

DAFTAR PUSTAKA

- Abdullah, O., Sufi, T., & Kumar, S. (2023). Impact of Food and Beverage Quality and Service Quality Towards Customer Satisfaction and Customer Retention, A Study of Five-Star Hotels. *International Journal of Professional Business Review*, 8(5), e01994. <https://doi.org/10.26668/businessreview/2023.v8i5.1994>
- Adrian, I. (2022). *Pengaruh Food Quality Dan Perceived Price Fairness Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Mediator* (pp. 329–342).
- Agustina, D., Wicaksono, D. A., Laksanawati, T. A., Priyadi, D. A., & Ton, S. (2024). Faktor Yang Mempengaruhi Loyalitas Konsumen Dengan Keputusan Pembelian Sebagai Variabel Intervening. *EKOMA : Jurnal Ekonomi, Manajemen, Akuntansi*, 4(1), 1623–1633. <https://doi.org/10.56799/ekoma.v4i1.6052>
- Akhyar, H., & Parhusip, A. A. (2024). Pengaruh Variasi Produk, Brand Image, Promosi Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan (Studi Kasus Pada Konsumen Fritto Chicken Di Kota Medan). *Jurnal Widya*, 5(2), 1643–1662. <https://doi.org/10.54593/awl.v5i2.383>
- Ali-Alsaadi, A. A., Cabeza-Ramírez, L. J., Santos-Roldán, L., & González-Mohino, M. (2025). Understanding Customer Loyalty in Fast-Food Restaurants: Exploring the Moderating Effect of Relational Benefits in the United Arab Emirates. *SAGE Open*, 15(2), 1–20. <https://doi.org/10.1177/21582440251339805>
- Andika, S., & Purnamasari, P. (2024). Pengaruh Variasi Produk, Promosi Dan Harga Terhadap Loyalitas Pelanggan. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(2), 1539–1552. <https://doi.org/10.31955/mea.v8i2.4189>
- Carranza, R., Díaz, E., & Martín-Consuegra, D. (2018). The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis: Exploring the mediating role of trust. *Journal of Hospitality and Tourism Technology*, 9(3), 380–396. <https://doi.org/10.1108/JHTT-09-2017-0104>
- Chowdhury, B., Haque, R., Senathirajah, A. R. B. S., Khalil, M. I., Ahmed, S., Krishnasamy, H. N., & Ramasamy, G. (2023). Mediation of Customer Satisfaction and Customer Loyalty in Fast-Food Restaurants Aimed at Sustainable Growth. *International Journal of Operations and Quantitative Management*, 29(3), 114–128. <https://doi.org/10.46970/2023.29.3.07>
- Davis, B., Lockwood, A., Pantelidis, Alcott, P., & Pantelidis, I. S. (2018). Food and Beverage Management. In *Cornell Hotel and Restaurant Administration Quarterly* (Vol. 7, Issue 3). <https://doi.org/10.1177/001088046600700301>
- Ghozali, I. (2017). *Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS 24.0*. Badan Penerbit Universitas Diponegoro.
- Gill, A. A., Abdullah, M., & Ali, M. H. (2021). A Study to Analyze the Determinants of Fast-food Restaurant Customer Loyalty through Mediating Impact of Customer Satisfaction. *Global Economics Review*, VI(I), 214–226. [https://doi.org/10.31703/ger.2021\(vi-i\).16](https://doi.org/10.31703/ger.2021(vi-i).16)

- Groover, & P., M. (2019). Fundamentals of Modern Manufacturing Material, Processes, and Systems. In *Thomson Digital and Pronted, Quad Graphics*.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Hanafia, F., & Permadi, H. N. (2023). The Effect of Product Variants, Service Levels and Price Bundling on Customer Loyalty. *Review: Journal of Multidisciplinary in Social Sciences*, 1(01), 1–9. <https://doi.org/10.59422/rjmss.v1i01.192>
- Hanaysha, J. (2016). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. *Journal of Asian Business Strategy*, 6(2), 31–40. <https://doi.org/10.18488/journal.1006/2016.6.2/1006.2.31.40>
- Hussain, F., Arshad, M. A., & Sajjad, A. (2022). Investigating the Critical Factors Effecting Customers Loyalty: An Empirical Assessment. *Contemporary Issues in Social Sciences and Management Practices*, 1(1), 45–54. <https://doi.org/10.61503/cissmp.v1i1.15>
- James, E. E., & Inyang, I. B. (2025). *Food Quality Dimensions And Customers' Loyalty Towards Fast- Food Restaurants*. August.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education.
- Kurniawan, A., Lukitaningsih, A., & Hutami, L. T. H. (2022). Pengaruh Kualitas Makanan, Store Atmosphere Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(1), 355–370. <https://doi.org/10.47467/alkharaj.v5i1.1215>
- Lindawati, L., Sume, S. A., & Muniroh, L. (2020). Pengaruh Keragaman Produk Dan Pelayanan Terhadap Loyalitas Konsumen. *Manager : Jurnal Ilmu Manajemen*, 3(1), 11. <https://doi.org/10.32832/manager.v3i1.3823>
- Majid, M. A. A., Samsudin, A., Noorkhizan, M. H. I., Zaki, M. I. M., & Bakar, A. M. F. A. (2018). Service Quality, Food Quality, Image and Customer loyalty: An Empirical Study at a Hotel Restaurant. *International Journal of Academic Research in Business and Social Sciences*, 8(10). <https://doi.org/10.6007/ijarbss/v8-i10/5310>
- Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants. *Journal of Modelling in Management*, 14(4), 922–947. <https://doi.org/10.1108/JM2-12-2017-0135>
- Norawati, S., Ali, A., Ihsan, A., & Putra, E. (2021). *Analysis of Product Variation , Quality of Service and Their Effect on Customer Satisfaction*. 04(06), 954–960.
- Nur 'ain, A., & Susila, L. N. (2021). The Effect Of Service Quality And Product Quality On Loyalty Electronic Money In Sukoharjo With Satisfaction and Trust As Intervening Variables. *Jurnal Akuntansi Dan Keuangan*, 6(2), 46–55. <http://e-journal.stie-aub.ac.id>
- Peri, C. (2006). The universe of food quality. *Food Quality and Preference*, 17(1–2), 3–8. <https://doi.org/10.1016/j.foodqual.2005.03.002>

- Permadi, E. G., Muzakki, Murti, A. B., Waras, & Sujani. (2025). Understanding The Key To Customer Loyalty: The Impact Of Service Quality, Product Diversity, And Customer Satisfaction. *Jurnal Baruna Horizon*, 8(1), 25–36.
- Potter, N. N., & Hotchkiss, J. H. (2012). Food science (5th edition). In *Food Science*. https://doi.org/10.1007/978-94-015-7262-0_10
- Pramesstya, D., & Rafida, V. (2024). Pengaruh Varian Menu Dan Kualitas Layanan Terhadap Loyalitas Pelanggan Wizzmie Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 12(2).
- Putri, L. T., Setiawan, A., Salis, M., & Irham. (2024). ANALISIS VARIASI PRODUK DAN KUALITAS PELAYANAN DAMPAKNYA TERHADAP LOYALITAS PELANGGAN PADA CAFE RUMAH MAJOPI BANGKINANG. *Ensiklopedia of Journal*, 6(2), 76–82.
- Rohmawati, Z. (2018). Kualitas, Harga Dan Keragaman Produk Terhadap Loyalitas Pelanggan. *Jurnal Riset Entrepreneurship*, 1(2), 19. <https://doi.org/10.30587/jre.v1i2.418>
- 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 and Tourism Research*, 34(3), 310–329. <https://doi.org/10.1177/1096348009350624>
- SANEVA, D., & CHORTOSEVA, S. (2020). *Service Quality, Customer Satisfaction and Customer Loyalty: Preliminary Findings*. 21(179), 14–19. <https://doi.org/10.5220/0008436300140019>
- Sari, R. N., Suwasono, E., & Wardhani, R. K. (2023). Wahyuni. *Jurnal Kewirausahaan Dan Manajemen Bisnis*, 1(3), 107–118. <https://cuan.nusanipa.ac.id/index.php/cuan/article/view/45/45>
- Sekaran, U. (2006). *Research Methods For Business* (4th ed.). Salemba Empat.
- Sholihudin, F., & Nuryanto, S. (2024). Faktor Penentu Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Determinants Of Customer Loyalty With Customer Satisfaction As An Intervening Variable. *Jurnal Manajemen Maranatha*, 23(2), 185–200.
- Siddiqi, K. O., Rahman, J., Tanchangya, T., Rahman, H., Esquivias, M. A., & Rahman, H. (2024). Investigating the factors influencing customer loyalty and the mediating effect of customer satisfaction in online food delivery services: empirical evidence from an emerging market. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2431188>
- Siregar, E. N., Rini, E. S., & Sembiring, B. K. F. (2024). The Effect of Price on Consumer Satisfaction at Aisyah Catering Medan. In *Advances in Economics, Business and Management Research*. Atlantis Press International BV. <https://doi.org/10.2991/978-94-6463-234-7>
- Sochenda, S. (2021). Modeling of Customer Satisfaction and Customer. *International Journal of Economics, Business and Accounting Research (IJEBAAR)*, 2021(4), 409–433.
- Sriyanti, A. H. D., Payangan, O. R., & Mustafa, F. (2023). The Influence of Store Atmosphere, Service Quality, and Product Variance on Customer Loyalty Through Customer Satisfaction at Marinor Cafe in Makassar City.

- Economics and Business Journal (ECBIS)*, 1(5), 763–772.
<https://doi.org/10.47353/ecbis.v1i5.13>
- Sugiyono. (2019). *Metode penelitian kuantitatif kualitatif dan R dan D* (26th ed.). Alfabeta. <https://doi.org/978-602-289-533-6>
- Syauqiah, N. S., & Nurhadi, A. (2024). Pengaruh Variasi Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Di Kopi Nako Yasmin Bogor. *JORAPI : Journal of Research and Publication Innovation*, 2(3), 2450–2457. <https://jurnal.portalpublikasi.id/index.php/JORAPI/index>
- Tager, A., Zaki, M., Megahed, F., & Abbas, T. (2021). The Effect of Food Quality, Service Quality, And Tangibles on Hotel Restaurants Customer Behavioural Intentions: The Mediating Role of Customer Satisfaction. *International Journal of Tourism and Hospitality Management*, 4(2), 218–242. <https://doi.org/10.21608/ijthm.2021.206790>
- Tjiptono, F., & Chandra, G. (2019). *Service, Quality Dan Customer Satisfaction Edisi 5*. Andi Offset.
- Uddin, M. B. (2019). Customer loyalty in the fast food restaurants of Bangladesh. *British Food Journal*, 121(11), 2791–2808. <https://doi.org/10.1108/BFJ-02-2019-0140>
- Yang, Y., & Rojniruttikul, N. (2025). The Influence of Food Values on Customer Loyalty within Chinese Brand Chain Restaurants: The Mediating Role of Customer Satisfaction. *Review of Integrative Business and Economics Research*, 14(3), 115–127.
- Zhong, Y., & Moon, H. (2024). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *Jurnal Aplikasi Manajemen*, 8(2), 480–492.