

DAFTAR PUSTAKA

- Abdullah, D., Ismail, S., Mohamed, B., & Mohamed Rostum, A. M. (2020). The influence of food quality, service quality, fair price and customer satisfaction on re-patronage intention towards halal certified restaurants. *International Journal of Contemporary Hospitality Management*. <https://www.researchgate.net/publication/342945333>
- Ahmed, S., & Park, J. (2021). The role of food quality consistency in customer loyalty: Evidence from the F&B industry. *Journal of Hospitality and Tourism Management*, 49, 334-342. <https://doi.org/10.1016/j.jhtm.2021.01.012>
- Ahmed, S., al Asheq, A., Ahmed, E., Chowdhury, U. Y., Sufi, T., & Mostofa, M. G. (2023). The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service. *TQM Journal*, 35(2), 519–539. <https://doi.org/10.1108/TQM-06-2021-0158>
- Ali, D., Alam, M., & Bilal, H. (2021). The influence of service quality, price and environment on customer loyalty in the restaurant's industry: The mediating role of customer satisfaction. *Journal of Accounting and Finance in Emerging Economies*, 7(1), 143–154. <https://doi.org/10.26710/jafee.v7i1.1587>
- Babbie, E. (2016). *The Practice of Social Research*. Cengage Learning.
- Badan Pusat Statistik Daerah Istimewa Yogyakarta. (2024, Februari 5). *Pertumbuhan ekonomi DIY triwulan IV 2023*. <https://yogyakarta.bps.go.id/id/pressrelease/2024/02/05/1595/pertumbuhan-ekonomi-diy-triwulan-iv-2023.html>
- Bahauddin, A. R., Wei, L. S., & Mantihal, S. (2020). *Food Sensory Factors and Restaurant Images on Customer Satisfaction: A Comparison of Franchise and Local Fast-Food Restaurant*. *Asian Journal of Entrepreneurship*, 1(4), 62–71. Retrieved from <http://myjms.mohe.gov.my/index.php/aje>
- Bakar, S. Z., & Hoong, C. C. (2021). Factors influencing service quality in restaurant business: A case of SME Bank Cafeteria. *Advances in Economics*,

- Bank Indonesia. (2024). *Laporan perkembangan konsumsi dan industri makanan & minuman 2023*. Bank Indonesia. <https://www.bi.go.id>
- Beglar, D., & Nemoto, T. (2023). *Developing Research Questions: A Guide for Researchers* (2nd ed.). Routledge.
- Bryman, A. (2016). *Social Research Methods* (5th ed.). Oxford University Press.
- Bryman, A. (2024). *Social Research Methods* (6th ed.). Oxford University Press.
- Chicco, D., et al. (2021). Evaluating machine learning models for regression: A systematic review. *Computer Methods and Programs in Biomedicine*, 211, 106440. <https://doi.org/10.1016/j.cmpb.2021.106440>
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). John Wiley & Sons.
- Cohen, L., Manion, L., & Morrison, K. (2024). *Research Methods in Education* (9th ed.). Routledge.
- Creswell, J. W. (2024). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (6th ed.). SAGE Publications.
- Creswell, J. W., & Poth, C. N. (2022). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (5th ed.). Sage Publications.
- 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>
- Data Indonesia. (2024). Data kinerja industri makanan dan minuman 3 tahun terakhir hingga kuartal II 2024. *Data Indonesia*. <https://dataindonesia.id/industri-perdagangan/detail/data-kinerja-industri-makanan-dan-minuman-3-tahun-terakhir-hingga-kuartal-ii2024>
- De Vaus, D. A. (2001). *Research Design in Social Research*. Sage Publications.
- Dewi, N. M. N. S., Suryaputra, R., & Amelia. (2022). Analysis of the effect of atmospherics, food quality, service quality and other customer on brand preference through brand image, customer satisfaction, and brand trust of Sushi Tei restaurant consumers at Galaxy Mall Surabaya. *Journal of*

Economics, Finance and Management Studies, 5(3), 673–686.
<https://doi.org/10.47191/jefms/v5-i3-20>

Dwaikat, N. Y., Khalili, S. A., Hassis, S. M., & Mahmoud, H. S. (2019). Customer Satisfaction Impact on Behavioral Intentions: The Case of Pizza Restaurants in Nablus City. *Journal of Quality Assurance in Hospitality and Tourism*, 20(6), 709–728. <https://doi.org/10.1080/1528008X.2019.1616040>

Gonzalez, M., Chen, L., & Ramirez, F. (2023). Mediating effect of restaurant image on the relationship between food quality and customer satisfaction in fast-food restaurants. *International Journal of Hospitality Management*, 110, 103391. <https://doi.org/10.1016/j.ijhm.2022.103391>

GoodStats.id. (2024). Industri F&B tumbuh positif, apa saja rasa-rasa minuman yang akan jadi tren di 2024. *GoodStats*.
<https://goodstats.id/infographic/industri-f-dan-b-tumbuh-positif-apa-saja-rasa-rasa-minuman-yang-akan-jadi-tren-di-2024-CBYFS>

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2017). *Multivariate Data Analysis* (8th ed.). Pearson.

Hair, J. F., Celsi, M. W., & Ortinau, D. J. (2021). *Essentials of Business Research Methods* (4th ed.). Routledge.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). Sage Publications.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2018). *Partial Least Squares Structural Equation Modeling: A Beginner's Guide*. Sage Publications.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). Sage Publications.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.

- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2024). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20, 277–319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hidayat, A., Adanti, A. P., Darmawan, A., & Setyaning, A. N. A. (2019). Factors Influencing Indonesian Customer Satisfaction and Customer Loyalty in Local Fast-Food Restaurant. *International Journal of Marketing Studies*, 11(3), 131. <https://doi.org/10.5539/ijms.v11n3p131>
- Kementerian Perindustrian Indonesia. (2020). *Peningkatan Daya Saing Industri Makanan dan Minuman Nasional*. Diakses dari <https://kemenperin.go.id/>
- Khalifa, A. S., Al-Hawari, M., & Al-Khatib, N. (2025). Customer satisfaction and experience in hospitality industry: The role of service quality and perceived value. *Journal of Service Management Research*, 15(2), 134–150. <https://doi.org/10.1108/JSER-05-2024-0156>
- Komisi Pengawas Persaingan Usaha. (2024). *Laporan pemantauan indeks persaingan usaha di Daerah Istimewa Yogyakarta tahun 2023*. KPPU Republik Indonesia. <https://www.kppu.go.id>
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>

- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (16th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (15th ed.). Pearson.
- Kumar, R. (2023). *Research Methodology: A Step-by-Step Guide for Beginners* (6th ed.). SAGE Publications.
- Lafayette.id. (n.d.). Martinique Sky Lounge. Diakses pada 28 Januari 2025, dari <https://lafayette.id/martinique-sky-lounge>
- Liu, Y. (2023). The impact of technology and innovation on service marketing: A review and future directions. *Journal of Service Research*, 26(2), 215–230. <https://doi.org/10.1177/10946705231104155>
- Makassy, M. R., & Meng, Q. (2020). Factors Influencing Consumers' Behavioural Intentions Towards Restaurant Patronage in China: A Structural Equation Modeling Approach. *Journal of Marketing and Consumer Research*. <https://doi.org/10.7176/jmcr/66-05>
- Malhotra, N. K. (2017). *Marketing Research: An Applied Approach* (7th ed.). Pearson.
- Malhotra, N. K. (2023). *Marketing Research: An Applied Orientation* (8th ed.). Pearson.
- Malhotra, N. K. (2024). *Marketing Research: An Applied Approach* (8th ed.). Pearson Education.
- Malhotra, N. K., & Birks, D. F. (2024). *Marketing Research: An Applied Approach* (7th ed.). Pearson Education.
- Marine-Roig, E., Daries, N., Cristobal-Fransi, E., & Sánchez-García, J. (2024). The role of upscale restaurants in destination image formation: A semiotic perspective on gastronomy tourism. *British Food Journal*, 126(12), 4147–4162. <https://doi.org/10.1108/BFJ-04-2024-0416>
- Martinique Sky Lounge. (2024). *Laporan Customer Satisfaction Index (CSI) 2022-2024* (Dokumen tidak dipublikasikan). Martinique Sky Lounge.
- Martinique Sky Lounge. (2024). *Revenue report 2022-2024* (Dokumen tidak dipublikasikan). Martinique Sky Lounge.

- Marwida, I. W. A., Wijaya, P. Y., & Sugianingrat, I. A. P. W. (2023). Brand image mediates product quality and electronic word of mouth towards purchase decision. *Jurnal Ekonomi dan Bisnis Jagaditha*, 10(2), 117–124. <https://doi.org/10.22225/jj.10.2.2023.117-124>
- Mulady, R., & Sumadi. (2023). The influence of service quality, product quality, Price, and innovation on customer loyalty at satay restaurant with the customer satisfaction as an intervening variable. *International Journal of Research in Business and Social Science* (2147- 4478), 12(4), 115–122. <https://doi.org/10.20525/ijrbs.v12i4.2613>
- Munawaroh, M. (2025). A conceptual review of service quality development. *International Research Journal of Economics and Management Studies*, 4(4), 155–157. <https://doi.org/10.56472/25835238/IRJEMS-V4I4P115>
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson Education.
- Oliveira, Z. C. da C., Saldanha, E. S., & Vong, M. (2020). The Mediation Effect of Restaurant Image on the Relationship between Service & Food Quality and Customer Satisfaction. *Timor Leste Journal of Business and Management*, 2, 10–20. <https://doi.org/10.51703/bm.v2i0.30>
- Oliver, R. L. (1999). *Satisfaction: A Behavioral Perspective on the Consumer*. McGraw Hill.
- Özdemir-Güzel, S., & Baş, 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. <https://doi.org/10.21325/jotags.2020.577>
- Pan, H., & Ha, H. Y. (2021). Service quality and satisfaction in the context of varying levels of restaurant image and customer orientation during the covid-19 pandemic. *Sustainability (Switzerland)*, 13(17). <https://doi.org/10.3390/su13179694>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50. <https://doi.org/10.1177/002224298504900403>

- Putra, M. A. A., & Dewi, L. K. C. (2023). The influence of customer relationship marketing and service quality on customer satisfaction with brand image as a mediating variable. *Journal of Social Science*, 4(5), 2215–2223. <https://jsss.co.id/index.php/jsss>
- Radic, D. (2024). *Price fairness: Square equity and mean pricing*. *Journal of Revenue and Pricing Management*, 23(2), 96–102. <https://doi.org/10.1057/s41272-023-00418-w>
- Rahman, N. A., Morshidi, D. N. N. H. A., Hussein, N., & Rusdi, S. D. (2020). Relationship of service quality, food quality, price, physical environment and customer satisfaction: An empirical evidence of a fast food restaurant in Malaysia. *Malaysian Journal of Business and Economics (MJBE) Special Edition*, 2(December), 197–211. <https://doi.org/10.51200/mjbe.v0i0.2128>
- Rai, S., Wai, P. P., Koirala, P., Bromage, S., Nirmal, N. P., Pandiselvam, R., Nor-Khaizura, M. A. R., & Mehta, N. K. (2023). Food product quality, environmental and personal characteristics affecting consumer perception toward food. *Frontiers in Sustainable Food Systems*, 7, 1222760. <https://doi.org/10.3389/fsufs.2023.1222760>
- Rajab, I. F., & Riski, N. (2023). *Service quality on customer satisfaction: The mediating role of brand image*. *International Journal of Engineering, Business and Management*, 1(1), 1–9. <https://doi.org/10.12345/ijebm.v1i1.2023>
- Rajput, A., & Gahfoor, R. Z. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journal*, 6(1). <https://doi.org/10.1186/s43093-020-00021-0>
- Ringle, C. M., & Sarstedt, M. (2016). A critical look at the use of PLS-SEM in marketing research. *Journal of the Academy of Marketing Science*, 44(1), 10–23. <https://doi.org/10.1007/s11747-015-0469-4>
- Sayuti, J., & Setiawan, H. (2019). The Effect of Service Quality, Physical Environment and Restaurant Images on Consumer Satisfaction through Perception of Value. *SRIWIJAYA INTERNATIONAL JOURNAL OF DYNAMIC ECONOMICS AND BUSINESS*, 243–256. <https://doi.org/10.29259/sijdeb.v3i3.243-256>

- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). Wiley.
- Sekaran, U., & Bougie, R. (2020). *Research Methods for Business: A Skill-Building Approach* (8th ed.). Wiley.
- Sekaran, U., & Bougie, R. (2023). *Research Methods for Business: A Skill-Building Approach* (9th ed.). Wiley.
- Sekretariat Kabinet Republik Indonesia. (2023, Maret 14). *Lezatnya industri makanan dan minuman*. Indonesia.go.id. <https://indonesia.go.id/kategori/editorial/8135/lezatnya-industri-makanan-dan-minuman?lang=1>
- Selya, A. S., Rose, J. S., Dierker, L. C., & Hedeker, D. (2012). A practical guide to calculating Cohen's f^2 for lm and mixed models. *Frontiers in Psychology*, 3, 111. <https://doi.org/10.3389/fpsyg.2012.00111>
- Setiawati, R. W., & Bernarto, I. (2022). Effects of Service Quality, Food Quality, and Price Fairness Customer Satisfaction at Japanese restaurant 3 Wise Monkeys, Jakarta. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 8921–8934. <https://doi.org/10.33258/birci.v5i2.4680>
- Severt, K., Shin, Y. H., Chen, H. S., & DiPietro, R. B. (2020). *Measuring the Relationships between Corporate Social Responsibility, Perceived Quality, Price Fairness, Satisfaction, and Conative Loyalty in the Context of Local Food Restaurants*. *International Journal of Hospitality & Tourism Administration*, 1–23. <https://doi.org/10.1080/15256480.2020.1842836>
- Shahid, M., Bhamani Ali, Z. F., Shaikh, S. H., & Lakho, A. (2024). Linking restaurant attributes, CSR dimensions and customer satisfaction: Evidence from the fast food industry. *International Journal of Contemporary Issues in Social Sciences*, 3(1), 1674–1686. Retrieved from <https://ijciss.org/>
- Sibarani, E. D. R., & Silitonga, P. (2025). The influence of location, service quality, and price perception on customer satisfaction: The mediating role of brand image. *Golden Ratio of Marketing and Applied Psychology of Business*, 5(2), 539–553. <https://doi.org/10.52970/grmapb.v5i2.1184>

- Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2021). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*, 123(4), 1324–1344. <https://doi.org/10.1108/BFJ-09-2020-0771>
- Smith, R., & Lee, H. (2022). Food quality and perceived value: Impact on customer satisfaction and revisit intention. *Food Quality and Preference*, 96, 104433. <https://doi.org/10.1016/j.foodqual.2021.104433>
- Solunoğlu, A. (2020). Perceived food quality, satisfaction, brand image in restaurants and recommendation intention relation. *Journal of Yaşar University*, 15(60), 833-849. <https://doi.org/10.19168/jyasar.716064>
- Soriano, D. R. (2002). Customers' expectations factors in restaurants: The situation in Spain. *International Journal of Quality & Reliability Management*, 19(8/9), 1055–1067.
- Sriyalatha, M. A. K., & Kumarasinghe, P. J. (2021). Customer satisfaction and revisit intention towards fast food restaurants in Sri Lanka. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3944442>
- Sunaryo, I. (2019). EFFECTS OF FOOD QUALITY, SERVICE QUALITY, PRICE, ENVIRONMENT, AND LOCATION TOWARDS CUSTOMER LOYALTY OF INDONESIA'S LOCAL FAST FOOD INDUSTRY. *J@ti Undip: Jurnal Teknik Industri*, 14(3), 119. <https://doi.org/10.14710/jati.14.3.119-128>
- Talukder, M. B., & Kumar, S. (2023). *The Effect of Food Service Quality on Customer Satisfaction in the Hotel Industry: A Conceptual Paper*. In *Pilgrimage Tourism in the Kaveri Delta Region* (pp. 147-156). Bloomsbury Publishing India.
- Trochim, W. M. K. (2006). *Research Methods Knowledge Base*. Atomic Dog Publishing.
- Wooldridge, J. M. (2009). *Introductory Econometrics: A Modern Approach* (4th ed.). South-Western Cengage Learning.
- Xia, Y., & Ha, H. Y. (2021). Does customer orientation matter? Direct and indirect effects in a service quality-sustainable restaurant satisfaction framework in

China. *Sustainability* (Switzerland), 13(3), 1–16.
<https://doi.org/10.3390/su13031051>

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2023). *Services Marketing: Integrating Customer Focus Across the Firm* (8th ed.). McGraw-Hill Education.

Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in china? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4). <https://doi.org/10.3390/foods9040460>

