

REFERENCES

Books References

- 1) Barth, Stephen. 2009. *HOSPITALITY LAW: Managing Legal issues in the Hospitality Industry*. New Jersey: John Wiley & Sons, Inc.
- 2) Cooper, D. R., & Schindler, P.S. 2011. *Business Research Model Methods 11th Edition*. New York: McGraw-Hill/Irwin.
- 3) James, Baldwin. 2003. *Streetwise Restaurant Management A Comprehensive Guide to Successfully*. New York: Adams Media.
- 4) Kandampully, Jay, A. 2007. *Service management: The New Paradigm in Hospitality*. New Jersey: Pearson Education, Inc.
- 5) Kotschevar, L., and Withrow, D. 2008. *Management by Menu*. New Jersey: John Wiley & Sons, Inc.
- 6) Lovelock, Cristopher and Wirtz, Jochen. 2011. *Service Marketing*. Harlow: Pearson Education Limited.
- 7) Mustafa, Z., and Wijaya, T. 2012. *Panduan Teknik Statistik SEM & PLS dengan SPSS AMOS*. Yogyakarta: Cahaya Atma Pustaka.
- 8) Philip, Kotler & Keller. 2009. *Marketing Management*. New Jersey: Pearson Education, Inc.
- 9) Sarwono, Jonathan. 2014. *Teknik Jitu Memilih Prosedur Analisis Skripsi*, Jakarta: PT Elex Media Komputindo.
- 10) Scanlon, N., L. 1985. *Marketing by Menu*. New York: Van Nostrand Reinhold Company.
- 11) Shock, Bowen, and Stefaneli. 2003. *Restaurant Marketing for Owner*. New Jersey: John Wiley & Sons, Inc.
- 12) Sugiyono. 2012. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Penerbit Alfabeta.

Journal References

- 1) Bakrie, Aryati. 2012. *Review on Expectancy Disconfirmation Theory (EDT) Model In B2C E-Commercial*. Journal of Information Systems Research and Innovation (JISRI), 2 . pp. 95-102. ISSN 2289-135.
- 2) Hanif, Tayyab, and Amer, Rajput. 2014. *Service Quality Orientation with Customer Satisfaction and Customer Loyalty Revisited through Literature*. Kuwait Chapter of Arabian Journal of Business and Management Review, Vol. 3, No. 8.
- 3) John, T., Bowen and Anne, J., Morris. 1995. *Menu design: can menus sell*. International Journal of Contemporary Hospitality Management, Vol. 7 Iss: 4, pp.4– 9.
- 4) Liwei, Hsu, and Pinying, Wu. 2013. *Electronic-Tablet-Based Menu in a Full Service Restaurant and Customer*. International Journal of Business, Humanities and Technology, Vol. 3 No. 2.
- 5) Markovic, Suzana, and Raspor, Sanja. 2012. *Does restaurant performance meet customer expectation?* Journal of Tourism & Hospitality Management, Vol.16 Issue 2.
- 6) Mohammed, B., Jones, E., El-Din Elias, AN., and Diana, R. 2013. *Menus as Marketing Tools: Developing a Resort Hotel Restaurant Menu Typology*. Journal Tourism Res Hospitality 2:2. doi:10.4172/2324-8807.1000116.
- 7) Ozdemir, B., and Osman-Caliskan. 2014. *A review of literature on restaurant menus: Specifying the managerial issues*. International, Journal of Gastronomy and Food Science.
- 8) Pulos, Elizabeth and Leng, Kristen. 2010. *Evaluation of a Voluntary Menu-Labeling Program in Full-Service Restaurant*. Journal of Public Health, P 100(6): 1035–103

Thesis References

- 1) Abadh Jibi Ghimire. 2012. *SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE RESTAURANT BUSINESS: Case Study of Sagarmatha Nepalese Restaurant in Vantaa*. CENTRAL OSTROBOTHNIA UNIVERSITY OF APPLIED SCIENCES, Degree Program in Tourism.

2) Budiman, Arief. 2013. *Job Satisfaction as Influential Factor of Organizational Citizenship Behavior: Case Study of Four Star Hotels in Jakarta*. Undergraduate Thesis, Bachelor-degree Program in the Faculty of Business Administration and Humanities, Majoring in Hotel and Tourism Management, Tangerang: Swiss German University.

3) Ellen, Cindy. 2013. *Analysis of Entrepreneurial Success Determinants of small and medium Enterprises Specializing in the Food Service Industry in South Tangerang, Indonesia*. Undergraduate Thesis, Bachelor-degree Program in the Faculty of Business Administration and Humanities, Majoring in Hotel and Tourism Management, Tangerang: Swiss German University.

4) Javan, Okumu. 2012. *Importance of Customer Satisfaction in Waskia Restaurant*. Degree Program of Hotel & Restaurant Business.

5) Nadria, Buchanan. 2012. *An examination of eletronic tablet based menus for the restaurant industry*. University of Delaware, Degree of Master of Science in Hospitality Information Management

News and Articles References

1) *Many Indonesians Getting Fatter*. June 2013. Accessed on April 2014, from Jakarta Globe: <http://www.thejakartaglobe.com/news/many-indonesians-getting-fatter/>

2) *Marking your mark through menu design*. April 2013. Accessed on: March 2014, from National Restaurant Association: <http://www.restaurant.org/Manage-My-Restaurant/Marketing-Sales/Promotion/Making-your-mark-through-menu-design>

3) *Neural Correlates of object vs Spatial Visualization Abilities*. December 2010. Accessed on: April 2014 from imagery lab: http://www.nmr.mgh.harvard.edu/mkozhevnlab/?page_id=663

4) *The Importance of Menu Design*. October 2009. Accessed on: March 2014, from restaurant informer.com: <http://www.restaurantinformer.com/2009/10/the-importance-of-menu-design/>