

DAFTAR PUSTAKA

- Abubakar, B., & Mavondo, F. (2014). Tourism Destinations: Antecedents to Customer Satisfaction and Positive Word-of-Mouth. *Journal of Hospitality Marketing and Management*, 23(8), 833–864. <https://doi.org/10.1080/19368623.2013.796865>
- Assael, H. (1987). *Consumer Behavior and Marketing Section (3rd edn.)*. Boston : PWS-Kent.
- Assaf, A. G., Deery, M., & Jago, L. (2011). Evaluating the performance and scale characteristics of the Australian restaurant industry. *Journal of Hospitality and Tourism Research*, 35(4), 419–436. <https://doi.org/10.1177/1096348010380598>
- Bae, S., Slevitch, L., & Tomas, S. (2018). The effects of restaurant attributes on satisfaction and return patronage intentions: Evidence from solo diners' experiences in the United States. *Cogent Business and Management*, 5(1), 1–16. <https://doi.org/10.1080/23311975.2018.1493903>
- Bahri-Ammari, N., Van Niekerk, M., Ben Khelil, H., & Chtioui, J. (2016). The effects of brand attachment on behavioral loyalty in the luxury restaurant sector. *International Journal of Contemporary Hospitality Management*, 28(3), 559–585. <https://doi.org/10.1108/IJCHM-10-2014-0508>
- Bitner, M. J. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*, 56(2), 57. <https://doi.org/10.2307/1252042>
- Bolton, L. E., Warlop, L., & Alba, J. W. (2003). Consumer Perceptions of Price (Un)Fairness. *Journal of Consumer Research*, 29(4), 474–491. <https://doi.org/10.1086/346244>
- Budiman, A. 2015. *Social media and brand image: a study on UNKL347 clothing comp*. Retrieved from. <http://ejournal.upi.edu/index.php/image/article/view/2329/1623>.
- Bullmore, T. (1984). The Brand and Its Image Re-visited. *International Journal of Advertising*, 3(3), 235–238. <https://doi.org/10.1080/02650487.1984.11105020>
- Callarisa, L., García, J. S., Cardiff, J., & Roshchina, A. (2012). Harnessing social media platforms to measure customer-based hotel brand equity. *Tourism Management Perspectives*, 4, 73–79. <https://doi.org/10.1016/j.tmp.2012.04.005>
- Campbell, M. C. (2007). “says who?!” How the source of price information and affect influence perceived price (Un)fairness. *Journal of Marketing Research*, 44(2), 261–271. <https://doi.org/10.1509/jmkr.44.2.261>

- Cheung, Man Lai, Pires, Guilherme, & Rosenberg, Philip J. (2019). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. DOI 10.1108/APJML-04-2019-0262.
- Chua, B. L., Lee, S., Kim, H. C., & Han, H. (2019). Investigation of cruise vacationers' behavioral intention formation in the fast-growing cruise industry: The moderating impact of gender and age. *Journal of Vacation Marketing*, 25(1), 51–70. <https://doi.org/10.1177/1356766717750419>
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230–240. <https://doi.org/10.1016/j.indmarman.2005.08.013>
- Dichter, E. (1985). What's In An Image. *Journal of Consumer Marketing*, 2(1), 75–81. <https://doi.org/10.1108/eb038824>
- Dobni, D., & Zinkhan, G. M. (1990). In Search of Brand Image: A Foundation Analysis. *Advances in Consumer Research*, 17(Levy 1958), 110–119.
- 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>
- Eriksson, K., & Vaghult, A. L. (2000). Customer retention, purchasing behavior and relationship substance in professional services. *Industrial Marketing Management*, 29(4), 363–372. [https://doi.org/10.1016/S0019-8501\(00\)00113-9](https://doi.org/10.1016/S0019-8501(00)00113-9)
- Erkmen, E., & Hancer, M. (2019). Building brand relationship for restaurants: An examination of other customers, brand image, trust, and restaurant attributes. *International Journal of Contemporary Hospitality Management*, 31(3), 1469–1487. <https://doi.org/10.1108/IJCHM-08-2017-0516>
- Espinosa, J. A., Ortinau, D. J., Krey, N., & Monahan, L. (2018). I'll have the usual: how restaurant brand image, loyalty, and satisfaction keep customers coming back. *Journal of Product and Brand Management*, 27(6), 599–614. <https://doi.org/10.1108/JPBM-10-2017-1610>
- Ferdinand, A. (2006). *Metodologi Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen*. Semarang : Badan Penerbit Universitas Diponegoro.
- Garbarino, E., & Johnson, M. S. (1999). The Trust , Different Roles of Satisfaction , Commitment in Customer and. *Journal of Marketing*, 63(2), 70–87. <https://doi.org/10.2307/1251946>
- Geyskens, I., & Steenkamp, J. B. E. M. (2000). Economic and social satisfaction: Measurement and relevance to marketing channel relationships. *Journal of Retailing*, 76(1), 11–32. [https://doi.org/10.1016/S0022-4359\(99\)00021-4](https://doi.org/10.1016/S0022-4359(99)00021-4)

- Ghozali, I. (2005). *Aplikasi Analisis Multivariate dengan SPSS*. Semarang : Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2012). *Aplikasi Analisis Multivariat dengan Program IBM SPSS 20 (Edisi keenam)*. Semarang : Universitas Diponegoro.
- Ha, J., & Jang, S. C. (2012). The effects of dining atmospherics on behavioral intentions through quality perception. *Journal of Services Marketing*, 26(3), 204–215. <https://doi.org/10.1108/08876041211224004>
- Ha, Y., & Im, H. (2012). Role of web site design quality in satisfaction and word of mouth generation. *Journal of Service Management*, 23(1), 79–96. <https://doi.org/10.1108/09564231211208989>
- Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63, 82–92. <https://doi.org/10.1016/j.ijhm.2017.03.006>
- Haws, K. L., & Bearden, W. O. (2006). Dynamic pricing and consumer fairness perceptions. *Journal of Consumer Research*, 33(3), 304–311.
- Homburg, C., Koschate, N., & Hoyer, W. D. (2005). Do satisfied customers really pay more? a study of the relationship between customer satisfaction and willingness to pay. *Journal of Marketing*, 69(2), 84–96. <https://doi.org/10.1509/jmkg.69.2.84.60760>
- Hooper, D., Coughlan, J., & Mullen, M. R. (2013). The servicescape as an antecedent to service quality and behavioral intentions. *Journal of Services Marketing*, 27(4), 271–280. <https://doi.org/10.1108/08876041311330753>
- Hussein, A. S. (2018). Revisiting the importance of casual dining experience quality: an empirical study. *International Journal of Quality and Service Sciences*, 10(3), 233–252. <https://doi.org/10.1108/IJQSS-04-2017-0041>
- Jalilvand, Mohamad Reza, & Samiei, N. (2012). The effect of word of mouth on inbound tourists' decision for traveling to Islamic destinations (the case of Isfahan as a tourist destination in Iran). *Journal of Islamic Marketing*, 3(1), 12–21. <https://doi.org/10.1108/17590831211206554>
- Jalilvand, Mohammad Reza, Salimipour, S., Elyasi, M., & Mohammadi, M. (2017). Factors influencing word of mouth behaviour in the restaurant industry. *Marketing Intelligence and Planning*, 35(1), 81–110. <https://doi.org/10.1108/MIP-02-2016-0024>
- Jayadiputra, Indy Mario & Limantoro, Eunike Octaviani. (2016). Analisa Kepuasan Konsumen Remaja Terhadap Lingkungan Fisik, Kualitas Layanan, Kualitas Makanan, Dan Harga Di Food Court Dan Fast Food Restaurants Di Surabaya. <http://publication.petra.ac.id/index.php/manajemen-perhotelan/article/view/4157/3809>

- Jin, N. (Paul), Merkebu, J., & Line, N. D. (2019). The examination of the relationship between experiential value and price fairness in consumers' dining experience. *Journal of Foodservice Business Research*, 22(2), 150–166. <https://doi.org/10.1080/15378020.2019.1592652>
- Jin, N., Lee, S., & Huffman, L. (2012). Impact of Restaurant Experience on Brand Image and Customer Loyalty: Moderating Role of Dining Motivation. *Journal of Travel and Tourism Marketing*, 29(6), 532–551. <https://doi.org/10.1080/10548408.2012.701552>
- Kartajaya, Hermawan. (2002). *Hermawan Kartajaya On Marketing*. Jakarta : PT. Gramedia Pustaka Utama.
- Keller, K. L. (1993). Conceptualizing, measuring, managing BE_Keller,1993.pdf. *Journal of Marketing*, 57, 1–22. <https://doi.org/https://journals.sagepub.com/doi/10.1177/002224299305700101>
- Kim, W. G., & Kim, H. B. (2004). Measuring customer-based restaurant brand equity: Investigating the relationship between brand equity and firms' performance. *Cornell Hotel and Restaurant Administration Quarterly*, 45(2), 115–131. <https://doi.org/10.1177/0010880404264507>
- Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. *International Journal of Hospitality Management*, 28(1), 144–156. <https://doi.org/10.1016/j.ijhm.2008.06.010>
- Kim, W., Ok, C., & Canter, D. D. (2010). Contingency variables for customer share of visits to full-service restaurant. *International Journal of Hospitality Management*, 29(1), 136–147. <https://doi.org/10.1016/j.ijhm.2009.07.003>
- 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(February), 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>
- Kotler, P. (1973). Atmospherics as a marketing tool. *Journal of Retailing*, 49 (4), 48–64.
- Kozinets, R. V., De Valck, K., Wojnicki, A. C., & Wilner, S. J. S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 74(2), 71–89. <https://doi.org/10.1509/jmkg.74.2.71>
- Liu, Y., & Jang, S. C. (Shawn). (2009). Perceptions of Chinese restaurants in the U.S.: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management*, 28(3), 338–348. <https://doi.org/10.1016/j.ijhm.2008.10.008>

- Low, G. S., & Lamb, C. W. (2000). The measurement and dimensionality of brand associations. *Journal of Product & Brand Management*, 9(6), 350–370. <https://doi.org/10.1108/10610420010356966>
- Mano, H., & Oliver, R. L. (1993). Assessing the Dimensionality and Structure of the Consumption Experience: Evaluation, Feeling, and Satisfaction. *Journal of Consumer Research*, 20(3), 451. <https://doi.org/10.1086/209361>
- Martin, W. C., & Lueg, J. E. (2013). Modeling word-of-mouth usage. *Journal of Business Research*, 66(7), 801–808. <https://doi.org/10.1016/j.jbusres.2011.06.004>
- Mehrabian, A. dan Russel, J. A. (1974). *An Approach to Environmental Psychology*. Cambridge, MA : MIT Press.
- Meng, B., & Choi, K. (2017). Theme restaurants' servicescape in developing quality of life: The moderating effect of perceived authenticity. *International Journal of Hospitality Management*, 65, 89–99. <https://doi.org/10.1016/j.ijhm.2017.06.011>
- Mohsan, F., Nawaz, M. M., Khan, M. S., Shaukat, Z., & Aslam, N. (2011). Impact of customer satisfaction on customer loyalty and intentions to switch : evidence from banking sector of Pakistan. *International Journal of Business and Social Science*, 2(16), 263–270.
- Mudambi, S. M. D., Doyle, P., & Wong, V. (1997). An exploration of branding in industrial markets. *Industrial Marketing Management*, 26(5), 433–446. [https://doi.org/10.1016/S0019-8501\(96\)00151-4](https://doi.org/10.1016/S0019-8501(96)00151-4)
- Muller, C. C. (1998). *Endorsed branding: The next step in restaurant-brand management* (pp. 39(3), 90–96). Cornell Hotel and Restaurant Administration Quarterly.
- Muller, Sarah S., Fries, Anne J., & Gedenk, Karen. (2013). Howmuch to give? — The effect of donation size on tactical and strategic success in cause-related marketing. *Intern. J. of Research in Marketing*. <http://dx.doi.org/10.1016/j.ijresmar.2013.09.005>.
- Muskat, B., Hörtnagl, T., Prayag, G., & Wagner, S. (2019). Perceived quality, authenticity, and price in tourists' dining experiences: Testing competing models of satisfaction and behavioral intentions. *Journal of Vacation Marketing*, 25(4), 480–498. <https://doi.org/10.1177/1356766718822675>
- Nikbin, D., Marimuthu, M., & Hyun, S. S. (2016). Influence of perceived service fairness on relationship quality and switching intention: an empirical study of restaurant experiences. *Current Issues in Tourism*, 19(10), 1005–1026. <https://doi.org/10.1080/13683500.2013.801407>
- Oh, H. (1999). Service quality, customer satisfaction, and customer value: A holistic perspective. *International Journal of Hospitality Management*, 18(1), 67–82. [https://doi.org/10.1016/s0278-4319\(98\)00047-4](https://doi.org/10.1016/s0278-4319(98)00047-4)

- Oliver, R.L. (1981). *Measurement and evaluation of satisfaction processes in retail settings*. *Journal of Retailing*, hal. Vol 57 No. 3, pp. 25-48.
- Oliver, R. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. New York : Routledge.
- Padgett, D., & Allen, D. (1997). Communicating experiences: A narrative approach to creating service brand image. *Journal of Advertising*, 26(4), 49–62. <https://doi.org/10.1080/00913367.1997.10673535>
- Pavesic, D. V. (1989). Psychological aspects of menu pricing. *International Journal of Hospitality Management*, 8(1), 43–49. [https://doi.org/10.1016/0278-4319\(89\)90030-3](https://doi.org/10.1016/0278-4319(89)90030-3)
- Pizam, A., & Ellis, T. (1999). Customer satisfaction and its measurement in hospitality enterprises. *International Journal of Contemporary Hospitality Management*, 11(7), 326–339.
- Poordanjani, H. J. M., Ghani, A. K. H., Moosharaf, N., Zadeh, M. E., Sedigeh, A., & Ghpoor, E. C. (2015). Creativity and innovation in organization. *Advances in Environmental Biology*, 9(2), 600–610. <https://doi.org/10.1108/ijchm-09-2014-0454>
- Prayag, G., Khoo-Lattimore, C., & Sitruk, J. (2015). Casual Dining on the French Riviera: Examining the Relationship Between Visitors' Perceived Quality, Positive Emotions, and Behavioral Intentions. *Journal of Hospitality Marketing and Management*, 24(1), 24–46. <https://doi.org/10.1080/19368623.2014.859114>
- Rao, P. (1996). *Measuring Consumer Perceptions Through Factor Analysis*. s.l. : The Asian Manager, hal. 28-32.
- Ryu, K., Han, H., & Kim, T. H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27(3), 459–469. <https://doi.org/10.1016/j.ijhm.2007.11.001>
- Ryu, K., & Jang, S. C. S. (2007). The Effect of Environmental Perceptions on Behavioral Intentions Through Emotions: The Case of Upscale Restaurants. *Journal of Hospitality and Tourism Research*, 31(1), 56–72. <https://doi.org/10.1177/1096348006295506>
- Schiffman, Leon G. dan Leslie Lazar Kanuk. (2000). *Consumer Behaviour*. Upper Saddle River : Prentice-Hall, Inc.
- Severi, E., & Ling, K. C. (2013). The mediating effects of brand association, brand loyalty, brand image and perceived quality on brand equity. *Asian Social Science*, 9(3), 125–137. <https://doi.org/10.5539/ass.v9n3p125>
- So, K. K. F., King, C., Sparks, B., & Wang, Y. (2013). The influence of customer brand identification on hotel brand evaluation and loyalty development.

- International Journal of Hospitality Management*, 34(1), 31–41.
<https://doi.org/10.1016/j.ijhm.2013.02.002>
- Song, H. J., Wang, J. H., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79(June 2018), 50–59.
<https://doi.org/10.1016/j.ijhm.2018.12.011>
- Song, M., & Noone, B. M. (2017). The moderating effect of perceived spatial crowding on the relationship between perceived service encounter pace and customer satisfaction. *International Journal of Hospitality Management*, 65, 37–46. <https://doi.org/10.1016/j.ijhm.2017.06.005>
- Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *Journal of Marketing*, 60(3), 15–32. <https://doi.org/10.2307/1251839>
- Stevens, P., Knutson, B., & Patton, M. (1995). Dineserv: A Tool for Measuring Service Quality in Restaurants. *Cornell Hotel and Restaurant Administration Quarterly*, 36(2), 56–60. <https://doi.org/10.1177/001088049503600226>
- Tinoco, Maria Auxiliadora Cannarozzo & Ribeiro, Luis Duarte. (2012). Main Attributes of Quality and Price Perception for a la Carte Restaurants. DOI: 10.5923/j.mm.20120202.02
- Umeda, S., Nakano, M., Mizuyama, H., Hibino, H., Kiritsis, D., & von Cieminski, G. (2015). Preface. *IFIP Advances in Information and Communication Technology*, 460, V–VI. <https://doi.org/10.1007/978-3-319-22759-7>
- Vaidyanathan, R., & Aggarwal, P. (2003). Who is the fairest of them all? An attributional approach to price fairness perceptions. *Journal of Business Research*, 56 (6), 453–463. <https://doi.org/10.1016/S>
- Walsh, G., Hennig-Thurau, T., Sassenberg, K., & Bornemann, D. (2010). Does relationship quality matter in e-services? A comparison of online and offline retailing. *Journal of Retailing and Consumer Services*, 17(2), 130–142.
<https://doi.org/10.1016/j.jretconser.2009.11.003>
- Xia, L., Monroe, K. B., & Cox, J. L. (2004). The price is unfair! A conceptual framework of price fairness perceptions. *Journal of Marketing*, 68(4), 1–15.
<https://doi.org/10.1509/jmkg.68.4.1.42733>
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.2307/1251446>
- Zhu, Q., Tseng, M., Qu, Y., Liu, Y., & Guo, L. (2018). Promoting remanufactured heavy-truck engine purchase in China: Influencing factors and their effects. *Journal of Cleaner Production*, 185, 86–96.
<https://doi.org/10.1016/j.jclepro.2018.02.188>