DAFTAR PUSTAKA

Buku:

Abdullah. (2015). *Metodologi Penelitian Kuantitatif*. Yogyakarta: Aswaja Pressindo.

Alli, Inteaz. (2004). *Food Quality Assurance.* Florida: CRC Press.

Blair, Robert. (2012). *Organic Production and Food Quality*. Oxford: John Wiley & Sons.

Hery. (2019). *Manajemen Pemasaran*. Jakarta: Grasindo.

Juran, Joseph Moses. (1998). *Juran's Quality Handbook 5th Edition*. New York: McGrawHill.

Kapiris, Kostas. (2012). *Food Quality*. London: InTech.

Kuncoro, Mudrajad. (2007). *Metode Kuantitatif*. Yogyakarta: Upp stim ykpn.

Lovelock, Christopher., & Lauren Wright. (1999). *Principles of Service Marketing and Management*. New Jersey: Prentice-Hall.

Lupiyoadi, Rambat. (2013). *Manajemen Pemasaran Jasa: Berbasis Kompetensi*. Jakarta: Salemba Empat.

Oliver, Richard L. (1997). *Satisfaction A Behavioral Perspective On The Consumer*. Singapore: McGraw-Hill Education.

Philip, Kotler., & Keller, Kevin Lane. (2009). *Manajemjen Pemasaran*. Jakarta: Erlangga.

Sangadji, Etta Mamang., & Sopiah. (2013). *Perilaku Konsumen*. Yogyakarta: Andi offset.

Sudaryono. (2014). *Perilaku Konsumen Dalam Perspektif Pemasaran*. Jakarta: Lentera Ilmu Cendikia.

Sugiyono. (2013). *Metode Penelitian Manajemen*. Bandung: Alfabeta.

Sugiyono. (2014). *Cara Mudah Menyusun Skripsi Tesis Dan Disertasi*. Bandung: Ikapi.

Sugiyono. (2018). *Statistik Nonparametris Untuk Penelitian*. Bandung: Alfabeta.

Sunyoto, Danang. (2018). *Konsep Dasar Riset Pemasaran Dan Perilaku Konsumen*. Yogyakarta: CAPS.

Tjiptono, Fandy. (2015). *Strategi Pemasaran*. Yogyakarta: Andi offset.

Tjiptono, Fandy., & Gregorius Chandra. (2017). *Pemasaran Strategik Edisi 3*. Yogyakarta: Andi offset.

Tjiptono, Fandy., & Anastasia Diana. (2019.) *Kepuasan Pelanggan*. Yogyakarta: Andi offset.

Widokarti, Joko Rizkie., & Priansa , Donni Juni. (2019). *Konsumen Pemasaran Dan Komunikasi Kontemporer*. Bandung: CV Pustaka Setia.

Jurnal:

Adinugraha *et,al*. (2014). Analisa Pengaruh Kualitas Makanan dan Persepsi Harga terhadap Kepuasan Konsumen D'cost Surabaya. *Hospitality Dan Manajemen Jasa*, 3: 643-655.

Almohaimmeed, B. M. A. (2017). Restaurant Quality and Customer Satisfaction. *International Review of Management and Marketing*, 7 (3): 42–49.

Deng, Zhaohua., Lu, Yaobin., Kee, Kwok., & Zhang, Jinlong. (2010). International Journal of

Information Management Understanding Customer Satisfaction and Loyalty : An Empirical Study of Mobile Instant Messages in China. *International Journal of Information Management*, 30 (4): 289–300.

Hanaysha *et al.* (2016)**.** Testing the Effects of Food Quality, Price Fairness, and Physical Environment on Customer Satisfaction in Fast Food. *Journal of Asian Business Strategy journal*, 6 (2), 31-40.

Iskandar, D., Nurmalina, R., & Riani, E. (2015). The Effect of Service, Product Quality, and Perceived Value on Customer Purchase Intention and Satisfaction. *Indonesian Journal of Business and Entrepreneurship*, 1 (2): 51–62.

Jalilvand, Mohammad. Reza., Salimipour, Sirous. Elyasi., & Mehdi, Mohammadi. Mehdi. (2017). Factors Influencing Word of Mouth Behaviour in the Restaurant Industry. *Marketing Intelligence & Planning*, 35 (1): 81–110.

Komala, Clara. Chandra., Norisanti, Nor.. & Ramdan, Asep. M. (2019). Analisis Kualitas Makanan Dan Perceived Value Terhadap Kepuasan Konsumen Pada Industri Rumah Makan. *Jurnal Riset Inspirasi Manajemen dan Kewirausahaan*, 3 (2): 58–64.

Konuk, Faruk. Anıl. (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 (5): 103–10.

Lai, Ivan. K. W. (2015). The Roles of Value , Satisfaction , and Commitment in the Effect of Service Quality on Customer Loyalty in Hong Kong – Style Tea Restaurants." *Cornell Hospitality Quarterly* 56 (1): 118–38.

Liljander, Veronica, & Strandvik, Tore. (1996). Emotions in Service. *International Journal of*

Service Industry Management 8 (2): 148–69.

Salsabilah *et al.* (2018)**.** Pengaruh Food Quality , Dining Atmosphere dan Kesesuaian Harga Terhadap Kepuasan Pelanggan. Jurnal Administrasi Bisnis, 54 (1), 140-148.

Sekarsari, Larasati. Ayu. (2018). Hubungan Antara Restaurant Image, Perceived Value, Customer Satisfaction, dan Behavioral Intention. *Kinerja*, 15 (2): 108–19.

Sugianto *et al.* (2013). Analisa Pengaruh Service Quality, Food Quality, dan Price terhadap Kepuasan Pelanggan Restoran Yung Ho Surabaya. *Jurnal Manajemen Pemasaran Petra*,1 (2), 1-10.

Yu, Yi-Ting., & Dean, A. (2001). The Contribution of Emotional Satisfaction to Consumer Loyalty. *International Journal of Service Industry Management*, 12 (3): 234–50.

Website

Aprilianty, Virny. https://sajiansedap.grid.id/read/101674253/mcdonalds-buka-gerai-ke-200-di-indonesia-dan-pertama-di-banjarmasin?page=all. Diakses tanggal 26 Januari 2020.

Cahya, Putriana. https://www.idntimes.com/food/dining-guide/amp/putriana-cahya/review-black-topokki-burger-mcdonalds-banyak-yang-kecewa. Diakses tanggal 11 februari 2020.

Chimon, Helmy. http://helmy-chimonberbagiilmu.com/2012/05/profil-perusahaan-mcdonalds.html. Diakses tanggal 26 Januari 2020.

Iqbal, Reza. https://www.idntimes.com/food/dining-guide/reza-iqbal/nasi-uduk-hadir-di-mcdonalds-1. Diakses tanggal 18 April 2020.

Kumparan. https://kumparan.com/kumparanfood/kenapa-banyak-orang-suka-ngerjain-tugas-di-mcd-1sk3fXj8j0h/full. Diakses tanggal 22 Juni 2020.

Pribadi. https://wartakota.tribunnews.com/2016/01/28/hasil-survei-mastercard-restoran-cepat-saji-masih-jadi-tempat-favorit-di-indonesia. Diakses tanggal 26 Januari 2020.

Purwaningrum, Ambar. https://travel.tribunnews.com/2020/02/06/tanggapan-mcdonalds-indonesia-terkait-video-dugaan-kecurangan-pegawai-mcd-yang-viral-di-medsos. Diakses tanggal 18 April 2020.

Wida. http://news.detik.com/suara-pembaca/d-940585/makan-siang-yang-tidak-enak-di-mcd-yogyakarta-. Diakses tanggal 26 Januari 2020