

DAFTAR PUSTAKA

- Andreassen, Tor Wallin dan Lindestad, B. (1998). *Customer Loyalty and Complex Services : The Impact of Corporate Image on quality, Customer Satisfaction and Loyalty for Customers with Varying Degrees of Service Expertise*. International Journal of Service Industry Management, Vol. 9 No. 1, pp. 7-23.
- Arikunto, Suharsimi. 2006. "Prosedur Penelitian Suatu Pendekatan Praktik". Jakarta: PT. Rineka Cipta.
- Ayse, 2007. *An Evaluation of Fast-Food Preferences According to Gender*. Humanity & Social Sciences Journal, Vol. 2 Hal. 43-50.
- Chow, I.H., Lau, V.P, Lo, T.Y, Sha, Z. and Yun, H. (2007), "Service quality in restaurant operations in China: Decision- and experiential-oriented perspectives", International Journal of Hospitality Management, Vol. 26 No. 3, pp. 698-710.
- Ghozali, Imam. 2006. "Aplikasi Analisis Multivariate dengan Program SPSS". Semarang : Badan Penerbit Undip.
- Ghozali, Imam, 2012. *Aplikasi Analisis Multivariate Dengan Program SPSS*, Edisi Keempat, Penerbit Universitas Diponegoro
- Gronroos, C. (2000). *Service Management and Marketing - A Customer Relationship Management Approach*, 2nd Edition, John Wiley and Sons L.
- Grönroos, C. (2007) *Service Management and Marketing: Customer Management in Service Competition* (3rd ed.). Chichester, West Sussex: John Wiley & Sons.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th Edition ed.). New Jersey: Pearson Prentice Hall.
- Hawkins, D. I., Mothersbaugh, D. L., & Best, R. J. (2007). *Consumer Behavior: Building Marketing Strategy*. New York: McGraw Hill Company Inc.
- Han, H. and Ryu, K. (2009), "The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry", *Journal of Hospitality and Tourism Research*, Vol. 33 No. 4, pp. 487-510.
- Istianto, John Hendra dan Maria Josephine Tyra. 2011. "Analisis Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan Rumah Makan Ketty Resto". Jurnal Ekonomi dan Informasi Akuntansi (JENIUS), Vol. 1 No. 3, pp 275-293.
- Jose, M Pina, et al. (2006). *The effect of service brand extensions on corporate image An empirical model*. European Journal of Marketing Vol. 40 No. ½. 2006 pp. 174-197 q Emerald Group Publishing Limited.

- Kotler dan Keller, 2007. *Manajemen Pemasaran*, Edisi 12, Jilid 1, PT. Indeks, Jakarta.
- Kotler, P. & Keller, K. L. (2012). *Marketing Management* 14th Edition. New Jersey : Pearson Education, Inc.
- Kuncoro, Mudrajad. (2009). *Metode Riset untuk Bisnis dan Ekonomi*, Edisi 3, Jakarta: Erlangga.
- Kurniawan, 2010. *Management Marketing*. Journal of A Case Study in Air Asia, Hal. 21.
- Nugroho, Aan. 2013. *Pengaruh Kualitas Lingkungan Fisik, Kualitas Makanan, Kualitas Pelayanan pada Restaurant Image, Perceived value, Kepuasan Konsumen, dan Behavioral Intention*.jurnal.fkip.uns.ac.id
- Oliver, 2007. *Measurement and Evaluation of Satisfaction Processes in Retail Settings*. Journal of Retailing. 57(3), 25–48.
- Parasuraman, A., Zeithaml, V.A. dan Berry, L.L . 2008. *Delivering Quality Service: Balancing Customer Perceptions and Exxpectations*, The free Press, New York: NY
- Reinartz, W., Haenlein, M., Henseler, J., 2009. *An empirical comparison of the efficacy of covariance-based and variance-based SEM*. International Journal of Research in Marketing 26 (4), 332–344.
- Kotler, P. & Keller, K.L. (2009). *Marketing management 13th ed*. New Jersey : Prentice Hall, Inc
- Roses, L.K., Hoppen, N. & Henrique, J.L. (2009). *Management of perceptions of information technology service quality*. Journal of Business Research 62(9): 876-882.
- Ryu, K., Han, H. and Kim, T.H. (2008), “*The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions*”, International Journal of Hospitality Management, Vol. 27 No. 3, pp. 459-469.
- Ryu, K., Lee, H. and Kim, G.W (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 24 (2), 200-223
- Sekaran, Uma. (2003). *Research method for business*, 4thed. New York: JohnWiley & Sons, Inc.
- Sekaran,Uma. (2006). *Research Methods For Business*. 4th ed. Salemba Empat. Jakarta.
- Sugiyono. (2010). *Statistics for Research*. Bandung: Alfabeta.

- Tam, J. L. M. (2004). *Customer Satisfaction, Service Quality and Perceived Value: An Integrative Model*. *Journal of Marketing Management*, 20, 897-917
- Tang W. (2007, December). *Impact of corporate image and corporate reputation on customer loyalty :A review*. *Management Science and Engineering*. 1(2).
- Tjiptono, Fandy. 2004. *Perspektif Manajemen dan Pemasaran Kontemporer*. Yogyakarta
- Urbach, N., Ahlemann, F. (2010), *Structural Equation Modeling Information System Research Using Partial Least Squares*, *Journal of Information Technology Theory dan Application*, Vol. 8, Halaman 5-40
- Veloutsou, 2005. *Determinants of Customer Satisfaction in Fast Food Industry*. *Journal of Management Strategy*, Vol. No. 3
- Walker, (2001). *Managing Customer Dissatisfaction Through Effective Complaint Management System*. *Journal of Management Strategy*, Hal 331-335.
- Widodo, Purwanto. 2012. “*Hubungan Antara Service Quality dengan Kepuasan Konsumen di Restoran X*”. *Jurnal Agribisnis dan Pengembangan Wilayah*, Vol. 3 No. 2, pp 56-70.
- Zeithaml, V.(2000).*Service quality, profitability and the economic worth of customers: What we know and what we need to learn*. *Journal of the Academy of Marketing Science*, Vol. 28 No. 1, pp. 67 - 85.
- Zeithaml, V. A. & Bitner, M. J. (2003).*Service marketing: Integrating customer focus across the firm*.(3rd ed.). Boston, MA: McGraw-Hill/Irwin.

