

DAFTAR PUSTAKA

- Abdul Rahman, N. A., Awang Morshidi, D. N. N. H., Hussein, N., & Rusdi, S. D. (2020). Relationship Of Service Quality, Food Quality, Price, Physical Environment and Customer Satisfaction: An Empirical Evidence Of A Fast Food Restaurant In Malaysia,. *Malaysian Journal of Business and Economics (MJBE)*, 2. <https://doi.org/10.51200/MJBE.V0I0.2128>
- Adhari, I. Z. (2021). *Kepuasan Pelanggan & Pencapaian Brand Trust*. Qiara Media.
- Andito, B. Fi., Yuliniar, & Triwardhani, D. (2022). Analisis Kepuasan Pelanggan McDonald's Tebet Jakarta Selatan. *Journal of Young Entrepreneurs*, 1(1), 28–38.
- Berman, B., & Evans, J. (2014). *Retail Management : A Strategic Approach* . Upple Sadle River.
- Berman, B., Evans, J. R., & Chatterjee, P. (2017). *Retail Management (A Strategic Approach)* (13th ed.). Pearson.
- Bernarto, I., Juliana, J., & Djakasaputra, A. (2022). What Drives Customer Satisfaction? : Evidence From Customer Fast Food Restaurant Indonesia. *Jurnal Aplikasi Bisnis Dan Manajemen*. <https://doi.org/10.17358/JABM.8.3.711>
- Chun, S. H., & Nyam-Ochir, A. (2020). The effects of fast food restaurant attributes on customer satisfaction, revisit intention, and recommendation using DINESERV scale. *Sustainability (Switzerland)*, 12(18). <https://doi.org/10.3390/SU12187435>
- Felicia, A. (2022). Pengaruh Kualitas Produk dan Kualitas Layanan terhadap Kepuasan Pelanggan KFC Kelapa Gading. *Kwik Kian Gie*.
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. Qiara Media.
- Ghozali, I., & Latan, H. (2015). *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 untuk Penelitian Empiris* .
- Gabrow, R. Y. (2021). Evaluation of customer satisfaction and service quality using SERVQUAL model: the case of fast-food restaurants in Iraq. *Periodicals of Engineering and Natural Sciences*, 9(1), 336–345. <https://doi.org/10.21533/PEN.V9I2.1915>
- Indasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Unitomo Press.
- Irawan. (2017). *Citra, Kualitas Produk, dan Kepuasan Pelanggan*. Global RCI

- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management (Building, Measuring, and Managing Brand Equity)* (5th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (S. Wall (ed.); 15th ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management, Global Edition*. Pearson Education.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson.
- Kurniawati, T., Irawan, B., & Prasodjo, A. (2019). Analisis Pengaruh Kualitas Pelayanan, Harga, dan Brand Image Terhadap Kepuasan Konsumen Restoran Pizza Hut Cabang Jember. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 6(2), 147. <https://doi.org/10.19184/EJEBA.V6I2.11159>
- Laksana, M. F. (2019). *Praktis Memahami Manajemen Pemasaran*. CV Alfatih Zumar.
- Mamang Sangadji, S. E. (2022). *Salesmanship (Kepenjualan)*. Bumi Aksara.
- Mufariq, M. F. (2018). Pengaruh Citra Merek dan Media Sosial terhadap Minat Beli Ulang Pelanggan (Survey pada Pelanggan Distro Flatten Supreme Bandung). *Universitas Pasundan*.
- Mulyawan, R. (2016). *Birokrasi dan Pelayanan Publik*. Unpad Press.
- Ngandoh, A. M. (2021). Kepuasan Konsumen melalui Harga, Promosi, Kualitas Makanan dan Kualitas Pelayanan. *Jurnal Mirai Management*, 6(2), 232–244.
- Putra, I. M. B. P., & Wimba, I. G. A. (2021). Pengaruh Store Atmosphere, Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen pada Pizza Hut Cabang Gatot Subroto Denpasar. *Jurnal Manajemen, Kewirausahaan Dan Parawisata*, 1(2).
- Raditya Satrya, M. A., & Sayang Telagawathi, N. L. W. (2021). Pengaruh Kualitas Pelayanan Dan Store Atmosphere Terhadap Kepuasan Pelanggan KFC. *Bisma: Jurnal Manajemen*, 7(2), 236. <https://doi.org/10.23887/BJM.V7I2.32134>
- Ridanasti, E. (2020). *Perilaku Konsumen 4.0 (Konsep dan Transformasi)* (1st ed.). Stelkendo Kreatif.
- Rusydi, M. (2017). *Customer Excellence*. Gosyen Publishing.
- Saraswati, M. M., Wirawan, P. E., Lestari, S. A., Laurence, C., Pramesti, P. M., &

- Jebarut, F. K. (2023). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Restoran Cepat Saji McDonald's Denpasar. *Jurnal Ilmiah Hospitality Management*, 13(2), 111–118. <https://doi.org/10.22334/JIHM.V13I2.248>
- Solomon, M. R. (2020). *Consumer Behavior (Buying, Having, and Being)* (13th ed.). Pearson.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Tjiptono, F. (2015). *Strategi Pemasaran*. Andi.
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality and Satisfication* (4th ed.). CV Andi Offset.
- Truong, T. T., & Nguyễn, T. T. (2023). The impact of service quality on customer satisfaction among generation Y: The case of fast food restaurants in Hanoi. *TẠP CHÍ KHOA HỌC TRƯỜNG ĐẠI HỌC QUỐC TẾ HỒNG BÀNG*, 4, 27–34. <https://doi.org/10.59294/HIUJS.VOL.4.2023.383>
- Viciwati. (2020). Comparison On The Service Quality, The Customer Experience And The Brand Image Of Fast Food Between Mcdonald 'S And Richeese Factory In Bintara, Bekasi. *International Journal of Scientific and Research Publications (IJSRP)*, 10(2), p9825. <https://doi.org/10.29322/IJSRP.10.02.2020.p9825>
- Villanueva, M. C. C., Alejandro, A. F., & Ga-an, M. L. L. P. (2023). Measuring the Service Quality, Customer Satisfaction, and Customer Loyalty of Selected Fast-Food Restaurants during the COVID-19 Pandemic. *Open Journal of Business and Management*, 11(03), 1181–1207. <https://doi.org/10.4236/ojbm.2023.113066>
- Wilson, A., Zeithaml, V., Bitner, M. J., & Gremier, D. (2016). *Services Marketing : Integrating Customer Focus Across the Firm*. McGraw Hill.
- Yusniar. (2020). *Jatuh Cinta pada Merek* (E. R. Prahadiyanti (ed.)). Bitread Publishing