann, F. (2001). Retention effects of a customer club. *International Journal of Service Industry Management*, 12, 7–19. <https://doi.org/10.1108/09564230110382745>
- Stettler, J., Rosenberg-Taufer, B., Durrer Eggerschwiler, B., Huck, L., Galliker, E., Kellerhals, U., Amstad, O., & Nägeli, B. (2021). *Understanding Hospitality Results of a Literature Analysis and Empirical Studies*. <https://doi.org/10.25938/oepms.130>
- Taber, K. S. (2018). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education*, 48(6), 1273–1296. <https://doi.org/10.1007/s11165-016-9602-2>
- Takacs, B., & Borrion, A. (2020). The use of life cycle-based approaches in the food service sector to improve sustainability: A systematic review. In *Sustainability (Switzerland)* (Vol. 12, Issue 9). MDPI. <https://doi.org/10.3390/SU12093504>
- Tentama, F., & Dyah Anindita, W. (2020). Employability Scale: Construct Validity And Reliability. *International Journal of Scientific & Technology Research*, 9(4). [www.ijstr.org](http://www.ijstr.org)
- Tinungki, G. M., & Herdiani, E. T. (2022). SEM (Structural Equation Modelling) Analysis Using PLS (Partial Least Square) Method on Poverty Data in Indonesia. *International Research Journal of Advanced Engineering and Science*, 7(4), 131–135.