



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Alhouti, S., Butler, T. D., Johnson, C. M., & Davis, L. (2014). "Unwanted Pursuit Behavior: Understanding Salespeople's Desire to Pursue and Desire to Avoid Customers". *Journal of Marketing Theory and Practice*, Vol. 22, No.4, 385-400.
- Ali, F., & Amin, M. (2013). "The Influence of Physical Environment on Emotions, Customer Satisfaction and Behavioural Intention in Chinese Resort Hotel Industry". *KMITL-AGBA Conference Bangkok, 15-17/June, Thailand*.
- American Marketing Association. (2013, July). Dipetik September 25, 2014, dari <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>
- Arifatin, D. (2013, November). *Statistic Indonesia*. Dipetik September 15, 2014, dari Badan Pusat Statistik.
- Bei, L.-T., & Chiao, Y.-C. (2001). "An Integrated Model for The Effects of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty". *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior* Vol. 14, 125.
- Brown, T. J., Mowen, J. C., Donavan, D. T., & Licata, J. W. (2002). "The Customer Orientation of Service Workers: Personality Trait Effects on Self- and Supervisor Performance Ratings". *Journal of Marketing Research* Vol. 39, No. 1, 110-119.

Canny, I. U. (2013). "The Role of Food Quality, Service Quality, and Physical Environment on Customer Satisfaction and Future Behavioral Intention in Casual Dining Restaurant".

Cengiz, E. (2010). "Measuring Customer Satisfaction: Must or Not?". *Journal of Naval Science and Engineering Vol.6, No.2*, 76-88.

Chee, L. K., & Peng, N. K. (1996). "Customer Orientation and Buyer Satisfaction: The Malaysian House Market". *Asia Pacific Journal of Management Vol.13, No.1*, 101-116.

Choi, E. J., & Kim, S.-H. (2013). "The Study of The Impact of Perceived Quality and Value of Social Enterprises on Customer Satisfaction and Re-Purchase Intention. *International Journal of Smart Home Vol. 7 No. 1* .

Davidow, M. (2003). "Have You Heard The Word? The Effect of Word of Mouth on Perceived Justice, Satisfaction, and Repurchase Intention Following Complaint Handling". *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior Vol. 16*, 67.

Goff, B. G., Boles, J. S., Bellenger, D. N., & Stojack, C. (1997). "The Influence of Salesperson Selling Behaviors on Customer Satisfaction with Products". *Journal of Retailing, Vol. 73 (2)*, 171-183.

Ha, J., & Jang, S. (. (2012). "The Effects of Dining Athmospherics on Behavioral Intention through Quality Perception". *Journal of Services Marketing 26:3*, 205-215.

Hai Online. (2014, Desember 17). Dipetik Februari 14, 2015, dari <http://www.hai-online.com/Hai/Feature/Movie/Stand-By-Me-Doraemon-Mencapai-Jumlah-Penonton-Terbanyak-Dalam-Lima-Hari/>

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis (7th ed)*. New Jersey: Pearson.

Halim, B. C., Dharmayanti, D., & Brahmana, R. M. (2014). "Pengaruh Brand Identity terhadap Timbulnya Brand Preference dan Repurchase Intention pada Merek Toyota". *Jurnal Manajemen Pemasaran Petra Vol.2, No.1*, 1-11.

Han, H., & Ryu, K. (2009). "The Roles of The Physical Environment, Price Perception, and Customer Satisfaction in Determining Customer Loyalty in The Restaurant Industry". *Journal of Hospitality & Tourism Research Vol. 33*, 487.

Helgesen, O. (2007). "Drivers of Customer Satisfaction in Business-to-Business Relationship. A Case Study of Norwegian Fish Exporting Companies Operating Globally". *British Food Journal Vol. 109 No.10*, 819-837.

Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). "Customer Repurchase Intention: A General Structural Equation Model". *European Journal of Marketing Vol. 37 No. 11*, 1762-1800.

Hennig-Thurau, T. (2004). "Customer Orientation of Service Employees. Its Impact on Customer Satisfaction, Commitment and Retention.

International Journal Service Industry Management Vol. 15 No. 5, 460-478.

Hennig-Thurau, T., & Thurau, C. (2003). Customer Oriented of Service Employee - Toward a Conceptual Framework of a Key Relationship Marketing Concept. *Journal of Relationship Marketing Vol.1 No. 3.*

Herrmann, A., Xia, L., Monroe, K. B., & Huber, F. (2007). "The Influence of Price Fairness on Customer Satisfaction: An Empirical Test in The Context Automobile Purchases". *Journal of Product & Brand Management Vol. 16 No.1, 49-58.*

Huang, C.-C., Yen, S.-W., Liu, C.-Y., & Chang, T.-P. (2014). "The Relationship Among Brand Equity, Customer Satisfaction, and Brand Resonance to Repurchase Intention of Cultural and Creative Industries in Taiwan". *International Journal of Organizational Innovation Vol.6 No. 3.*

Jiang, P., & Rosenbloom, B. (2005). "Customer Intention to Return Online: Price Perception, Attribute-level Performance, and Satisfaction Unfolding Over Time". *European Journal of Marketing Vol. 39 No.1/2, 150-174.*

Kaura, V. (2012). "A Link for Perceived Price, Price Fairness and Customer Satisfaction". *Pacific Business Review International, 84-88.*

Khan, M. S., Naumann, E., & Williams, P. (2012). "Identifyin The Key Drivers of Customer Satisfaction and Repurchase Intentions: An Empirical Investigation of Japanese B2B Services". *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior Vol. 25, 159.*

Kotler, P., & Armstrong, G. (2012). *Principle of Marketing*. New York: Pearson.

Malhotra, N. K. (2012). *Basic Marketing Research*. New Jersey: Pearson.

Namkung, Y., & Jang, S. (2007). "Does Food Quality Really Matter in Restaurants ? Its Impact on Customer Satisfaction and Behavioral Intention". *Journal pf Hospitality & Tourism Research Vol. 31*, 387.

Peri, C. (2005). "The Universe of Food Quality". *Food Quality and Preference Vol. 17*, 3-8.

Qin, H., Prybutok, V. R., & Zhao, Q. (2010). "Perceived Service Quality in Fast-Food Restaurants: Empirical Evidence from China". *Journal of Quality & Reliability Management Vol. 27 No. 4*, 424-437.

Ryu, K., & Han, H. (2010). "Influence of Physical Environment on Disconfirmation, Customer Satisfaction, and Customer Loyalty for First-Time and Repeat Customer in Upscale Restaurants". *Journal of Hospitality & Tourism Management, Vol 13*, 1.

Ryu, K., & Han, H. (2010). "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". *Journal of Hospitality & Tourism Research Vol.34 no. 3*, 310-329.

Ryu, K., & Jang, S. (2010). "Influence of Restaurants' Physical Environment on Emotion and Behavioral Intention". *The Service Industries Journal 28:8*, 1151-1165.

Schiffman, L. G., Kanuk, L. L., & Wisenbilt, J. (2010). *Consumer Behavior* (10th ed). New Jersey: Pearson.

Srimanothip, S. (2011). "The Relationship Between Service Environment and Behavioral Outcomes: A Study of A Retail Fashion Brand's Clothing Stores in Bangkok".

Staffordshire University. (t.thn.). Dipetik September 25, 2014, dari <http://www.staffs.ac.uk/sgc1/faculty/market-for-mans/week2.html>

Studyblue. (t.thn.). Dipetik Februari 14, 2014, dari www.studyblue.com

Sulistiyani, W. P. (2011, September). *Statistic Indonesia*. Dipetik September 15, 2014, dari Badan Pusat Statistik.

Thompson, J., & Martin, F. (2005). *Strategic Management. Awareness and Change*. London: Thompson.

Wijanto. (2008). *Structural Equation Modeling Dengan Lisrel 8.8*. Yogyakarta: Graha Ilmu.

Yang, C.-Y. (2009). "The Study of Repurchase Intention on Experiential Marketing- An Empirical Study of The Franchise Restaurant". *International Journal of Organizational Innovation Vol.2 No. 2*.