

DAFTAR PUSTAKA

- Abhisek, Jana. 2014. Impacts Of The Attributes Of Service Quality On Customer Satisfaction And The Interrelationship Among Service Quality, Customer Satisfaction And Customer Loyalty: A Study Of Casual Dining Restaurants Of Ranchi. *JOHAR, Journal of Hospitality Application & Research Volume 9 Issue 2 July 2014*
- Ajzen, I. 1991. The theory of planned behavior. *Organizational Behavior and Human Decision Processes. Journal Volume 50: 179-211.*
- Almohaimmeed, Bader M.A. 2017. Restaurant Quality and Customer Satisfaction. *International Review of Management and Marketing, 2017, 7(3), 42-49.*
- Arbuckle, J.L., 1997. *AMOS Version 3.6, Chicago, Illinois: Small Water Corporation.*
- Campo, Sara dan Yagu'e, Mari'a Jesu's. 2008. Exploring non-linear effects of determinants on tourists' satisfaction. *International Journal Of Culture, Tourism And Hospitality Research*
- Canny, I.U. 2013. The Role Of Food Quality, Service Quality, And Physical Environment On Customer Satisfaction And Future Behavioral Intentions In Casual Dining Restaurant. *Konferensi Nasional Riset Manajemen VII, Palembang, 27 November 2013 ISSN: 2086-0390.*
- Chow, Irene Hau-Siu, Victor P. Laua, Thamis Wing-Chun Lob, Zhenquan Shac, He Yun. 2007. Service Quality In Restaurant Operations In China: Decision- And Experiential-Oriented Perspectives. *Hospitality Management 26 (2007) 698–710.*
- Denniswara, Edo Praditya. 2016. Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Intensi Membeli Ulang Produk My Ideas. *Jurnal*
- Ferdinand, Augusty. 2011. *Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen.* Semarang: Undip.
- Fu, Y. and Parks, S.C. 2001. The relationship between restaurant service quality and consumer loyalty among the elderly. *Journal of Hospitality & Tourism Research, Vol. 25 No. 3, pp. 320-336.*
- Huang, Hui-Chun, Ya-Ting Chang, Che-Yi Yeh and Chung-Wei Liao. 2014. Promote The Price Promotion The Effects Of Price Promotions On Customer Evaluations In Coffee Chain Stores. *International Journal of Contemporary Hospitality Management, Vol. 26 Iss 7 pp. 1065 – 1082.*

- Jang, S. & Namkung, Y. 2009. Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants. *Journal of Business Research*, 62(4), 451–460.
- Jung, Jae Man. 2013. Consumer’s Restaurant Choices: How We Trade-Off Quality And Price. *Journal West Lafayette, Indiana*
- Kotler, Philip. 2005. *Manajemen Pemasaran. Jilid 1 dan 2*. Jakarta : PT Indeks. Kelompok Gramedia.
- Mowen, John C., Michael Minor. 2015. *Consumer Behavior*. Prentice-Hall. New Jersey: Upper Saddle River.
- Oh, H. 2000. Diners’ perceptions of quality, value, and satisfaction. Cornell Hotel Restaurant. *Administration Quarterly*, Vol. 41 No. 3, pp. 58-66.
- Ortmeyer, G. and Huber, J. 1991. Brand experience as a moderator of the negative impact of promotions. *Marketing Letters*, Vol. 2 No. 1, pp. 34-45.
- Nguyen, N. 2018. Corporate Image and Corporate Reputation in Customers’ Retention Decisions in Services. *Journal of Retailing and Consumer Services* 8 : 227-236.
- Nunnally and Bernstein, I.H. 1994. *Psychometric Theory*, Edisi ke 3. New York : McGraw Hill.
- Parichard dan Numtib. 2016. The Relationships among Food Quality, Service Quality, Physical Environment and Customers’ Satisfaction in Thai Dining Restaurant in Malaysia. *Journal of Management Sciences*, Vol. 3 (1).
- Richards, Timothy J dan Luis Padilla. 2015. Promotion And Fast Food Demand. *Journal Marketing Vol 1, No. 2*.
- Ryu, Kisang, Hye-Rin Lee, dan Woon Gon Kim. 2012. The Influence Of The Quality Of The Physical Environment, Food, And Service On Restaurant Image, Customer Perceived Value, Customer Satisfaction, And Behavioral Intentions. *International Journal of Contemporary Hospitality Management* Vol. 24 No. 2, 2012, pp. 200-223. Emerald Group Publishing Limited. DOI 10.1108/09596111211206141.
- Saputri, Dian Mutiara dan Sri Rahayu Tri Astuti. 2016. Analisis Faktor-Faktor Yang Mempengaruhi Minat Beli Ulang Produk Customcase Handphone Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Tntshop3 Semarang). *Jurnal*

- Savitri, Ida Ayu Putu Dian dan I Made Wardana. 2018. Pengaruh Citra Merek, Kualitas Produk dan Persepsi Harga Terhadap Kepuasan Dan Minat Beli Ulang Oh, Haemooon Diners' Perceptions Of Quality, Value, And Satisfaction: A Practical Viewpoint. *Jurnal*
- Sekaran, U. 2006. *Metode Penelitian Untuk Bisnis*. (4th ed).Jakarta: Salemba Empat.
- Shen, Y., Chi, C. and Chen, J. 2007.A new perspective on the effects of price promotions in Taiwan: a longitudinal study of a Chinese society. *International Journal of Consumer Studies*, Vol. 31 No. 4, pp. 385-390.
- Sumarwan, U. 2012. *Perilaku Konsumen*. Yogyakarta: Andi.
- Sulistyowati, Eny. 2013. Motivasi Dan Perilaku Konsumen Dalam Keputusan Pembelian Produk Industri Kerajinan Kulit Di Yogyakarta. *Jurnal Maksipreneur*, Vol. II, No. 2, Juni 2013, hal. 17 – 26
- Zhao, Jian. 2012. Investigating How Restaurant Week's Price Promotion AffectsDiners' Online Perceptions. *UNLV Theses, Dissertations, Professional Papers, and Capstones*