

DAFTAR PUSTAKA

- Anderson, EW, dan Fornell. 1997. Sebuah Kepuasan Pelanggan Prospektus Research.
- Fandi Tjiptono. 2007. Service, Quality & Satisfaction. Andi: Yogyakarta. Vanessa Gaffar. 2007. CRM dan MPR Hotel. Alfabeta: Bandung.
- <http://bali.bisnis.com/read/20150811/20/53647/bali-miliki-potensi-menjadi-destinasi-kuliner> (di unduh pada tanggal 20 september 2016)
- <http://ekbis.sindonews.com/read/986773/34/industri-makanan-miliki-potensi-investasi-cukup-besar-1428481873> (di unduh pada tanggal 20 september 2016)
- <http://food.detik.com/read/2014/11/14/175508/2748840/294/jamie-oliver-buka-restoran-italia-di-bali-tahun-depan> (di unduh pada tanggal 4 oktober 2016)
- <https://m.tempo.co/read/news/2016/02/15/090745199/efek-restoran-bali-dihapus-dari-daftar-negatif-investasi> (di unduh pada tanggal 20 september 2016)
- Knight, J.B., Kotschevor, L. (2000). Quality Food Production Planning and Management: 3rd Edition. Canada: Simultaneously.
- Kotler, P. (2002). Manajemen pemasaran. Jilid kedua. (10th ed). Jakarta: Prenhallindo.
- Kotler, P. and Keller, K.L. (2009). Marketing Management: 13th Edition. New Jersey: Upper Saddle River.
- Kotler, P., & Armstrong, G. (2004). Principles of marketing. (10th ed.). New Jersey: Prentice Hall International, Inc.
- Kotler, P., & Keller, K. L. (2007). Manajemen Pemasaran. Jilid I, Edisi 12. Jakarta: PT. Indeks Kelompok Gramedia.
- Kotler, Philip dan Gary Armstrong. (2010). Principles of Marketing. 13th Edition. Prentice-Hall, Inc. New Jersey [RT Rust dan RL Oliver (eds.) Journal.
- Kotler, P. (1997). Marketing management : analysis, planning, implementation and control. Prentice hall. New Jersey.
- Kuncoro, Mudrajat, 2003. Metode Riset Untuk Bisnis dan Ekonomi, Erlangga, Jakarta.

- Kuncoro, Mudrajat, 2009. *Metode Riset untuk Bisnis dan Ekonomi*. Edisi 3, Erlangga, Jakarta.
- Lee, W., & Lambert, C. (2000). Impact of waiting time on evaluation of service quality and customer satisfaction in foodservice operations. *Foodservice Research International*, 12 (4), 241-154.
- Lupiyoadi, Rambat, 2001. *Manajemen Pemasaran Jasa Teori dan Praktek*, Edisi satu. Salemba Empat. Jakarta
- Oh, H. (1999). Service quality, customer satisfaction, and customer value: A holistic perspective. *International Journal of Hospitality Management*, 18 (1), 67-82.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L., (1985). A Conceptual Model of Service Quality and Its Implication for Future Research, *Journal of Marketing*, 49(4), 41-50.
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). SERVQUAL: A multiple-item scale for measuring customer perceptions of service quality. *Journal of Retailing*, 64, 12-40.
- Peter, J. P., & Olson, J. C. (2000). *Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran*. Terjemahan Damos Sihombing. Jakarta: Jilid 1 Edisi 4 Erlangga.
- Schiffman, Leon. G and Kanuk, Leslie Lazar.2004.*Consumer Behavior* 8th edition. Pearson Prentice Hall.Hal 14
- Sugiyono, (2008). *Metode Penelitian Bisnis*. Bandung. Alfabeta.
- Sugiyono. (2001). *Metode Penelitian Bisnis*. Bandung: CV. Alfabeta.
- Tjiptono, F. (1998). *Manajemen jasa (edisi I)*. Yogyakarta : Penerbit Andi Offset
- Tjiptono, F. (2002). *Strategi pemasaran (edisi I)*. Yogyakarta : Andi Offset
- Tjiptono, Fandy. 2005. *Pemasaran Jasa*, Bayumedia Publishing, Malang
- Umar, H. (2002). *Riset Pemasaran dan Perilaku Konsumen: Catatan Kedua*. Jakarta: Gramedia Pustaka Utama.
- Zeithaml, V.A., Bitner, M.J., and Dwayne, D. (2009).*Services Marketing – Integrating Customer Focus Across The Firm: 5th Edition*.New York: McGraw Hill.
- Zeithmal, V.A., & Bitner, M.J (2006). *Sevice Marketing (4th ed.)*. New York : McGraw Hill, International Edition.