

DAFTAR PUSTAKA

- Abdullah, D., Hamir, N., Nor, N. M., Krishnaswamy, J., & Rostum, A. M. M. (2018). Food quality, service quality, price fairness and restaurant Re-Patronage intention: the mediating role of customer satisfaction. *The International Journal of Academic Research in Business and Social Sciences*, 8(17), 211–226. https://hrmars.com/papers_submitted/5226/Food_Quality,_Service_Quality,_Price_Fairness_and_Restaurant_Re-Patronage_Intention_The_Mediating.pdf
- Arianto, N., & Kurniawan, F. (2021). Pengaruh Kualitas Pelayanan dan Promosi Terhadap Loyalitas dengan Kepuasan Sebagai Variabel Intervening (Studi Home Industri Produk Pakaian Sablon & Bordir). *Jurnal Pemasaran Kompetitif*, 4(2), 254. <https://doi.org/10.32493/jpkpk.v4i2.9647>
- Aulia, R. N., & Wiyono, S. N. (2023). PERSPEKTIF PELAKU USAHA DAN KONSUMEN KEDAI KOPI DI KOTA BANDUNG TERHADAP TREN CAFÉ-HOPPING. *MIMBAR AGRIBISNIS Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 9(2), 3285. <https://doi.org/10.25157/ma.v9i2.11018>
- Ayadi, K., & Cao, L. (2016). Exploring children's responses to store atmosphere. *International Journal of Retail & Distribution Management*, 44(10), 1030–1046. <https://doi.org/10.1108/ijrdm-08-2015-0125>
- Bahri-Ammari, N., & Soliman, K. S. (2016). The effect of CRM implementation on pharmaceutical industry's profitability. *Management Research Review*, 39(8), 854–878. <https://doi.org/10.1108/mrr-11-2014-0258>
- Christine, C., Rifai, A. I., & Handayani, S. (2022). Level of service Evaluation of pedestrian facility in tourism area: Case study Jalan Braga, Bandung. *Citizen Jurnal Ilmiah Multidisiplin Indonesia*, 2(5), 748–756. <https://doi.org/10.53866/jimi.v2i5.188>

- Efendi, N. N., Lubis, N. T. W. H., & Ginting, N. S. O. (2023). Pengaruh citra merek, promosi, kualitas pelayan dan store atmosphere terhadap kepuasan konsumen. *Jurnal Ekonomi*, 28(2), 197–215. <https://doi.org/10.24912/je.v28i2.1626>
- Farida, Y., Lamsah, & Periyadi. (2019). *Manajemen pemasaran* (1st ed., Vol. 1). Deepublish.
- Githiri, M. (2018). An Examination of the Relationship between Perceived price Fairness on Customer Satisfaction and Loyalty in Kenyan Star-Rated Restaurants. *International Journal of Scientific Research and Management (IJSRM)*, 6(10). <https://doi.org/10.18535/ijstrm/v6i10.em06>
- Hariato, M. (2024, March 2). Kemenperin: Industri makanan-minuman penopang ekonomi Indonesia. *Antara News*. <https://www.antaraneews.com/berita/3992028/kemenperin-industri-makanan-minuman-penopang-ekonomi-indonesiaM.%20Hariato,%20%22Kemenperin:%20Industri%20makanan-minuman%20penopang%20ekonomi%20Indonesia>
- Ibrahim, A., Hidayah, T., Stone, A. S., Saymona, Y., Anggelah, T., & Adilah, S. R. (2021). Pengaruh Customer Relationship Management (CRM) terhadap loyalitas pelanggan pada Apotek Mega Mulia. *JURIKOM (Jurnal Riset Komputer)*, 8(6), 256. <https://doi.org/10.30865/jurikom.v8i6.3682>
- Juanamasta, I. G., Wati, N. M. N., Hendrawati, E., Wahyuni, W., Pramudianti, M., Wisnujati, N. S., Setiawati, A. P., Susetyorini, S., Elan, U., Rusdiyanto, R., Astanto, D., Ulum, B., & Novitasari, S. (2019). The role of customer service through Customer Relationship Management (CRM) to increase customer loyalty and good image. *International Journal of Scientific and Technology Research*, 8(10), 2004–2007. <https://www.ijstr.org/paper-references.php?ref=IJSTR-1019-22800>
- Kotler, P., & Keller, K. L. (2016). *Marketing management*. Prentice Hall.
- Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing management*. Pearson.

- Lee, W. S., Moon, J., & Song, M. (2018). Attributes of the coffee shop business related to customer satisfaction. *Journal of Foodservice Business Research*, 21(6), 628–641. <https://doi.org/10.1080/15378020.2018.1524227>
- Mulyono, H., & Situmorang, S. H. (2018). E-CRM and Loyalty: A mediation effect of customer experience and satisfaction in online transportation of Indonesia. *Academic Journal of Economic Studies*, 4(3), 96–105. <https://econpapers.repec.org/RePEc:khe:scajes:v:4:y:2018:i:3:p:96-105>
- Nguyen, Q., Nisar, T. M., Knox, D., & Prabhakar, G. P. (2018). Understanding customer satisfaction in the UK quick service restaurant industry. *British Food Journal*, 120(6), 1207–1222. <https://doi.org/10.1108/bfj-08-2017-0449>
- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector. *Sustainability*, 11(4), 1113. <https://doi.org/10.3390/su11041113>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40. <http://ci.nii.ac.jp/naid/10011053911>
- Pratiwi, A. R., & Dermawan, D. A. (2021). Pengaruh Customer Relationship Management (CRM) terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai Variabel Intervening (Studi Pelanggan ShopeePay pada Aplikasi Shopee di Kota Surabaya). *JEISBI*, 2(3), 87–93. <https://ejournal.unesa.ac.id/index.php/JEISBI/article/view/41813>
- Rajput, A., & Gahfoor, R. Z. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journal*, 6(1). <https://doi.org/10.1186/s43093-020-00021-0>

- Saulina, A. R., & Syah, T. Y. R. (2018). How service quality influence of satisfaction and trust towards consumer loyalty in Starbucks Coffee Indonesia. *IARJSET*, 5(10), 11–19. <https://doi.org/10.17148/iarjset.2018.5102>
- Sehari di Bandung? Ini 4 Spot Bersejarah yang Bisa Dikunjungi! - Indonesia Travel.* (n.d.).<https://www.indonesia.travel/id/id/ide-liburan/sehari-di-bandung-ini-4-spot-bersejarah-yang-bisa-dikunjungi.html>
- Setiawan, H., & Sayuti, A. (2017). Effects of service quality, customer trust and corporate image on customer satisfaction and loyalty: An assessment of travel agencies customer in South Sumatra Indonesia. *IOSR Journal of Business and Management*, 19(05), 31–40. <https://doi.org/10.9790/487x-1905033140>
- Sofi, M. R., Bashir, I., Parry, M. A., & Dar, A. (2020). The effect of customer relationship management (CRM) dimensions on hotel customer's satisfaction in Kashmir. *International Journal of Tourism Cities*, 6(3), 601–620. <https://doi.org/10.1108/ijtc-06-2019-0075>
- Tartaglione, A. M., Cavacece, Y., Russo, G., & Granata, G. (2019). A systematic mapping study on customer loyalty and brand management. *Administrative Sciences*, 9(1), 8. <https://doi.org/10.3390/admsci9010008>
- Tjiptono, F. (2019). *Kepuasan Pelanggan* (1st ed.; A. Diana, Ed.). Yogyakarta: Penerbit Andi.
- Sugiyono. (2012). *Pengertian dan Penjelasan tentang Hipotesis Penelitian*. p.99
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung. Aditama.