

DAFTAR PUSTAKA

- Kotler, Keller. (2009). **Manajemen Pemasaran**. Penerbit Erlangga. Jakarta
- Lovelock, Wirtz. (2011). *Services Marketing (People, Technology, Strategy)*. Pearson Education Limited. England
- Keller. (2008). *Strategic Brand Management (Building, Measuring, and Managing Brand Equity)*. Pearson. New Jersey
- Tjahyadi, Kristiawan. (2009). *Customer-to-Customer Interactions (CCI): Antecedent Kepuasan Pelanggan, Loyalitas Pelanggan, dan Komunikasi Word of Mouth (Studi Pada Jasa Kategori Possession Processing)*. Universitas Kristen Maranatha. Fakultas Ekonomi
- Magdalena, (2005) **Analisis Pengaruh Situasi, Produk, Individu pada Perilaku Membeli dan Mengonsumsi Makanan Ringan**. Universitas Gadjah Mada. Fakultas Ekonomi.
- Ardisa, (2013). **Pengaruh Salesperson Customer Orientation terhadap Sales Performance : Sikap dan Kepuasan Pelanggan sebagai Variabel Mediasi**. Universitas Kristen Maranatha. Fakultas Ekonomi
- Widyaningtyas, (2010). **Faktor-Faktor yang Mempengaruhi Loyalitas Serta Dampaknya pada Kepuasan Konsumen dalam Menggunakan Jasa Kereta Api Harina**. Universitas Diponegoro. Fakultas Ekonomika dan Bisnis.
- Ibnularoby, (2013). **Persepsi Konsumen Terhadap Marketing Mix-7p pada Perusahaan PO.SAN Bengkulu**. Universitas Bengkulu. Fakultas Ekonomi dan Bisnis.
- Fardiani, (2013). **Analisis Pengaruh Kualitas Pelayanan, Harga, dan Promosi Terhadap Kepuasan Pelanggan Dyriana Bakery & Café Pandanaran Semarang**. Universitas Diponegoro. Fakultas Ekonomika dan Bisnis.
- Voon, Bo Hoo, (2012). Role of Service Environment for Restaurants : The Youth Customer's Perspective. *Procedia - Social and Behavioral Sciences* 38 (2012) 388 – 395

- Suresh and R, (2013). Building Consumer Loyalty through Servicescape in Shopping Malls. *IOSR Journal of Business and Management (IOSR-JBM) Volume 10, Issue 6 (May. - Jun. 2013), PP 11-17*
- Turley and Milliman. (2000). Atmospheric Effects on Shopping Behavior: A Review of the Experimental Evidence. *Journal of Business Research 49 193–211 (2000)*
- Zaadah dan Firmansyah. (2013). Aplikasi *People, Process, dan Physical Evidence* di PT Bank Syariah Mandiri Singosari. *Jurnal Akuntansi Aktual, Vol. 2, Nomor 2, Juni 2013, hlm. 76–92*
- Melkis, Hilmi, & Mustapha. (2014). The Influence of Marital Status and Age on the Perception of Fast Food Consumer in an Emerging Market. *International Journal of Business and Innovation. Vol. 1, Issue 3, 2014*
- Kim, *et al.* (2011). Restaurant Healthy Food Quality, Perceived Value, and Revisit Intention : Testing a Moderating Role of Green Customer in South Korea. *International CHRIE Conference-Refereed Track, Event 5 [2011]*
- Ryu and Han. (2007). Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral Intention in Quick-Casual Restaurants: Moderating Role of Perceived Price. *International Journal of Business and Innovation. Vol. 2, 2007*
- Dapkevicius and Melnikas. (2009). Influence of Price and Quality to Customer Satisfaction : Neuromarketing Approach. *2009, Vol. 1, No 3*
- Hermawan.(2012). **Komunikasi Pemasaran**. Penerbit Erlangga. Jakarta
- Sunjoyo, dkk. (2013). **Aplikasi SPSS untuk Smart Riset**. Alfabeta. Bandung
- Hartono, Jogiyanto.(2013).**Metodologi Penelitian Bisnis**. BPF. Yogyakarta.
- Suliyanto. (2005). **Metode Riset Bisnis**. Penerbit ANDI. Yogyakarta