



- Devica, S. (2018). Empirical Study of Perceived Value and Customer Satisfaction in The Fast Food Restaurant. *Jurnal Pemikiran Dan Penelitian Administrasi Bisnis Dan Kewirausahaan*, 3(3), 241–250.
- Espinosa, J. A., Ortinau, D. J., Krey, N., Monahan, L., Espinosa, J. A., & Monahan, L. (2018). I ' ll Have the Usual : How Restaurant Brand Image, Loyalty , and Satisfaction Keep Customers Coming Back. *Journal of Product and Brand Management*. <https://doi.org/10.1108/JPBM-10-2017-1610>
- Ferrel, O. ., & Hartline, M. D. (2008). *Management Strategy* (4th Editio). Thomson Higher Education.
- Han, H., & Hyun, S. S. (2017). Impact of Hotel-Restaurant Image and Quality of Phisical-Environment, Service, and Food on Satisfaction and Intention. *International Journal of Hospitality Management*, 63, 82–92. <https://doi.org/10.1016/j.ijhm.2017.03.006>
- Hanief, Y. N., & Himawanto, W. (2017). *Statistik Pendidikan*. Deepublish.
- Harya, R. (2016). *Fish Streat Jakarta*. Tripadvisor.Com. [https://www.tripadvisor.co.id/ShowUserReviews-g294229-d9860477-r372570512-Fish\\_Streat-Jakarta\\_Java.html](https://www.tripadvisor.co.id/ShowUserReviews-g294229-d9860477-r372570512-Fish_Streat-Jakarta_Java.html)
- Indriani, R. (2016, December 16). Menu “Fish and Chips” di Sini Nggak Bikin Kantong Jebol. *Www.Suara.Com*. <https://www.suara.com/lifestyle/2016/12/16/101000/menu-fish-and-chips-di-sini-nggak-bikin-kantong-jebol>
- Kim, J. H., Park, J., Kim, M., & Ryu, K. (2013). Does Perceived Restaurant Food Healthiness Matter ? Its Influence on Value , Satisfaction and Revisit

Intentions in Restaurant Operations in South Korea. *International Journal of Hospitality Management*, 33, 397–405.

<https://doi.org/10.1016/j.ijhm.2012.10.010>

Konuk, F. A. (2019). The Influence of Perceived Food Quality , Price Fairness , Perceived Value and Satisfaction on Customers ' Revisit and Word-of-Mouth Intentions Towards Organic Food Restaurants. *Journal of Retailing and Customer Services*, 50(May), 103–110.

<https://doi.org/10.1016/j.jretconser.2019.05.005>

Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. PT Indeks.

Lupiyoadi, R. (2013). *Manajemen Pemasaran Jasa: Berbasis Kompetensi*.

Salemba Empat.

Mardo, S. A. (2016). *Manajemen Pemasaran Jasa*. Deepublish.

Monitor Riau. (2017, September 9). Ini Konsep Membuat Restoran yang Harus

Anda Ketahui. *MonitorRiau.Com*.

<https://monitorriau.com/mobile/detailberita/5338/ini-konsep-membuat-restoran-yang-harus-anda-ketahui>

Mustinda, L. (2015, December 18). Fish Streat: Gurih Lembut Fish and Chips

Berlumur Saus Tartar dengan Harga Ekonomis. *Food.Detik.Com*.

Nam, J., & Lee, T. J. (2011). Foreign Travelers ' Satisfaction with Traditional

Korean Restaurants. *International Journal of Hospitality Management*,

30(4), 982–989. <https://doi.org/10.1016/j.ijhm.2011.02.006>

Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif*

*Penelitian di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen*.

Deepublish.

Ryu, K., Lee, H., & Kim, W. G. (2011). The Influence of The Quality of The Physical Environment , Food , and Service on Restaurant Image , Customer Perceived Value , Customer Satisfaction , and Behavioral Intentions.

*International Journal of Contemporary Hospitality Management*, 24(2), 200–223. <https://doi.org/10.1108/09596111211206141>

Sangadji, E. M., & Sopiha. (2013). *Perilaku Konsumen*. ANDI.

Siregar, S. (2017). *Metode Penelitian Kuantitatif: Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS*. PRENADAMEDIA Group.

Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Sugiyono. (2015). *Metode Penelitian dan Pengembangan (Research and Development/R&D)*. Alfabeta.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.

Sugiyono. (2019). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. Alfabeta.

Suharyadi, & Purwanto. (2017). *Statistika untuk Ekonomi dan Keuangan Modern*. Salemba Empat.

Sumarwan, U., Fachroji, A., & Nusral, A. (2010). *Pemasaran Strategik: Perpektif Value-Based Marketing dan Pengukuran Biaya*. IPB Pers.

Sutopo, Y., & Slamet, A. (2017). *Statistika Inferensial*. ANDI.

Suyono. (2018). *Analisis Regresi untuk Penelitian*. Deepublish.

Tjiptono, F., & Chandra, G. (2017). *Pemasaran Strategik*. ANDI.

Tjiptono, F., & Diana, A. (2015). *Pelanggan Puas? Tak Cukup!* ANDI.

- Triady, M. L., & Sandy, M. (2015). Ekonomi Kreatif: Rencana Pengembangan Kuliner Nasional 2015-2019. In *www.bekraf.go.id*.  
<http://indonesiakreatif.bekraf.go.id/ikpro/wp-content/uploads/2015/07/Rencana-Pengembangan-Kuliner-Nasional.pdf>
- Widhi, P. K. (2018). *Fish Streat Tebet*. Pergikuliner.Com.  
<https://pergikuliner.com/restaurants/jakarta/fish-streat-tebet>
- Widjaya, B. T. (2009). *Lifestyle Marketing*. PT Gramedia Pustaka Utama.
- Wu, H. (2013). An Empirical Study of the Effects of Service Quality , Perceived Value , Corporate Image , and Customer Satisfaction on Behavioral Intentions in the Taiwan Quick Service Restaurant Industry. *Journal of Quality Assurance in Hospitality & Tourism, February 2015*, 37–41.  
<https://doi.org/10.1080/1528008X.2013.802581>
- Wulanjani, H., & Derriawan. (2017). Dampak Ulitarian Value dan Experiental Marketing terhadap Customer Satisfaction dan Revisit Intention. *Jurnal Riset Manajemen Dan Bisnis*, 2(2), 121–130.