

## DAFTAR PUSTAKA

- Basu, S., & Handoko, T. H. (2002). Manajemen pemasaran. *Edisi Kedua. Cetakan Kedelapan. Jakarta: Penerbit Liberty.*
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of marketing*, 56(2), 57-71. <http://www.jstor.org/stable/1252042>.
- Bogicevic, V., Yang, W., Bilgihan, A., & Bujisic, M. (2013). Airport service quality drivers of passenger satisfaction. *Tourism Review*. <https://doi.org/10.1108/TR-09-2013-0047>
- Cheon, Y. S. (2016). A Study on the relationship among physical environment of festivals, perceived value, participation satisfaction, and festival image. *International review of management and marketing*, 6(S5) 281-287.
- De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018). Antecedents of perceived value and repurchase intention of organic food. *Journal of Food Products Marketing*, 24(4), 456-475. <https://doi.org/10.1080/10454446.2017.1314231>
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, 28(3), 307-319.
- Ferdinand, A. (2002). Structural equation modeling dalam penelitian manajemen. *Semarang: Fakultas Ekonomi Universitas Diponegoro*, 143.
- Ferdinand, A. 2014. Metode Penelitian Manajemen. *Semarang: BP Universitas Diponegoro*.
- Ghozali, I. (2006). Aplikasi analisis multivariate dengan program SPSS. *Semarang: Badan Penerbit Universitas Diponegoro*.
- Gupala, D. I. (2016). *Pengaruh Price Fairness Dan Service Quality Terhadap Customer Satisfaction Dan Customer Loyalty Pada Layanan Go-Ride Di Surabaya* (Doctoral dissertation, Institut Teknologi Sepuluh Nopember).
- Jin, N., 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>

- Kim, E., & Tang, L. R. (2020). The role of customer behavior in forming perceived value at restaurants: A multidimensional approach. *International Journal of Hospitality Management*, 87, 102511. <https://doi.org/10.1016/j.ijhm.2020.102511>
- 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>
- Koshki, N., Esmaeilpour, H., & Ardestani, A. S. (2014). The study on the effects of environmental quality, food and restaurant services on mental image of the restaurant, customer perceived value, customer satisfaction and customer behavioral intentions:(Case study of Boroujerd's restaurants). *Kuwait Chapter of the Arabian Journal of Business and Management Review*, 3(10), 261.
- Kotler, Philip, & Keller, K. L. (2012). Marketing Management, 14th Edition. In Pearson Education.
- Kotler, Phillip, & Armstrong, G. (2014). *Prinsip-Prinsip Pemasaran* (12th ed.). Jakarta: Erlangga.
- Lupiyoadi, R. dan Hamdani, A. (2006). Manajemen Pemasaran Jasa, Edisi Kedua. Jakarta: Penerbit Salemba Empat, 525.
- Mangkunegara, A. A. P. (2009). Perencanaan dan pengembangan sumber daya manusia.
- Marthianus, J., Wararag, P. C., & Jokom, R. (2016). Pengaruh Restoran Atmosfer, Kualitas Makanan Dan Kualitas Layanan Terhadap Perceived Value Konsumen Restoran De Soematra Surabaya. *Jurnal Hospitality dan Manajemen Jasa*, 4(2), 199-216.
- Martín-Consuegra, D., Molina, A., & Esteban, Á. (2007). An integrated model of price, satisfaction and loyalty: an empirical analysis in the service sector. *Journal of Product & Brand Management*.
- McDougall, G. H., & Levesque, T. (2000). Customer satisfaction with services: putting perceived value into the equation. *Journal of services marketing*.
- Nazari, M., Hosseini, M. A. S., & Kalejahi, S. V. T. (2014). Impact of price fairness on price satisfaction, customer satisfaction and customer loyalty in

- iran telecommunication market (case: Mtn irancell company). *Asian Journal of Research in Marketing*, 3(1), 131-144.
- Nguyen, N., & Leblanc, G. (2002). Contact personnel, physical environment and the perceived corporate image of intangible services by new clients. *International Journal of Service Industry Management*. 13(3), 242-262.
- Özdemir-güzel, S., & Dinçer, M. Z. (2018). The effect of restaurant's physical environment on perceived value, customer satisfaction and loyalty: Case of Istanbul. *Journal of Tourism and Gastronomy Studies*, 626, 643. <https://doi.org/10.21325/jotags.2018.327>
- 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.
- Polas, R. H., Imtiaz, M., Saboor, A., Hossain, N., Javed, M. A., & Nianyu, L. (2019). Assessing the Perceived Value of Customers for being Satisfied towards the Sustainability of Hypermarket in Malaysia. *International Journal of Business*, 6(5), 248-263. <https://doi.org/10.18488/journal.62.2019.65.248.263>
- Reichheld, F. F., & Schefter, P. (2000). E-loyalty: your secret weapon on the web. *Harvard business review*, 78(4), 105-113.
- Russell, J. A., & Pratt, G. (1980). A description of the affective quality attributed to environments. *Journal of personality and social psychology*, 38(2), 311. [https://doi.org/10.0022-3514/80/3802-0311\\$00.75](https://doi.org/10.0022-3514/80/3802-0311$00.75)
- 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>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of business research*, 22(2), 159-170.
- Simbolon, F. P., Handayani, E. R., & Nugraedy, M. (2020). The Influence of Product Quality, Price Fairness, Brand Image, and Customer Value on

- Purchase Decision of Toyota Agya Consumers: A Study of Low Cost Green Car. *Binus Business Review*, 11(3), 187-196. <https://doi.org/10.21512/bbr.v11i3.6420>
- Suariedewi, A. M., & Sulistyawati, E. (2015). *Peran Perceived Value Memediasi Pengaruh Kualitas Pelayanan terhadap Kepuasan Konsumen* (Doctoral dissertation, Udayana University).
- Sugiyono, P. (2011). Metodologi penelitian kuantitatif kualitatif dan R&D. *Alfabeta, Bandung*.
- Suhartanto, A. Y. (2018). *Pengaruh Kulitas Lingkungan Fisik, Makanan, Dan Pelayanan Terhadap Kepuasan Pelanggan, Citra Restoran, Dan Word Of Mouth (Studi Kasus Pada Hotel Manohara Center Of Borobudur Study)* (Master's thesis, Universitas Islam Indonesia).
- Tam, J. L. M. (2012). The moderating role of perceived risk in loyalty intentions: an investigation in a service context. *Marketing Intelligence & Planning*. 30(1), 33- 52
- Tjiptono, F. (2014). *Manajemen Jasa*. Yogyakarta: Andi Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates?. *Heliyon*, 6(12), e05710. <https://doi.org/10.1016/j.heliyon.2020.e05710>
- Vargo, and Lusch. (2004). 'The Four Services Marketing Myths: Remnants from a Manufacturing Model', *Journal of Service Research* 6(4): 324–35.
- Wardani, T. U. (2017). *Pengaruh kualitas pelayanan terhadap kepuasan konsumen pada bisnis jasa transportasi gojek (studi kasus mahasiswa Febi UIN Sumatera Utara)* (Doctoral dissertation, Universitas Islam Negeri Sumatera Utara).
- Yuliawati, L. (2017). Analisis struktur, perilaku dan kinerja industri manufaktur Indonesia. *Jurnal Ecodemica*, 1(2).
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of marketing*, 52(3), 2-22.