

REFERENCES

Ahmad, A. T. (2015). The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention.

Arlen, C. (2008, October 24). *The 5 Service Dimensions All Customers Care About*. Dipetik January 20, 2016, dari www.serviceperformance.com: <http://www.serviceperformance.com/the-5-service-dimensions-all-customers-care-about/>

Arpaia, D. (2009, November 2). Why Now is the Time to Open a Restaurant. (R. Schrambling, Pewawancara)

Barbera, L., & Mazursky. (1983). *Effects of Customer Satisfaction on Profitability*. Dipetik March 31, 2016, dari www.van-haaften.nl: <http://www.van-haaften.nl/customer-satisfaction/customer-satisfaction-models/114-effect-of-customer-satisfaction-on-profitability>

Beard, R. (2014, January 20). *Why Customer Satisfaction is Important*. Dipetik April 11, 2016, dari Client Heartbeat: <http://blog.clientheartbeat.com/why-customer-satisfaction-is-important/>

Bell, V. (2009). *A Writing Process*. Dipetik April 7, 2016, dari www.learnnc.org: <http://www.learnnc.org/lp/editions/writing-process/5807>

Black, K. (2008). Dalam K. Black, *Business Statistics For Contemporary Decision Making*. Wiley.

Chaey, C. (2015, April 2). *What's More Important at Restaurants: Food or Service?* Dipetik April 14, 2016, dari bonappetit: www.bonappetit.com/restaurants-travel/article/bravo-best-new-restaurant-finale

Chandler, M. (2014, October 19). *What is SPSS?* Dipetik June 7, 2016, dari uwindsor.ca:

<https://www.uwindsor.ca/its/sites/uwindsor.ca.its/files/What%20is%20SPSS.pdf>

Cooper, D. R., & Schindler, P. S. (2006). *Business Research Methods*. McGraw-Hill Education.

Gallo, A. (2014, October 29). *The Value of Keeping The Right Customers*. Dipetik April 11, 2016, dari Harvard Business Review: <https://hbr.org/2014/10/the-value-of-keeping-the-right-customers/>

Griffin, D. (2012). *Pricing Strategy Theory*. Dipetik March 31, 2016, dari [www.smallbusiness.chron.com](http://smallbusiness.chron.com): <http://smallbusiness.chron.com/pricing-strategy-theory-1106.html>

Herrmann, A., Xia, L., Monroe, K. B., & Huber, F. (1992). The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. *Journal of Product & Brand Management* , 49-58.

Hodgson, M. (1982, February 3). *AMBIANCE OF EATING: WHAT IS ITS ROLE?* Dipetik April 14, 2016, dari New York Times: <http://www.nytimes.com/1982/02/03/garden/ambiance-of-eating-what-is-its-role.html?pagewanted=all>

Hoffman, P. (2009, November 2). Why Now is the Time to Open a Restaurant. (R. Schrambling, Pewawancara)

Hoyer, & MacInnis. (2001). *Effect of Customer Satisfaction on Profitability*. Dipetik March 31, 2016, dari www.van-haaften.nl: <http://www.van-haaften.nl/customer-satisfaction/customer-satisfaction-models/114-effect-of-customer-satisfaction-on-profitability>

Hunter, M. (2016, January 7). *The Five Types of Customers*. Dipetik January 20, 2016, dari [http://sbinfocanada.about.com/](http://sbinfocanada.about.com/http://sbinfocanada.about.com/od/customerservice/a/customertypesmh.htm)
<http://sbinfocanada.about.com/od/customerservice/a/customertypesmh.htm>

Husna, R. (2016, April 5). *Indonesia GDP Annual Growth Rate* . Dipetik May 28, 2016, dari [tradingeconomics.com](http://www.tradingeconomics.com/indonesia/gdp-growth-annual): <http://www.tradingeconomics.com/indonesia/gdp-growth-annual>

Jin, Q. (2015). A Research Proposal: The Effects of Restaurant Environment on. 3.

Johnson, R. A., & Bhattacharyya, G. K. (2001). TWO BASIC CONCEPT - POPULATION AND SAMPLE. Dalam R. A. Johnson, & G. K. Bhattacharyya, *STATISTICS Principle and Method* (hal. 10). John Wiley & Sons, Inc.

Kim, M., Park, M., & Jeong, D. (2004). *The effects of customer satisfaction and switching barrier*. South Korea: Electronics and Telecommunications Research Institute.

Levine, D. M., Stephan, D., Krehbiel, T. C., & Berenson, M. L. (2011). *Statistics for Managers*. Pearson Education, Inc.

Lillicrap, D. R., & Cousins, J. A. (1990). *Food and Beverage Service*. London: Hodder & Stoughton.

Masson Jr., C. (1982, February 3). *Ambiance of Eating: What is it role?* (M. Hodgson, Pewawancara)

McCann, A. (2013, October 3). *The Importance of Customer Service in the Hospitality Industry*. Dipetik April 14, 2016, dari Northwest business life: <http://www.northwestbusinesslife.co.uk/news-item/the-importance-of-customer-service-in-the-hospitality-industry/>

Mealey, L. (2014, December 16). *Different Types of Restaurant Concepts*. Dipetik January 20, 2016, dari restaurants.about.com:

<http://restaurants.about.com/od/restaurantconcepts/tp/Different-Types-Of-Restaurant-Concepts.htm>

Mosahab, R., Mahamad, O., & Ramayah, T. (2010). *Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation*.

Nair, S. (2012, March 19). *Pricing Methods*. Dipetik April 13, 2016, dari Slideshare: <http://www.slideshare.net/sujithnair88/pricing-methods>

Naylor, T. J. (2014, July 3). *Four Reasons Good Customer Service is Vital*. Dipetik January 20, 2016, dari [business2community.com](http://www.business2community.com/customer-experience/4-reasons-good-customer-service-vital-0934198#61bVCBi5L8ZcoWvF.97): <http://www.business2community.com/customer-experience/4-reasons-good-customer-service-vital-0934198#61bVCBi5L8ZcoWvF.97>

Reichheld, F. F. (1996). *The Loyalty Effect*. Harvard Business School Press.

Reinartz, W., & Kumar, V. (2002, July). *The Mismanagement of Customer Loyalty*. Dipetik April 13, 2016, dari Harvard Business Review: <https://hbr.org/2002/07/the-mismanagement-of-customer-loyalty>

Reyes, M. A. (2012, September 3). *Chapter 5: Customer Value, Satisfaction, and Loyalty*. Dipetik January 20, 2016, dari [slideshare.net](http://www.slideshare.net/markangelo01/chapter-5-kotler-customer-value-satisfaction-and-loyalty): <http://www.slideshare.net/markangelo01/chapter-5-kotler-customer-value-satisfaction-and-loyalty>

Rohmah, D. S. (2015). *Factors Influencing Customer Satisfaction. Case Study: Mad Dogs Restaurant*.

Ryu, K., Lee, H.-R., & Kim, W. G. (2012). *International Journal of Contemporary Hospitality Management: The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions*. Korea: Emerald Group Publishing Limited.

Sabir, R. I., Ghafoor, O., Hafeez, I., Akhtar, N., & Rehman, A. U. (2014). Factors affecting customer satisfaction in Pakistan. *IRMBR Journal* , 871.

Sabir, R. I., Ghafoor, O., Hafeez, I., Akhtar, N., & Rehman, A. U. (2014, June). *Factors Affecting Customers Satisfaction in Restaurants*. Dipetik January 20, 2016, dari irmbjournal.com: <http://www.irmbjournal.com/papers/1399194994.pdf>

SCREW, C. &. (t.thn.). Dipetik June 7, 2016, dari corkscrewjkt: <http://www.corkscrewjkt.com/corkscrew/>

Sinambela, C. (2008, August 26). *Jenis-Jenis Penelitian*. Dipetik April 7, 2016, dari Carol Sinambela Blog: <http://carol-sinambela.blogspot.co.id/2008/08/jenis-jenis-penelitian.html>

Sutriyanto, E. (2014, April 2). *Dalam 5 Tahun Jumlah Restoran Kelas Menengah Tumbuh 250 Persen*. Dipetik January 20, 2016, dari Tribunnews.com: <http://www.tribunnews.com/bisnis/2014/04/02/dalam-5-tahun-jumlah-restoran-kelas-menengah-tumbuh-250-persen>

Walter, J. (2015, January 12). *Wired Together: Building Customer Loyalty And Word of Mouth*. Dipetik April 11, 2016, dari 360connect: <http://360connect.com/building-customer-loyalty-and-word-of-mouth/>

Webster, M. (2015). *Simple Definition of Restaurant*. Dipetik April 13, 2016, dari merriam-webster : <http://www.merriam-webster.com/dictionary/restaurant>

Zairi. (2000). *Effect of Customer Satisfaction on Profitability*. Dipetik March 31, 2016, dari www.van-haafte.nl: <http://www.van-haafte.nl/customer-satisfaction/customer-satisfaction-models/114-effect-of-customer-satisfaction-on-profitability>