

REFERENCES

- Ajzen, I. (2020). The theory of planned behavior. *Ajzen, I. (2020). The Theory of Planned Behavior: Frequently Asked Questions. Human Behavior and Emerging Technologies, 2(4), 314–324. <https://doi.org/10.1002/Hbe2.195>.*
- Ali, A., & Bhasin, J. (2021). Factors influencing consumer purchase decisions: A value-based perspective. *International Journal of Consumer Studies. Ali, A., & Bhasin, J. (2021). Factors Influencing Consumer Purchase Decisions: A Value-Based Perspective. International Journal of Consumer Studies, 45(2), 234–245. <https://doi.org/10.1111/Ijcs.12678>.*
- Baker, J., Grewal, D., & Parasuraman, A. (2020). The influence of store ambiance on customer purchase behavior: A holistic perspective. *Baker, J., Grewal, D., & Parasuraman, A. (2020). The Influence of Store Ambiance on Customer Purchase Behavior: A Holistic Perspective. Journal of Retailing and Consumer Services, 54, 102035. <https://doi.org/10.1016/j.jretconser.2019.102035>.*
- Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The theory of planned behavior. *Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The Theory of Planned Behavior: Selected Recent Advances and Applications. Europe's Journal of Psychology, 16(3), 352–356. <https://doi.org/10.5964/Ejop.V16i3.3104>.*
- Cheng, T., & Wu, H. (2021). The use of Likert scale in evaluating customer satisfaction: A review of measurement techniques in hospitality research. *Journal of Tourism and Hospitality Management. Cheng, T., & Wu, H. (2021). The Use of Likert Scale in Evaluating Customer Satisfaction: A Review of Measurement Techniques in Hospitality Research. Journal of Tourism and Hospitality Management, 35(4), 310-321. <https://doi.org/10.1016/j.jthm.2021.04.009>.*
- Fang, W. T., & Lee, Y. (2020). Influence of sensory environment on consumer purchase decisions in themed restaurants. *Fang, W. T., & Lee, Y. (2020). Influence of Sensory Environment on Consumer Purchase Decisions in Themed Restaurants. Sustainability, 12(10), 4083. <https://doi.org/10.3390/Su12104083>.*
- Gradcoach. (2023). Understanding descriptive and inferential statistics for data analysis. *Gradcoach. (2023). Understanding Descriptive and Inferential Statistics for Data Analysis. Retrieved from <https://gradcoach.com/statistics>.*
- Jones, A., & Smith, B. (2021). Innovation and differentiation strategies in the restaurant industry. *Journal of Hospitality and Marketing. Jones, A., & Smith,*

- B. (2021). *Innovation and Differentiation Strategies in the Restaurant Industry*. *Journal of Hospitality and Marketing*, 38(2), 100–112. <https://doi.org/10.1016/j.jhm.2021.0112>.
- Kim, J. , & L. S. (2020). Creative strategies for restaurant innovation in competitive markets. *Journal of Hospitality and Tourism Management*. Kim, J., & Lee, S. (2020). *Creative Strategies for Restaurant Innovation in Competitive Markets*. *Journal of Hospitality and Tourism Management*, 45, 112–120. <https://doi.org/10.1016/j.jhtm.2020.1120>.
- Kim, J., & Hwang, J. (2023). The role of food quality in enhancing customer satisfaction and repurchase intentions in the restaurant industry. *International Journal of Hospitality Management*. Kim, J., & Hwang, J. (2023). *The Role of Food Quality in Enhancing Customer Satisfaction and Repurchase Intentions in the Restaurant Industry*. *International Journal of Hospitality Management*, 109, 103401. <https://doi.org/10.1016/j.ijhm.2022.103401>.
- Kusumasondjaja, S., & Tjiptono, F. (2021). Restaurant atmospheric cues and consumer behavior. Kusumasondjaja, S., & Tjiptono, F. (2021). *Restaurant Atmospheric Cues and Consumer Behavior: A Systematic Review and Research Agenda*. *International Journal of Hospitality Management*, 96, 102952. <https://doi.org/10.1016/j.ijhm.2021.102952>.
- Landry, T. D., Lemay, M. A., & Rogers, J. W. (2022). Attitudes, intentions, and behavior: A meta-analytic evaluation of the theory of planned behavior in hospitality and tourism. Landry, T. D., Lemay, M. A., & Rogers, J. W. (2022). *Attitudes, Intentions, and Behavior: A Meta-Analytic Evaluation of the Theory of Planned Behavior in Hospitality and Tourism*. 46(5), 887–905. <https://doi.org/10.1177/10963480211039210>.
- López, A., García, M., & Hernández, R. (2020). Food quality and safety in modern supply chains. López, A., García, M., & Hernández, R. (2020). *Food Quality and Safety in Modern Supply Chains*. *Journal of Food Science and Technology*, 57(4), 1010–1022. <https://doi.org/10.1007/S13197-020-04250-0>.
- Mancini, R. A., & Hunt, M. C. (2022). Comprehensive factors influencing food quality: Shelf life, nutritional content, sensory attributes, and ethical considerations. Mancini, R. A., & Hunt, M. C. (2022). *Comprehensive Factors Influencing Food Quality: Shelf Life, Nutritional Content, Sensory Attributes, and Ethical Considerations*. *Meat Science*, 182, 108635. <https://doi.org/10.1016/j.meatsci.2021.108635>.
- Pahrudin, A., Hidayat, D., & Sunarsi, D. (2023). The role of attitude, subjective norm, and perceived behavioral control in purchase intention of culinary tourism. Pahrudin, A., Hidayat, D., & Sunarsi, D. (2023). *The Role of Attitude,*

- Subjective Norm, and Perceived Behavioral Control in Purchase Intention of Culinary Tourism*. 7(1), 15–22. <https://doi.org/10.23887/ijssb.v7i1.52945> .
- PMC. (2023). Overview of the Brand Journey and Opportunities for Future Studies.. PMC. (2023). *Overview of the Brand Journey and Opportunities for Future Studies*. Retrieved from <https://pmc.ncbi.nlm.nih.gov/articles/PMC10010228/>.
- Rather, R. A., & Camilleri, M. A. (2020). The impact of customer brand identification on hospitality brand loyalty: A social identity perspective. *Rather, R. A., & Camilleri, M. A. (2020). The Impact of Customer Brand Identification on Hospitality Brand Loyalty: A Social Identity Perspective. Journal of Strategic Marketing*, 29(7), 643–661. <https://doi.org/10.1080/0965254X.2020.1733051>.
- Santoso, W. (2020). Metode statistik untuk penelitian: Analisis regresi linier berganda dengan uji asumsi klasik menggunakan OLS. Santoso, W. (2020). *Metode Statistik Untuk Penelitian: Analisis Regresi Linier Berganda Dengan Uji Asumsi Klasik Menggunakan OLS*. Jakarta: Penerbit Andi.
- Sloan, A. E. (2020). Food quality: How well a food product satisfies requirements for freshness, safety, nutrition, and flavor. *Journal of Food Science and Technology*. Sloan, A. E. (2020). *Food Quality: How Well a Food Product Satisfies Requirements for Freshness, Safety, Nutrition, and Flavor. Journal of Food Science and Technology*, 57(5), 1501–1509. <https://doi.org/10.1007/S13197-020-04210-5>.
- Smith, R. A., & Johnson, L. B. (2021). The role of quantitative research in understanding consumer behavior in the hospitality industry. *Smith, R. A., & Johnson, L. B. (2021). The Role of Quantitative Research in Understanding Consumer Behavior in the Hospitality Industry. Journal of Hospitality Research*, 45(3), 256–270. <https://doi.org/10.1016/j.jhr.2021.02.005>.
- Solomon, M. R. (2020). Consumer Behavior: Buying, Having, and Being. Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being (13th Ed.)*. Pearson Education.
- Sujarweni, V. W. (2020). Metode penelitian kuantitatif: Pendekatan praktis dalam penelitian sosial. Sujarweni, V. W. (2020). *Metode Penelitian Kuantitatif: Pendekatan Praktis Dalam Penelitian Sosial (2nd Ed.)*. Yogyakarta: Penerbit Andi.
- Taylor, & Francis Online. (2020). The Impact of Sensory Marketing on Consumer Behavior. *Taylor & Francis Online. (2020). The Impact of Sensory Marketing on Consumer Behavior*.

Verbeke, W. (2021). Food quality: The interplay of subjective preferences and objective measures. Verbeke, W. (2021). *Food Quality: The Interplay of Subjective Preferences and Objective Measures*. *Appetite*, 156, 104857. <https://doi.org/10.1016/j.appet.2020.104857>.

