

DAFTAR PUSTAKA

- [1] Open Data Kab Karawang. (2022). Jumlah Kamar Hotel Bintang di Kabupaten Karawang Tahun 2022.
- [2] Aaker, D. A. (2018). *Strategic Market Management* (11th ed.). Wiley. ISBN: 978-1119506747
- [3] Anderson, J. C. (2020). The Impact of Customer Loyalty on Repeat Purchase Behaviour. *Journal of Retailing and Consumer Services*, 56, 102-109. ISBN: 978-0135152488
- [4] Armstrong, G. C. (2020). *Principles of Marketing* (8th ed.). Pearson.
- [5] Baker, M. L. (2024). Seasonal Menu Strategies and Customer Preferences. *International Journal of Hospitality Management*, 98, 42-56.
- [6] Blackwell, R. D. (2006). *Consumer Behavior* (10th ed.). Thomson South-Western. ISBN: 978-0324226517
- [7] Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publications. ISBN: 978-1452226101
- [8] Creswell, J. W. (2017). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications. ISBN: 978-1506386706
- [9] David, F. R. (2020). *Strategic Management: A Competitive Advantage Approach, Concepts and Cases* (17th ed.). Pearson. ISBN: 978-0135180970
- [10] Goi, C. L. (2021). The Role of Wine Pairings in Enhancing Restaurant Sales. *Journal of Culinary Science & Technology*, 19(2), 98-113.
- [11] Grewal, D. R. (2021). *The Future of Retailing*. Emerald Group Publishing. ISBN: 978-1786359339
- [12] Gustafsson, A. J. (2020). The Effects of Customer Satisfaction and Loyalty on the Profitability of Restaurants. *European Journal of Marketing*, 54(4), 758-776.
- [13] Harris, L. R. (2023). Customer Experience Management in Restaurants: An Empirical Study. *Journal of Service Research*, 25(1), 89-105.
- [14] Hawkins, D. I. (2016). *Consumer Behavior: Building Marketing Strategy* (13th ed.). McGraw-Hill Education. ISBN: 978-0078028916

- [15] Heskett, J. L. (2016). *The Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction, and Value*. Free Press. ISBN: 978-0743212340
- [16] Kimes, S. E. (2019). The Impact of Up-selling and Cross-selling Strategies on Revenue in the Restaurant Industry. *International Journal of Hospitality Management*, 77, 1-12.
- [17] Kotler, P. A. (2020). *Principles of Marketing* (18th ed.). Pearson. ISBN: 978-0135776223
- [18] Kotler, P. K. (2022). *Marketing Management* (16th ed.). Pearson. ISBN: 978-0135776230
- [19] Liao, T. L. (2020). Premium Pricing Strategies in the Restaurant Industry. *Journal of Hospitality & Tourism Research*, 44(5), 783-802.
- [20] Miller, J. W. (2021). Leveraging Technology for Effective Up-selling. *Journal of Business Research*, 123-135.