

DAFTAR PUSTAKA

- Al-Tit, A. A. (2015). The effect of service and food quality on customer satisfaction and hence customer retention. *Asian social science*, 11(23), 129.
- Buana, C., & Maftukhah, I. (2019). The Effect of Atmosphere Store, Customers Relationship Management on Loyalty through Customer Satisfaction. *Management Analysis Journal*, 8(1), 39-49.
- contributors, W. (2021). *McDonald's*. <https://en.wikipedia.org/w/index.php?title=McDonald%27s&oldid=1025800209>
- Deng, Z., Lu, Y., Wei, K. K., & Zhang, J. (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International journal of information management*, 30(4), 289-300.
- Deniel, P. S., & Sam, A. G. (2011). *Research Methodology*. Gyan Publishing House.
- Devi, S. (2017). Pengaruh Store Atmosphere dan Kualitas Produk Terhadap Kepuasan Pelanggan (Suvei pada pelanggan Cafe OTW Food Street Malang) Universitas Brawijaya].
- Dewi, K. A. (2018). Pengaruh Kualitas Layanan terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan sebagai Variabel Intervening (Studi pada Pelanggan Dunkin'Donuts di Surabaya dan Sidoarjo). *BISMA (Bisnis dan Manajemen)*, 9(1), 43-55.
- Dinisari, M. C. (2019). *McDonald's Buka Gerai ke 200*. Banjarmasin. Retrieved 23 Maret from <https://ekonomi.bisnis.com/read/20190323/12/903473/mcdonalds-buka-gerai-ke-200>
- Farizan, N., Rohman, F., & Hussein, A. S. (2019). THE EFFECT OF BRAND IDENTITY, BRAND IMAGE, AND PERCEIVED VALUE ON LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATION VARIABLE FOR COSTUMER FRESH JUICE BINTARO. *Jurnal Aplikasi Manajemen*, 17(1), 127-132.

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2013). *Multivariate Data Analysis*. Pearson Education Limited.
<https://books.google.co.id/books?id=VvXZnQEACAAJ>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis: Pearson new international edition* (Vol. 1).
- Hoffman, K. D., & Bateson, J. E. (2016). *Services marketing: concepts, strategies, & cases*. Cengage learning.
- Hult, G. T. M., Ferrell, O. C., & Pride, W. M. (2013). *Marketing*. South-Western Cengage Learning. <https://books.google.tg/books?id=VdOINAEACAAJ>
- 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 (IJBE)*, 1(2), 51-51.
- Jalil, N. A. A., Fikry, A., & Zainuddin, A. (2016). The impact of store atmospherics, perceived value, and customer satisfaction on behavioural intention. *Procedia Economics and Finance*, 37, 538-544.
- Jalilvand, M. R., Salimipour, S., Elyasi, M., & Mohammadi, M. (2017). Factors influencing word of mouth behaviour in the restaurant industry. *Marketing Intelligence & Planning*.
- Jasfar, F. (2012). Teori dan aplikasi sembilan kunci keberhasilan bisnis jasa: Sumber daya manusia, inovasi, dan kepuasan pelanggan. *Jakarta: Salemba Empat*, 78.
- Jr., J. F. H., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8 ed.). Cengage Learning.
- Kasmir. (2017). *Customer services excellent : teori dan praktik* (1 ed.). PT. RajaGrafindo Persada.
- Komala, C. C., Norisanti, N., & Ramdan, A. 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, 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.
- Kotler, P., & Keller, K. L. (2007). *Manajemen Pemasaran*. Edisi Kedua Belas. Jakarta: indeks, 177.
- Kotler, P., & Keller, K. L. (2010). *Manajemen Pemasaran. Alih Bahasa : Bob Sabran Jilid I* (12 ed.). Erlangga.
- Kreatif,B.E.(2019).*SubSektorKuliner*.<https://www.bekraf.go.id/subsektor/page/kuliner>
- Lai, F., Griffin, M., & Babin, B. J. (2009). How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *Journal of business research*, 62(10), 980-986.
- Lovelock, C., Wirtz, J., & Mussry, J. (2011). *Pemasaran jasa: manusia, teknologi, strategi; perpektif Indonesia*.
- Lusiah. (2018). *Loyalitas Pelanggan Berdasarkan Hasil Penelitian Pada Mahasiswa Universitas Swasta Di Kota Medan*. CV. BUDI UTAMA.
- Malhotra, N. K. (2015). *Essentials of marketing research: A hands-on orientation*. Pearson Essex.
- Mardo, S. A. (2016). *Manajemen Pemasaran Jasa*. In (pp. 71): Yogyakarta: Deepublish.
- Prabawati, G. (2020). *KLARIFIKASI - Viral Pegawai McD Senayan, Manajemen Tak Tolerir Kecurangan dalam Bentuk Apapun*
- Tribunnews.com*. <https://www.tribunnews.com/nasional/2020/02/05/klarifikasi-viral-pegawai-mcd-senayan-manajemen-tak-tolerir-kecurangan-dalam-bentuk-apapun>
- Ryu, K., Lee, H. R., & Kim, W. 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*, 204.

- Sangaji, e. M., & Sopiah. (2013). *Perilaku Konsumen : Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. ANDI.
- Santoso, I. (2016). Peran kualitas produk dan layanan, harga dan atmosfer rumah makan cepat saji terhadap keputusan pembelian dan kepuasan konsumen. *The Asian Journal of Technology Management*, 15(1), 94.
- Sanusi, A. (2011). Metodologi penelitian bisnis. In: Jakarta: Salemba Empat.
- Simamora, B. (2005). *Analisis multivariat pemasaran*. Gramedia Pustaka Utama.
- Sudarso, A. (2016). Manajemen Pemasaran Jasa Perhotelan. *Yogyakarta: Deepublish*, 57.
- Sudaryono, D. (2014). Perilaku Konsumen Dalam Perspektif Pemasaran. *Lentera Ilmu Cendekia: Jakarta*.
- Sugiyono. (2013). *Metode penelitian pendidikan:(pendekatan kuantitatif, kualitatif dan R & D)*. Alfabeta.
- Supranto, J. (2011). Pengukuran Tingkat Kepuasan Pelanggan Rineka Cipta. In (pp. 227): Jakarta.
- Tjiptono, F. (2015). Strategi Pemasaran (Edisi Keempat). *Yogyakarta: CV Andi Offset*, 221.
- Tjiptono, F. (2019). Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian (Cetakan 1). In (pp. 332): Yogyakarta: Penerbit Andi.
- Trihendrawan, N. (2019). *Sektpr Kuliner Indonesia Tumbuh 12,7%*.
- Tuncer, I., Unusan, C., & Cobanoglu, C. (2021). Service quality, perceived value and customer satisfaction on behavioral intention in restaurants: An integrated structural model. *Journal of Quality Assurance in Hospitality & Tourism*, 22(4), 447-475.
- Wahyuni, H. C., Sulistiyowati, W., & Khamim, M. (2015). Pengendalian kualitas. *Yogyakarta: Graha Ilmu*.
- William. (2018). Buruknya Layanan McDelivery dan 14045. *mediakonsumen.com*.
<https://mediakonsumen.com/2018/11/02/surat-pembaca/buruknya-layanan-mcdelivery-dan-14045>
- Wu, H.-C. (2013). An empirical study of the effects of service quality, perceived value, corporate image, and customer satisfaction on behavioral intentions

in the Taiwan quick service restaurant industry. *Journal of Quality Assurance in Hospitality & Tourism*, 14(4), 364-390.

Yulianto, A. D. (2017). PENGARUH KUALITAS LAYANAN DAN PERCEIVED VALUE TERHADAP LOYALITAS KONSUMEN YANG DIMEDIASI OLEH KEPUASAN KONSUMEN. *Jurnal Bisnis dan Manajemen*, 4(2).

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm*. McGraw-Hill Education.

