

DAFTAR PUSTAKA

- Afuah, Allan. 2004. *Business Model: A strategic Management Approach*. McGraw-Hill: New York.
- Anandya, Dudi., Suprihadi, Heru. (2005). *Riset Pemasaran Prospektif & Terapan*. Jawa Timur : Bayumedia Publishing.
- Andrus, D. (1986), “Office atmospherics and dental service satisfaction”, Journal of Professional Services Marketing, Vol. 1 No. 4, pp. 77-85.
- Arikunto, Suharsimi (2010), Prosedur Penelitian Suatu Pendekatan Praktik
Jakarta: PT. Rineka Cipta.
- Astuti, Sri Wahjuni dan Cahyadi, I Gde. 2007. ” Pengaruh Elemen Ekuitas Merek Terhadap Rasa Percaya Diri Pelanggan di Surabaya Atas Keputusan Pembelian Sepeda Motor Honda”. Majalah Ekonomi, Tahun XVII, No.2 Agustus 2007.
- Aubert-Gamet, V. and Cova, B. (1999), “Servicescapes: from modern non places to postmodern common places”, Journal of Business Research, Vol. 44 No. 1, pp. 37-45.
- Babin, B.J. and Griffin, M. (1998), “*The nature of satisfaction: an updated examination and analysis*”, Journal of Business Research, Vol. 41, pp. 127-36.
- Bagozzi, R.P. (1992), “The self-regulation of attitudes, intentions, and behavior”, Social Psychology Quarterly, Vol. 55, pp. 178-204.
- Bellizzi, J.A. and Hite, R.E. (1992), “Environment color, consumer feelings, and purchase likelihood”, Psychology & Marketing, Vol. 9, pp. 347-63.
- Bitner, M.J. (1992), “Servicescapes: the impact of physical surroundings on customers and employees”, Journal of Marketing, Vol. 56 No. 2, pp. 57-71. IJCHM 20,2 152
- Brady, M.K., Cronin, J.J. Jr and Brand, R.R. (2002), “Performance-only measurement of service quality: a replication and extension”, Journal of Business Research, Vol. 55 No. 1, pp. 17-31.
- Buchari Alma. 2007. *Manajemen Pemasaran dan Pemasaran Jasa*. Edisi Revisi, Bandung: Alfabeta.

Retno Palupi, 2018

ANALISIS KOMPARASI PERSEPSI ATTRIBUT KUALITAS RESTORAN ANTARA PELANGGAN YANG PUAS DENGAN PELANGGAN YANG KURANG PUAS DI RESTORAN JEPANG ALL YOU CAN EAT

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Cao, Y., & Kim, K. (n.d.). Journal of Hospitality Marketing & How Do Customers Perceive Service Quality in Differently Structured Fast Food Restaurants?, (May 2015), 37–41.

Retno Palupi, 2018

ANALISIS KOMPARASI PERSEPSI ATRIBUT KUALITAS RESTORAN ANTARA PELANGGAN YANG PUAS DENGAN PELANGGAN YANG KURANG PUAS DI RESTORAN JEPANG ALL YOU CAN EAT

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

<https://doi.org/10.1080/19368623.2014.903817>

- Chapman, Joe dan Russ Wahlers (1999), "A Revision and Empirical Test of the Extended Price-Perceived Quality Model", *Journal of Marketing*, p.53-64.
- Ching, F.D. (1996), *Architecture: Form, Space, and Order*, John Wiley & Sons, New York, NY.
- Churchill, G.A. Jr and Surprenant, C. (1982), "An investigation into the determinants of customer satisfaction", *Journal of Marketing Research*, Vol. 19 No. 4, pp. 491-504.
- Cronin, J.J. and Taylor, S.A. (1992), "Measuring service quality: a reexamination and extension", *Journal of Marketing*, Vol. 56 No. 3, pp. 55-68.
- Delwiche, J. (2004), "The impact of perceptual interactions on perceived flavor", *Food Quality and Preference*, Vol. 15 No. 2, pp. 137-46.
- Dube, L., Chebat, J.C. and Morin, S. (1995), "The effects of background music on consumers' desire to affiliate in buyer-seller interactions", *Psychology & Marketing*, Vol. 12, pp. 305-19.
- Dulen, J. (1999), "Quality control", *Restaurant & Institutions*, Vol. 109 No. 5, pp. 38-52.
- Durianto, Darmadi., Sugiarto & Tony Sitinjak., 2001, *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*, Jakarta: Gramedia Pustaka Utama.
- Drs. Wardiyanta, M.Hum, (2006), Metode Penelitian Pariwisata, CV. Andi Offset, Yogyakarta.
- Endar Sugiarto. 1999. *Psikolosi Pelayanan Dalam Industri Jasa*. Jakarta: Gramedia.
- Engel, J.F., et.al (1990), *Consumer Behavior*, Sixth Edition, The Dryden Press.
- Fisk, R.P., Brown, S.W. and Bitner, M.J. (1993), "Tracking the evolution of services marketing literature", *Journal of Retailing*, Vol. 69 No. 1, pp. 61-103.
- Fornell, M.D., Johnson, E.W., Anderson, J.C. and Barbara, E.B. (1996), "The American Customer Satisfaction Index: nature, purpose, and findings", *Journal of Marketing*, Vol. 60 No. 4, pp. 7-18.

Retno Palupi, 2018

ANALISIS KOMPARASI PERSEPSI ATRIBUT KUALITAS RESTORAN ANTARA PELANGGAN YANG PUAS DENGAN PELANGGAN YANG KURANG PUAS DI RESTORAN JEPANG ALL YOU CAN EAT

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Ghozali, Imam. 2009. "Aplikasi Analisis Multivariate dengan Program SPSS ". Semarang : UNDIP.
- Goetsch, D.L & Davis, S, 1994 Introduction to Total Quality, Quality, Productivity, Competitiveness, Englewood Cliffs, NJ, Prentice Hall International Inc.
- Guilford, J.P. 1956. Fundamental Statistic in Psychology and Education. 3rd Ed. New York: McGraw-Hill Book Company, Inc.
- Gulo, W. (2002). Metode Penelitian. Jakarta: PT. Grasindo.
- Iacobucci, D., Grayson, K.A. and Ostrom, A.L. (1994), "The calculus of service quality and customer satisfaction: theoretical and empirical differentiation and integration", in Swartz, T.W. (Ed.), Advances in Services Marketing and Management, Vol. 3, JAI Press, Greenwich, CT.
- Irwanto.1991. Psikologi Umum. Jakarta: Gramedia Pustaka Utama.
- ISO 8402:1994, Quality management and quality assurance – Vocabulary.
- Jennifer L Aaker (1997), Dimensions of Brand Personality, *JMR, Journal of Marketing Research*; Aug 1997; 34, 3; ABI/INFORM Global pg. 347 .
- Johnson, M.D., Anderson, E.W. and Fornell, C. (1995), "Rational and adaptive performance expectations in a customer satisfaction framework", The Journal of Consumer Research, Vol. 21 No. 4, pp. 695-707.
- Johns, N. and Tyas, P. (1996), "Investigating the perceived components of the meal experience, using perceptual gap methodology", Progress in Tourism and Hospitality Research, Vol. 2 No. 1, pp. 15-26.
- Kivela, J., Inbakaran, R. and Reece, J. (1999), "Consumer research in the restaurant environment, Part 1: a conceptual model of dining satisfaction and return patronage", International Journal of Contemporary Hospitality Management, Vol. 11 No. 5, pp. 205-22.
- Kotler, Philip, 1995, "Manajemen Perencanaan, Implementasi dan Pengendalian", Jilid 1-2, Edisi Indonesia, Salemba Empat.
- Kotler, Armstrong. 2001. *Prinsip-prinsip pemasaran*, Edisi keduabelas, Jilid 1. Jakarta: Erlangga.
- Kotler Phillip, Kevin L. Keller. 2006. *Manajemen Pemasaran edisi ke 12 Jilid ke 1*. New Jersey: Indeks.

Retno Palupi, 2018

ANALISIS KOMPARASI PERSEPSI ATRIBUT KUALITAS RESTORAN ANTARA PELANGGAN YANG PUAS DENGAN PELANGGAN YANG KURANG PUAS DI RESTORAN JEPANG ALL YOU CAN EAT

- Kotler, Philip dan Kevin Lane Keller, 2008. Manajemen Pemasaran, Jilid 1, Penerbit Erlangga. Jakarta.
- Kotler Phillip, Kevin Lance Keller. 2012. *Marketing Management 14th edition*. Jakarta: PT. Indeks Kelompok Gramedia.
- Lazarus, R.S. (1991), Emotion and Adaptation, Oxford University Press, New York, NY.
- Lin, I.Y. (2004), "Evaluating a servicescape: the effect of cognition and emotion", *Hospitality Management*, Vol. 23, pp. 163-78.
- Lovelock, C.H. (1985), "Developing and managing the customer-service function in the service sector", in Czepiel, J.A. (Ed.), *The Service Encounter: Managing Employee Customer Interaction in Service Business*, Lexington Books, Lexington, MA, pp. 265-80.
- Malhotra K. Naresh. 1993. *Marketing Research An Applied Orientation*, second edition, Prentice Hall International Inc, New Jersey.
- Margono. 2000. Metodologi Penelitian Pendidikan. Jakarta: Rineka Cipta.
- Miftah, Toha. (2003). Perilaku Organisasi Konsep Dasar dan Aplikasinya. Jakarta: PT Raja Grafindo Persada.
- Namkung, Y., & Jang, S. (Shawn). (2008). *Are highly satisfied restaurant customers really different? A quality perception perspective*. *International Journal of Contemporary Hospitality Management*, 20(2), 142–155.
- Nuria Prasiwi Giarti. 2014. Analisis Persepsi Tamu Restoran Lavender, Hotel The Sahid Rich Yogyakarta Terhadap Keragaman Menu, Harga, dan Pelayanan. Yogyakarta: Universitas Gadjah Mada
- Oliver, R.L. (1997), *Satisfaction: A Behavioral Perspective on the Consumer*, McGraw-Hill, New York, NY.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1988), "SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality", *Journal of Retailing*, Vol. 64 No. 1, pp. 12-37.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1991), "Refinement and reassessment of the SERVQUAL scale", *Journal of Retailing*, Vol. 67 No. 4, pp. 420-50.
- Pe'neau, S., Hoehn, E., Roth, H.-R., Escher, F. and Nuessli, J. (2006), "Importance and consumer perception of freshness of

Retno Palupi, 2018

ANALISIS KOMPARASI PERSEPSI ATTRIBUT KUALITAS RESTORAN ANTARA PELANGGAN YANG PUAS DENGAN PELANGGAN YANG KURANG PUAS DI RESTORAN JEPANG ALL YOU CAN EAT

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- apples”, Food Quality and Preference, Vol. 17 Nos 1-2, pp. 9-19.
- Peri, C. (2006), “The universe of food quality”, Food Quality and Preference, Vol. 17 Nos 1-2, pp. 3-8.
- Poerwadarminta, W.J.S. 1990. *Kamus Besar Bahasa Indonesia*. Balai Pustaka, Jakarta.
- Raajpoot, N.A. (2002), “TANGSERV: a multiple item scale for measuring tangible quality in foodservice industry”, Journal of Foodservice Business Research, Vol. 5 No. 2, pp. 109-27.
- Robbins, Stephen P. 2003. Perilaku Organisasi. Index. Jakarta.
- Robert M. Kaplan & Dennis P. Saccuzzo, 1993. Phsycological Testing principles, application, and issues; Brooks/Cole Publishing Company, Pacific Grove, California, p: 126
- Rust, R.T. and Oliver, R.L. (1994), Service Quality: Insights and Managerial Implications from the Frontier, Sage, Thousand Oaks, CA.
- Sihite, Richard. 2000. *Food Service*. Surabaya: SIC.
- Sitinjak J.R.T dan Sugiarto. *LISREL*. Yogyakarta: Graha Ilmu. 2006.
- Spreng, R.A. and Singh, A.K. (1993), “An empirical assessment of the SERVQUAL scale and the relationship between service quality and satisfaction”, in Cravens, D.W. and Dickson, P.R. (Eds), Enhancing Knowledge Development in Marketing, American Marketing Association, Chicago, IL, pp. 1-6.
- Subana, 2000. “Statistik Pendidikan”, Penerbit Pustaka Setia Bandung.
- Sugiarto, dkk. 2001. Teknik Sampling. Gramedia Pustaka Utama, Jakarta.
- Sugiyono.(2010). MetodePenelitian Kuantitatif Kualitatif & RND. Bandung: Alfabeta.
- Sugiyono (2011). Metode penelitian kuntitatif kualitatif dan R&D. Alfabeta.
- Sugiyono. (2014) Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta.
- Sulek, J.M. and Hensley, R.L. (2004), “The relative importance of food, atmosphere, and fairness of wait”, The Cornell Hotel and Restaurant Administration Quarterly, Vol. 45 No. 3, pp. 235-47.

Retno Palupi, 2018

ANALISIS KOMPARASI PERSEPSI ATRIBUT KUALITAS RESTORAN ANTARA PELANGGAN YANG PUAS DENGAN PELANGGAN YANG KURANG PUAS DI RESTORAN JEPANG ALL YOU CAN EAT

- Sundjana, D. (2001). Metode & Teknik Pembelajaran Partisipaftif. Bandung: Falah Production.
- Susskind, A.M. and Chan, E.K. (2000), "How restaurant features affect check averages: a study of the Toronto restaurant market", The Cornell Hotel and Restaurant Administration Quarterly, Vol. 41 No. 6, pp. 56-63.

Retno Palupi, 2018

ANALISIS KOMPARASI PERSEPSI ATRIBUT KUALITAS RESTORAN ANTARA PELANGGAN YANG PUAS DENGAN PELANGGAN YANG KURANG PUAS DI RESTORAN JEPANG ALL YOU CAN EAT

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Taylor, S.A. and Baker, T.L. (1994), "An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions", Journal of Retailing, Vol. 70 No. 2, pp. 163-78.
- Tjiptono, Fandy. (2011). Pemasaran Jasa. Malang: Bayumedia.
- Tjiptono, Fandy & Gregorius Chandra. (2011). *Service, Quality & Satisfaction Edisi 3*. Yogyakarta: ANDI.
- Wakefield, K.L. and Blodgett, J.G. (1996), "The effects of the servicescape on customers' behavioral intentions in leisure service setting", Journal of Services Marketing, Vol. 10 No. 6, pp. 45-61.
- Wakefield, K.L. and Blodgett, J.G. (1999), "Customer response to intangible and tangible service factors", Psychology & Marketing, Vol. 16 No. 1, pp. 51-68.
- Zeithaml, V.A. (1987), Defining and Relating Price, Perceived Quality, and Perceived Value, Marketing Science Institute, Cambridge, MA.

Sumber Internet

Laskito, Irfan dan Paramitha, Tasya. Restoran Jepang dengan Konsep 'All You Can Eat'. <https://www.viva.co.id/gaya-hidup/kuliner/665975-restoran-jepang-dengan-konsep-all-you-can-eat> (diakses tanggal 14 agustus 2018)

Retno Palupi, 2018

ANALISIS KOMPARASI PERSEPSI ATRIBUT KUALITAS RESTORAN ANTARA PELANGGAN YANG PUAS DENGAN PELANGGAN YANG KURANG PUAS DI RESTORAN JEPANG ALL YOU CAN EAT

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu