

REFERENCES

- Abdullah, O., Sufi, T., & Kumar, S. (2023). Impact of Food and Beverage Quality and Service Quality Towards Customer Satisfaction and Customer Retention, A Study of Five-Star Hotels. *International Journal of Professional Business Review*, 8(5), e01994. <https://doi.org/10.26668/businessreview/2023.v8i5.1994>
- Agarwal, R., Mehrotra, A., & Misra, D. (2022). Customer happiness as a function of perceived loyalty program benefits - A quantile regression approach. *Journal of Retailing and Customer Services*, 64(102770).
- Al Halbusi, H., Estevez, P. J., Eleen, T., Ramayah, T., & Hossain Uzir, M. U. (2020). The roles of the physical environment, social servicescape, co-created value, and customer satisfaction in determining tourists' citizenship behavior: Malaysian cultural and creative industries. *Sustainability (Switzerland)*, 12(8), 1–23. <https://doi.org/10.3390/SU12083229>
- Alhammadi, S. M. K., & Alshurideh, M. T. (2023). Factors Affecting Customers' Happiness: A Systematic Review in the Service Industries. In *International Conference on Advanced Intelligent Systems and Informatics*, 510–526.
- Alzoubi, H., Alshurideh, M., Kurdi, B. Al, & Inairat, M. (2020). Do perceived service value, quality, price fairness and service recovery shape customer satisfaction and delight? A practical study in the service telecommunication context. *Uncertain Supply Chain Management*, 8(3), 579–588. <https://doi.org/10.5267/j.uscm.2020.2.005>
- Budiman, S., & Dananjoyo, R. (2021). The effect of cafe atmosphere on purchase decision: Empirical evidence from generation Z in Indonesia. *The Journal of*

Asian Finance, Economics and Business, 8(4), 483-490.

Chowdhury, R. (2023). Impact of perceived convenience, service quality and And security on customers' behavioural intention towards online food delivery services: the role of attitude as mediator. *SN Business & Economics*, 3(1), 29.

Cuesta-Valiño, P., Barriopedro, E. N., & Pablo Gutierrez Rodriguez. (2022). *The role of consumer happiness in brand loyalty: a model of the satisfaction and brand image in fashion*. 22(3), 458–473.

Cuong, D. T. (2020). Impact of Customer Satisfaction and Brand Image on Brand Loyalty. *Business Innovation & Technology Management*, 12(06), 69–077. <https://doi.org/10.5373/JARDCS/V12I6/S20201280>

Dang K. (2021). *The Important Role of Physical Environment to Customer Satisfaction and Customer Loyalty in Finland's Fine Dining Restaurants The important role of physical environment to customer satisfaction and customer loyalty in Finland's fine dining restaurant*.

Gopi, B., & Samat, N. (2020). The influence of food trucks' service quality on customer satisfaction and its impact toward customer loyalty. *British Food Journal*, 122(10), 3213–3226. <https://doi.org/10.1108/BFJ-02-2020-0110>

Hahm, J. J., Kang, J., & Kwun, D. J. (2023). Analysis of environmental stimuli, satisfaction, and behavioral responses: An extended Mehrabian-Russell model to alternative golf. *International Journal of Hospitality Management*, 109(8), 103407.

Hair et al. (2020). When to Use and How to Report the Results of PLS-SEM. *European Business Review*, 31(1), 2–24.

Hamzah, A. A., & Shamsudin, M. F. (2020). Why customer satisfaction in

important to business? *Social Science & Technology*, 2(1), 2710–6918.
www.jusst.abrn.asia

Hidayat, D., Bismo, A., & Basri, A. R. (2020). the Effect of Food Quality and Service Quality Towards Customer Satisfaction and Repurchase Intention (Case Study of Hot Plate Restaurants). *Manajemen Bisnis*, 10(1), 1. <https://doi.org/10.22219/jmb.v10i1.11913>

Iqbal, A., Hasan, M. A., Bukhari, S. F., & Ramish, M. S. (2023). Determinants of Customer Satisfaction: The Moderating Role of Switching Cost towards Customer Loyalty in B2B Packaged Food Retail Setting. *Journal of Education and Social Studies*, 4(1), 1–15. <https://doi.org/10.52223/jess.20234101>

Jeaheng, Y., Al-Ansi, A., & Han, H. (2020). Impacts of Halal-friendly services, facilities, and food and Beverages on Muslim travelers' perceptions of service quality attributes, perceived price, satisfaction, trust, and loyalty. *Department of Hospitality and Tourism Management*, 29(7), 787–811.

Lacap, J. P., & Alfonso, K. J. (2022). The mediating role of patient loyalty on the relationship between satisfaction on physical environment and intention to recommend. *Asia-Pacific Social Science Review*, 22(2), 7.

Leung, R., & Loo, P. T. (2022). Co-creating interactive dining experiences via interconnected and interoperable smart technology. *Asian Journal of Technology Innovation*, 30(1), 45-67.

Lu, C. Y., Suhartanto, D., Gunawan, A. I., & Chen, B. T. (2020). Customer Satisfaction toward Online Purchasing Services: Evidence from Small & Medium Restaurants. *International Journal of Applied Business Research*, 2(01), 1–14. <https://doi.org/10.35313/ijabr.v2i01.89>

Macias, W., Rodriguez, K., & Barriga, H. (2023). Determinants of satisfaction with

online food delivery providers and their impact on restaurant brands. *Journal of Hospitality and Tourism Technology*, 14(4), 557–578.
<https://doi.org/10.1108/JHTT-04-2021-0117>

Mahato, S., & Goet, J. (2020). Service Quality, Customer Satisfaction and Customer Loyalty in Nepalese Restaurant Industry. *International Journal of Innovative Science and Research Technology*, 5(12), 1255–1261.
www.ijisrt.com

Naini, N. F., Sugeng Santoso, Andriani, T. S., Claudia, U. G., & Nurfadillah. (2022). The Effect of Product Quality, Service Quality, Customer Satisfaction on Customer Loyalty. *Journal of Consumer Sciences*, 7(1), 34–50.
<https://doi.org/10.29244/jcs.7.1.34-50>

Phang, I. G., Xu, M., Lin, N. Z., & Ramayah, T. (2020). Customer loyalty in Sabah full service restaurant. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1407–1429.

Raja, E. A., Maharani, M., & Raja, J. G. L. (2023). The Effect of Product Quality and Service Quality on Customer Satisfaction. *Riwayat: Educational Journal of History and Humanities*, 6(2).

Rombach, M., Kartikasari, A., Dean, D. L., Suhartanto, D., & Chen, B. T. (2023). Determinants of customer loyalty to online food service delivery: evidence from Indonesia, Taiwan, and New Zealand. *Journal of Hospitality Marketing and Management*, 32(6), 818–842.
<https://doi.org/10.1080/19368623.2023.2211061>

Ryu, K., Kim, H. J., Lee, H., & Kwon, B. (2021). Relative effects of physical environment and employee performance on customers' emotions, satisfaction, and behavioral intentions in upscale restaurants. *Sustainability (Switzerland)*,

13(17). <https://doi.org/10.3390/su13179549>

Sagala, I., Y, Z., & A, H. (2021). The impact of service quality through customer satisfaction on customer loyalty. *Nidhomul Haq: Jurnal Manajemen Pendidikan Islam*, 6(2), 236–243.

Saneva, D., & Chortoseva, S. (2020). Service quality, customer satisfaction and customer loyalty: Testing a structural equation model. *Quality - Access to Success*, 21(179), 124–128.

Sekaran U, & R, B. (2016). *Research Methods for Business: A Skill - Building Approach. 7th Edition, Wiley & Sons, West Sussex., 5(10).*

Setiawan, E. B., Wati, S., Wardana, A., & Ikhsan, R. B. (2020). Building trust through customer satisfaction in the airline industry in Indonesia: Service quality and price fairness contribution. *Management Science Letters*, 10(5), 1095–1102. <https://doi.org/10.5267/j.msl.2019.10.033>

Sholihin, B. (2022). *Mengapa 90 Persen Bisnis Kuliner di Indonesia Bangkrut.* [https://bisnis.tempo.co/read/1183146/mengapa-90-persen-bisnis-kuliner-di-indonesia-bangkrut.](https://bisnis.tempo.co/read/1183146/mengapa-90-persen-bisnis-kuliner-di-indonesia-bangkrut)

Singh, S., & Alok, S. (2022). Drivers of Repurchase Intention of Organic Food in India: Role of Perceived Consumer Social Responsibility, Price, Value, and Quality. *Journal of International Food and Agribusiness Marketing*, 34(3), 246–268. <https://doi.org/10.1080/08974438.2020.1869135>

Stockemer. (2018). *Quantitative Methods for the Social Sciences A Practical Introduction with Examples in SPSS and Stata.*

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D.*

Tannady, H., & Purnamaningsih, P. (2023). Determinant Factors Customer Satisfaction and its Implication on Customer Loyalty: From the Perspective of

- Customers of Vespa. *International Journal of Science, Technology & Management*, 4(2), 434–438. <https://doi.org/10.46729/ijstm.v4i2.786>
- Tian, Y., & Kamran, Q. (2021). A review of antecedents and effects of loyalty on food retailers toward sustainability. *Sustainability (Switzerland)*, 13(23), 1–18. <https://doi.org/10.3390/su132313419>
- Wisitnorapatt, S., & Sirirat, P. (2023). Measuring customers' satisfaction and loyalty in Thai wellness spas. *International Journal of Spa and Wellness*, 6(5), 1–18.
- Xin, Y., Irfan, M., Ahmad, B., Ali, M., & Xia, L. (2023). Identifying How E-Service Quality Affects Perceived Usefulness of Online Reviews in Post-COVID-19 Context: A Sustainable Food Consumption Behavior Paradigm. *Sustainability (Switzerland)*, 15(2). <https://doi.org/10.3390/su15021513>
- Yapp, E. H. T., & Tohari, B. W. A. (2021). Assessing the determinants of customer happiness and customer loyalty in fast-food restaurant. *International Journal of Sustainable Strategic Management*, 9(2), 123. <https://doi.org/10.1504/ijssm.2021.123208>
- Yvonne, A., & I, S. (2024). Faktor Yang Mempengaruhi Kepuasan Pelanggan Produk Meco Fruit Tea Pada PT Prima Niaga Indomas. *Journal of Economic, Management, Accounting and Technology*, 7(1), 21–30.
- Zhong, Y., & Moon, H. (2020). Mediasi Keputusan Pembelian pada Pengaruh Faktor Situasional dWhat Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Rol. *Jurnal Aplikasi Manajemen*, 8(2), 480–492.