## REFERENCE

- Al-alak, B.A. and Alnawas, I. (2010). Evaluating the effect of marketing activities on relationship quality in the banking sector, International Journal of Marketing Studies, 21, 78–91
- Almanza, B.A., Jaffe, W. and Lin, L.C. (1994). *Use of the service attribute matrix to measure consumer satisfaction*. Hospitality Research Journal, Vol. 17 No. 2, pp. 63-75.
- Anderson, E. and Sullivan, M. (1993). The Antecedents and Consequences of Customer Satisfaction For Firms. Marketing Science, 12, (2), pp.125-143
- Anderson, E., Fornell, C, and Lehmann, D. (1994). *Customer Satisfaction, Market Share, and Profitability: Findings from Sweden*. Journal of Marketing pp.53-66
- Anderson, E.W., & Fornell, C. (2000). Foundations of the American Customer Satisfaction Index. Total Quality Management, 11(7), 869-883.
- Asubonteng, P., McCleary, K.J., & Swan, J.E. (1996). SERVQUAL revisited: A Critical Review of Service Quality. The Journal of Services Marketing, 10(6), 66-81.
- Babakus, E., Bienstock, C.C. & Van Scotter, J.R. (2004). Linking Perceived Quality and Customer Satisfaction to Store Traffic and Revenue Growth, Decision Sciences, 35(4): 713-737
- Baron, R. and Kenny, D.A. (1986). *The moderator-mediator distinction in social psychological research: conceptual, strategic, and statistical considerations*, Journal of Personality and Social Psychology, Vol. 51 No. 6, pp. 1173-1182.
- Beer, M. (2003). Why Total Quality Management Programs Do not Persist The role of Management Quality and Implication for Leading a TQM Transformation. Decision Science, Vol.34.,No.4, pp 624-642.
- Berry L.L, Carbone L.P., and Haeckel S.H. (2002). *Managing the Total Customer Experience*. MIT Sloan Management Review, vol. 43, no. 3, pp. 85–89
- Bodet, G. (2007). Customer Satisfaction and Loyalty in Service: Two Concepts, Four Constructs, Several Relationships. Journal of Retailing and Consumer Services, 15 (3), 156-162
- Bolton, R. and Drew, J. (1991). A Multistage Model of Customers' Assessments of Service QuaUty and Value. Journal of Consumer Research, 17, (March), pp.375-384

- Bougoure, U. S., & Neu, M. K. (2010). Service quality in the Malaysian fast food industry: An examination using DINESERV. Services Marketing Quarterly, 31(2), 194-212.
- Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V.A. (1993). A dynamic process of service quality: From expectations to behavioral intentions. Journal of Marketing Research, 30, 7-17
- Brady, M. K., Robertson, C. J., & Cronin, J. J. (2001). Managing behavioural intentions in diverse cultural environments: An investigation of service quality, service value, and satisfaction for American and Ecuadorian fast-food customers. Journal of International Management, 7(2), 129-149.
- Caruana, A. (2002). Service loyalty. The effects of service quality and the mediating role of customer satisfaction. European Journal of Marketing, 36(7/8), 811-828.
- Chen, C.F. and Chen, F.S. (2010). Experience Quality, Perceived Value, Satisfaction and Behavioral Intentions for Heritage Tourists. Tourism Management, 31(1): 29-35
- Chi, C. G. & Qu, H. (2008). Examining the Structural Relationships of Destination Image, Tourist Satisfaction and Destination Loyalty: an Integrated Approach. Tourism Management, 29 (4), 624-636.
- Chin, W. W. (1998). The partial least squares approach for structural equation modeling. in G. A. Marcoulides, Modern methods for business research (pp. 295–236). London: Lawrence Erlbaum Associates.
- Chow, H. S., Lau, V. P., Lo, W. C., Sha, Z., Yun, H. (2007). Service quality in restaurant operations in China: decision-and experiential-oriented perspectives. International Journal of Hospitality Management, 26(3), 698-710.
- Christopher, G., Sutherland, D., Smith, A. (2005). *Effects of caffeine in nonwithdrawn volunteers*. Hum Psychopharmacol Clin Exp 20: 47–53
- Cronin, J. J., Brady, M. K., & Hult, T. M. (2000). Assessing the effects of quality, value, customer satisfaction on consumer behavioral intentions in service. Journal of Marketing 59(1), 78-94.
- Cronin, J. J., Jr., & Taylor, S. A. (1992). *Measuring Service Quality: A Reexamination and Extension*. Journal of Marketing, 56(3), 55-68.
- Cronin, J., Brady, M., Brand. R., Hightower, R. and ShemweU, D. (1997). A Cross-sectional Test of the Effect and Conceptualization of Service Value. Journal of Services Marketing, Vol. 11, No.6, pp.375-391
- Dube, L., Renaghan, L. M., & Miller, J. M. (1994). *Measuring Customer Satisfaction for Strategic Management*. Cornell Hotel and Restaurant Administration Quarterly, 35(1), 39-47.

- Ennew, C.T., Banerjee, A.K. and Li, D. (2000). *Managing word of mouth communication: empirical evidence from India*. International Journal of Bank Marketing, Vol. 18 No. 2, pp. 75-83
- Fen, Y. S. Meillian, K. (2005). Service quality and customer satisfaction: Antecedents of customer's re-patronage. Sunway Academic Journal. Vol. 4, p.60-73.
- Getty, J. M., Thompson, K. N. (1994). The relationship between quality, satisfaction, and recommending behavior in lodging decision. Journal of Hospitality & Leisure Marketing, 2(3), 3-22.
- Ghozali, I. (2001). Aplikasi Analisis Multivariate dengan Program SPSS, BP UNDIP, Semarang.
- Ghozali, I. (2006). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Cetakan Keempat. Semarang: Badan Penerbit Universitas Diponegoro.
- Gilbert, R.G., Veloutsou, C., Goode, M.M.H. and Moutinho, L. (2004). *Measuring customer satisfaction in the fast food industry: a cross-national approach*. Journal of Service Marketing, Vol. 18 No. 5, pp. 371-83
- Gronroos, C. (2000). Service Management and Marketing A Customer Relationship Management Approach. 2nd Edition, John Wiley and Sons Ltd
- Groonroos, C. (1982), Strategic Management and Marketing in Service Sector, Marketing Science Institute, Cambridge, MA.
- Hair et al., (1998). *Multivariate Data Analysis*, Fifth Edition, Prentice Hall, Upper Saddle River: New Jersey
- Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2001). A primer on partial least square structural equation modelling (PLS-SEM). CA: Sage
- Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2010). *Multivariate Data Analysis*. Seventh Edition. Prentice Hall, Upper Saddle River, New Jersey
- Han, H. and Ryu, K. (2006). *Moderating Role of Personal Characteristics in Forming Restaurant Customers' behavioral Intentions: An Upscale Restaurant Setting*. Journal of Hospitality and Leisure Marketing, Vol. 15 No. 4, pp. 25-54.
- 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.

- Han, H., & Back, K. (2006). Investing the effects of consumption emotions on customer satisfaction and repeat visit intentions in the lodging industry. Journal of Hospitality & Leisure Marketing, 15(3), 5-30.
- Han, H., & Ryu, K. (2007). Moderating role of personal characteristics in forming restaurant customers' behavioral intentions: An upscale restaurant setting. Journal of Hospitality & Leisure Marketing, 15(4), 25-54.
- Han, H., Back, K. and Barrett, B. (2009). *Influencing Factors on Restaurant Customers' Revisit Intention: The Role of Emotions and Switching Barriers*. International Journal of Hospitality Management, Vol. 28 No. 4, pp. 563-72.487-510
- Hanzaee, K.H. and Rezaeyeh, S.P. (2012) Investigation of the effects of hedonic value and utilitarian value on customer satisfaction and behavioural intentions. Department of Business Management, Science and Research Branch, Islamic Azad University, Tehran, Iran.
- Hennig-Thurau, T. Gwinner, K.P. & Gremler, D.D. (2002). Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality. Journal of Service Research, 4 (3), 230-47
- Herrmann, A.; Xia, L.; Monroe, K. B.; Huber, F. (2007). The Influence of Price Fairness on Customer Satisfaction: An Empirical Test in the Context of Automobile purchases. Journal of Product & Brand Management 16(1): 49–58.
- Heskett, J., Sasser, E. and Schlesinger, L. (1997), *The Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value.* The Free Press
- Heung, V. C. S., Wong, M. Y, Qu, H., (2000). *Airportrestaurant Service Quality in Hong Kong: An Applications of SERVQUAL*, Cornell Hotel Restaurant Administration Quarterly, Vol. 41, 2000, pp. 86-96.
- Huang, Y. K. (2010). The effect of airline service quality on passengers' behavioural intentions using SERVQUAL scores a TAIWAN case study. Journal of the Eastern Asia Society for Transportation Studies, vol. 8, pp. 2330-2343, 2010.
- Hui, E. C., & Zheng, X. (2010). Measuring Customer Satisfaction of FM Service in Housing Sector: A Structural Equation Model Approach. Facilities, 28(5), 306-320.
- Hutchinson, J.; Lai, F.; Wang, Y. (2009). *Understanding the Relationships of Quality, Value, Equity, Satisfaction, and Behavioral Intentions among Golf Travellers*. Tourism Management 30: 298–308.
- Hyun, S. (2009). Creating a Model of Customer Equity for Chain Restaurant Brand Formation. International Journal of Hospitality Management, 28 (4), 529-539.

- Jani, D., Han, H. (2011). Investigating the key factors affecting behavioral intentions Evidence from a full-service restaurant setting. Department of Tourism Management. College of Business Administration. Dong-A University, Busan, South Korea
- Johns, N. and Tyas, P. (1996). *Investigation of the perceived components of the meal experience, using perceptual gap methodology*. Progress in Tourism and Hospitality Research, Vol. 2No. 1, pp. 15-26.
- Jones, T. and Sasser, W. Jr. (1995). Why Satisfied Customers Defect. Havard Business Review, November-December, pp.88-99
- Kang, S. S., Okamoto, N., & Donovan, H. A. (2004). Service quality and its effect on customer satisfaction and customer behavioural intentions: Hotel and ryokan guests in Japan. Asia Pacific Journal of Tourism Research, 9(2), 189-202.
- Kearney, J. (2010). *Food consumption trends and drivers*. Department of Biological Sciences. Dublin Institute of Technology (DIT), Dublin, Eire.
- Kim, W.G., Ng, C.Y.N., & Kim, Y. (2009). Influence of institutional DINESERV On customer satisfaction, return intention, and word-of-mouth. International Journal of Hospitality Management, 28, 10-17.
- Koo, L.C., Tao, F.K.C. and Yeung, J.H.C. (1999). *Preferential Segmentation of Restaurant Attributes through Conjoint Analysis*. International Journal of Contemporary Hospitality Management, 11:5, pp.242-250.
- Kuruuzum, A., and Koksal, C. D. (2010). *The Impact of Service Quality on Behavioral Intention in Hospitality Industry*. International Journal of Business Management Studies Vol 2, No 1, Faculty of Economics and Administrative Sciences, Antalya, Turkey
- Ladhari R (2009). Service quality, emotional satisfaction, and behavioural Intentions. A study in the hotel industry. Manag. Serv. Qual. 19(3):308-331.
- Ladhari, R., Brun, I and Morales, M (2008). Determinants of Dining Satisfaction and Post Dining Behavioral Intentions. International Journal of Hospitality Management, vol. 27, no. 4, pp. 563–573, 2008.
- Lee, H., Lee, Y., & Yoo, D. (2000). The determinants of perceived service quality and its relationship with satisfaction. Journal of Services Marketing, 14, 217-231.
- Lee, K. I., Renig, V. M., Shanklin, C. W., (2007). *Competencies and attributes required for foodservice directors in assisted living facilities*. The Journal of Foodservice Management and Education, 3, 1 13.
- Levy M.(2009) Customer experience management in retailing: An organizational framework

- Lonial, S., Menezes, D., Tarim, M., Tatoglu, E. & Zaim, S. (2010) *An evaluation of SERVQUAL and patient loyalty in an emerging country context*. Total Quality Management, 21(8): 813–827
- Lovelock, C. (2001), Services Marketing, fourth edition, Prentice-Hall
- Malik, E., & Ghaffor, M. (2012). Impact of Brand Image, Service Quality and Price on Customer Satisfaction in Pakistan Telecommunication Sector. International Journal of Business and Social Science, 3(2), 123.
- Markovic, S., Raspor, S. and. Šegaric, K. (2010). Does restaurant performance meet customers' expectations? An assessment of restaurant service quality using a modified DINESERV approach. Tourism and Hospitality Management, 16:2, pp. 181-195
- Naik, C. N., Gantasala, S. B., & Prabhakar, G. V. (2010). Service Quality (Servqual) and Its Effect on Customer Satisfaction in Retailing. European Journal of Social Sciences, 16(2), 239-251.
- Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? its impact on customer satisfaction and behavioral intentions. Journal of Hospitality & Tourism Research, 31(3), 387-409.
- National Restaurant Association. (2009). *Restaurant Industry Overview*. Retrieved from http://www.restaurant.org/research/ind\_glance.cfm
- Ok, C., Back, K. and Shanklin, C.W. (2005). *Modeling Roles of Service Recovery Strategy: A Relationship-Focused View*. Journal of Hospitality & Tourism Research, Vol. 29 No. 4, pp. 484-507
- Olorunniwo, F., Hsu, M.K., & Udo, G.J. (2006). Service quality, customer satisfaction, and behavioral intentions in the service factory. Journal of Services Marketing, 20, 59–72.
- Parasuraman, A. and Grewal, D. (2000). *The impact of technology on the quality-value-loyalty chain: a research agenda*. Journal of the Academy of Marketing Science, Vol. 28 No. 1,pp. 168-174.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research.
- Parasuraman, A., Zeithaml, V. and Berry, L. (1988). SERVQUAL: A Multiple- Item Scale for Measuring Consumer Perceptions of Service Quality. Journal of Retailing, 64, (1), pp.12-40
- Parasuraman, A., Zeitharnl, V. A. & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. Journal of Marketing, Vol. 49, 41–50.
- Patterson, P. and Johnson, L. (1993). Disconfirmation of Expectations and The Gap Model of Service Quality: An Integrated Paradigm. Journal of Consumer

- Satisfaction, Dissatisfaction and Complaining Behavior, Vol. 6, pp. 90 99
- Peter, J.P. and Olson, J.C. (2003). *Consumer Behavior and Marketing Strategy*, 6th ed., McGraw-Hill, Singapore.
- Ravald, A. and Gronroos, C. (1996). *The Value Concept and Relationship Marketing*. European Journal of Marketing, 30, (2), pp.19-30
- Reisinger, Y. (2009). *International Tourism: Cultures and Behavior*. Boston: Butterworth-Heinemann
- Reynolds, K.E. & Beatty, S.E. (1999). Customer benefits and company consequences of customer salesperson relationship in retailing. Journal of Retailing, 75 (1), 11-32
- Rundle-Thiele, S. (2005). Exploring Loyal Qualities: Assessing Survey- based Post-purchase Behavior Intention Measures. Journal of Services Marketing, 19(7): 492-500
- de Ruyter, Ko, Bloemer, J. and Peeters, P. (1997). Merging Service Quality and Service Satisfaction: An Empirical Test of an Integrative Model. Journal of Economic and Psychology, Vol. 18, pp.387-406
- Ryu K, Han H (2010). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick-casual restaurant: Moderating role of perceived price. J. Hosp. Tourism. Res. 34(3):310-329.
- Ryu, K., Han, H. and Jang, S. (2010). *Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry*. International Journal of Contemporary Hospitality Management, Vol. 22 No. 3, pp. 416-32.
- Ryu, K., Lee, H. K., & Woo, G. (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. http://dx.doi.org/10.1108/09596111211206141
- Saumure, K., & Given Lisa M. (2008). Convenience Sample. In The SAGE Encyclopedia of Qualitative Research Methods. Thousand Oaks, CA: Sage.
- Schiffman, L. G. and LazarKanuk, L. (2004) *Consumer Behaviour*. 8 th edition. New Jersey Pearson Education Inc, Upper Saddle RiverTitus
- Sekaran, U, (2003). Research Method for Business: A Skill Building Approach. Four Edition. New York. John Wiley & Sons Inc.
- Sekaran, Uma. (2006). *Research Methods For Business*. 4th ed. Salemba Empat. Jakarta.

- Singh, J. (1991). Understanding the structure of consumers' satisfaction evaluations of service delivery. Journal of the Academy of Marketing Science, 19 (3), 223-44.
- Soanes, C. and Stevenson, A. (eds) (2003). *Oxford Dictionary of English*.2<sup>nd</sup> edition. Oxford, Oxford University Press.
- Soriano, D.R. (2002). Customers' expectations factors in restaurants: The situation in Spain. The International Journal of Quality & Reliability, 19:8/9, pp.1055-1068.
- Stevens, P., Knutson, B., & Patton, M. (1995). *Dineserv: A tool for measuring service quality in restaurants*. Cornell Hotel & Restaurant Administration Quarterly, 36(2), 56-60.
- Strydom, J.W., Cant, M.C., and Jooste, C.J. (2000). *Marketing Management*. Fourth Edition. Cape Town: Juta.
- Su, A. Y. L. (2004). *Customer satisfaction measurement practice in Taiwan hotels*. International Journal of Hospitality Management, 23(4), 397-408.
- Sureshchandar, G.S., Rajendran, C., & Anantharaman, R.N. (2002). The Relationship between Service Quality and Customer Satisfaction A Factor Specific Approach. Journal of Services Marketing, 16 (4), 363 379
- Tam, J. L. M. (2004). Service Quality and Perceived Value: An Integrative Model. Journal of Marketing Management. Customer Satisfaction
- Teas, K. (1993). *Expectations, Performance Evaluation, and Consumers' Perceptions of Quality.* Journal of Marketing, 57, (October), pp.18-34
- Ting, D. H. (2004). Service quality and satisfaction perceptions: curvilinear and interaction effect. International Journal of Bank Marketing, Vol. 22, No. 5, pp. 407-420.
- Tsuji y, Bennett G & Zhang J. (2007). *Consumer satisfaction with an action sports event*. Sport Marketing Quarterly, 16, 199-208.
- Uddin, M. B.; Akhter, B. (2012). Customer satisfaction in mobile phone services in Bangladesh: a survey research. Management & Marketing X(1): 20–36.
- Urbach, N. & Ahlemann, F. (2010). Structural equation modellig in informations systems research using partial least squares. Journal of Information Technology Theory and Application, 11 (2).
- Vijayadurai, J. (2008). Service Quality, Customer Satisfaction and Behavioral Intention in Hotel Industry. Journal of Marketing & Communication, Vol. 3, pp. 14-26.
- Westbrook, R.A. (1981). Sources of satisfaction with retail outlets. Journal of Retailing, 57 (3), 68-85.

- Wisniewski, M. (2001). *Using SERVQUAL to assess customer satisfaction with public sector services*. Managing Service Quality, Vol.11, No.6, pp. 380-388.
- Wu, P.H, Huang, C.Y, Chou, C.K (2014). Service Expectation, Perceived Service Quality, and Customer Satisfaction in food and Beverage Industry. International Journal of Organizational Innovation., Vol. 7 Issue 1, p171-180. 10p.
- Xie, G., Qiu, P., Chen, Y., & Song, J. (2007). Expectation and Satisfaction of Rural Tourism: a Case Study of Hainan, China. Ecological Economy, 3, 405-416.
- Zairi, M. (2000). Managing customer dissatisfaction through effective complaint management systems. The TQM Magazine, 12(5), 331-335
- Zeithaml, V. A., Bitner, M. J. and Gremler, D. D. (2009). Services Marketing:

  Integrating Customer Focus Across the Firm. 5th edition, New York:

  McGraw-Hill.
- Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996). *The behavioral consequences of service quality*. Journal of Marketing, vol. 60, pp. 31-46.
- Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2006). Services marketing: integrating customer focus across the firm (4th ed., pp.117).

