

DAFTAR PUSTAKA

- A'aqoulah, A., Kuyini, A. B., & Albalas, S. (2022). Exploring the Gap Between Patients Expectations and Perceptions of Healthcare Service Quality. *Patient Preference and Adherence*, Volume 16, 1295–1305. <https://doi.org/10.2147/PPA.S360852>
- Ardha, A. J., Rohayati, Y., & Kusmayanti, I. N. (2021, April). Perancangan Atribut Kebutuhan Layanan Pelatihan Go Online pada Rumah Bumn Kota Bandung Menggunakan Integrasi Service Quality dan Model Kano. *E-Proceedings of Engineering*.
- Chan, T. C., Leow, M. C., & Ong, L. Y. (2022). A Practical Usability Study Framework Using the SUS and the Affinity Diagram: A Case Study on the Online Roadshow Website. *Pertanika Journal of Science and Technology*, 30(2), 1439–1455. <https://doi.org/10.47836/pjst.30.2.33>
- Chaturvedi, R., & Singh, P. (2021). Digitalization of the Food Delivery Industry in the Post COVID Era. *Journal of Business Research and Innovation*, 3(1), 45–55.
- Cynthia, D., Hermawan, H., & Izzuddin, A. (2022). Pengaruh Lokasi dan Kualitas Pelayanan terhadap Keputusan Pembelian. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, 9(1), 104–112. <https://doi.org/10.37606/publik.v9i1.256>
- Dace, E., Stibe, A., & Timma, L. (2020). A Holistic Approach to Manage Environmental Quality by Using the Kano Model and Social Cognitive Theory. *Corporate Social Responsibility and Environmental Management*, 27(2), 430–443. <https://doi.org/10.1002/csr.1828>
- Edbert, E., Erica, E., Ivana, I., Putri, R. A., & Hartini, S. (2022). Efektifitas Pelayanan 3S (Senyum, Salam, Sapa) terhadap Kepuasan Konsumen di Mizzu Coffee Bar. *Jurnal Penelitian Pendidikan, Psikologi Dan Kesehatan*, 3(1), 55–61. <https://doi.org/10.51849/j-p3k.v3i1.148>
- Ellitan, L., & Edgar, T. (2024). The Influence of Food Quality and Service Quality on Repurchase Intention Through Customer Satisfaction. *Journal of Entrepreneurship and Business*, 5(2), 90–105. <https://doi.org/10.24123/jeb.v5i2.6302>
- Fadhlan, M. A., Sedayu, A., Mahmud, M., & Kusuma, P. J. (2024). Analisis Model Kano pada Tingkat Kepuasan Pelanggan (Studi Kasus pada Front One Hotel Semarang). *Jurnal Dimensi*, 13(2), 490–501. <https://doi.org/10.33373/dms.v13i2.6351>
- Faturrahman, D., Rohayati, Y., & Sagita, B. H. (2023, June). Perancangan Atribut Kebutuhan Layanan Internet Business pada PT. XYZ Menggunakan Integrasi Service Quality dan Model Kano Designing Need Atributes of Internet Business Services at PT. XYZ Using The Integration of Service Quality and Kano Model. *E-Proceedings of Engineering*.
- Goeltom, V. H. A., Juliana, Angelina, J., Tandra, J. K., Valencia, V., & Sianipar, R. (2024). The Impact of Service Quality & Dining Atmosphere Towards Customer Satisfaction at Authentic Restaurants in Tangerang. *Jurnal Ekonomi*, 13, 2024. <https://doi.org/10.54209/ekonomi.v13i02>

- Gomaa, A. H. (2025). Strategic Lean Leadership in Lean Six Sigma Projects for Manufacturing Excellence. *International Business & Economics Studies*, 7(2), p125. <https://doi.org/10.22158/ibes.v7n2p125>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Heryati, I., & Fitriawati, D. (2020). Analisis Strategi Marketing Public Relations Pizza Hut Cimahi di Tengah Pandemi Covid-19. *Komunikologi: Jurnal Pengembangan Ilmu Komunikasi Dan Sosial*, 4(2), 97. <https://doi.org/10.30829/komunikologi.v4i2.7941>
- Högström, C., Rosner, M., & Gustafsson, A. (2010). How to Create Attractive and Unique Customer Experiences. *Marketing Intelligence & Planning*, 28(4), 385–402. <https://doi.org/10.1108/02634501011053531>
- Hossain, M. K., Islam, M. T., & Rahman, M. A. (2020). The Impact of Online Food Delivery Service Quality on Customer Satisfaction: Evidence from Bangladesh. *Journal of Marketing and Consumer Research*, 60, 1–11.
- Ishak, A., Ginting, R., Suwandira, B., & Fauzi Malik, A. (2020). Integration of Kano Model and Quality Function Deployment (QFD) to Improve Product Quality: A Literature Review. *IOP Conference Series: Materials Science and Engineering*, 1003(1), 012025. <https://doi.org/10.1088/1757-899X/1003/1/012025>
- Jonkisz, A., Karniej, P., & Krasowska, D. (2021). SERVQUAL Method as an “Old New” Tool for Improving the Quality of Medical Services: A Literature Review. *International Journal of Environmental Research and Public Health*, 18(20), 10758. <https://doi.org/10.3390/ijerph182010758>
- Kano, N., Seraku, N., Takahashi, F., & Tsuji, S. (1984). Attractive Quality and Must-Be Quality. *Journal of the Japanese Society for Quality Control*, 41, 39–48.
- Katadata Insight Center. (2023, Agustus 14). *Survei Kurious: Burger King Restoran Cepat Saji dengan Hamburger Terenak di Indonesia*. Databoks. <https://databoks.katadata.co.id/produk-konsumen/statistik/7ead1ba5f8dce64/survei-kurious-burger-king-restoran-cepat-saji-dengan-hamburger-terenak-di-indonesia>
- Kermanshachi, S., Nipa, T. J., & Nadiri, H. (2022). Service Quality Assessment and Enhancement Using Kano Model. *Plos One*, 18(10). <https://doi.org/10.1371/journal.pone.0264423>
- Knott, E., Rao, A. H., Summers, K., & Teeger, C. (2022). Interviews in the Social Sciences. *Nature Reviews Methods Primers*, 2(1), 73. <https://doi.org/10.1038/s43586-022-00150-6>
- Kohli, A., & Singh, R. (2021). An Assessment of Customers Satisfaction for Emerging Technologies in Passenger Cars Using Kano Model. *Vilakshan - XIMB Journal of Management*, 18(1), 76–88. <https://doi.org/10.1108/XJM-08-2020-0103>
- Kumala, K. E., Haunan Damar, Imam Nuryanto, & Handy Nur Cahya. (2025). Analysis of E-Service Quality Attributes in Delivery Service Application Using the Kano Model. *International Journal of Economics, Management and Accounting*, 2(2), 111–122. <https://doi.org/10.61132/ijema.v2i2.599>
- Kuncoro, D. S., & Retnowati, D. (2023). Analisis Kualitas Pelayanan Restoran Cepat Saji dengan Menggunakan Metode SERVQUAL (Service Quality) dan

- IPA (Importance Performance Analysis). *Journal of Industrial and Systems Optimization*, 6(1), 69. <https://doi.org/10.51804/jiso.v6i1.69-75>
- Kurniawan, D. D., & Soliha, E. (2022). Pengaruh Kualitas Pelayanan, Fasilitas dan Lokasi terhadap Kepuasan Pelanggan pada My Kopi O Semarang. *Journal of Management*, 5(1), 348–358. <https://doi.org/https://doi.org/10.37531/yum.v5i1.1492>
- Kurniawan, D., Sari, Y., & Dwi Wahyudi, R. (2020). Integrasi SERVQUAL, Kano, Kansei Engineering dan QFD untuk Meningkatkan Kualitas Layanan di Restoran Bakmi PGM Surabaya. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 9(1).
- Lajante, M., Prete, M. Del, Sasseville, B., Rouleau, G., Gagnon, M. P., & Pelletier, N. (2023). Empathy Training for Service Employees: A Mixed Methods Systematic Review. *Plos One*, 18(8 August). <https://doi.org/10.1371/journal.pone.0289793>
- Lee, S.-Y., Sweeney, J. C., & Soutar, G. N. (2020). Emotion Regulation in Service Encounters: Are Customer Displays Real? *Journal of Service Theory and Practice*, 30(2), 171–194. <https://doi.org/10.1108/JSTP-12-2018-0285>
- Liem. (2023, July 17). *Palang Parkir dan Sistem Parkir Modern di Restoran Bandung*. Msm parking 2012.
- Lim, W. M., Saha, V., & Das, M. (2025). From Service Failure to Brand Loyalty: Evidence of Service Recovery Paradox. *Journal of Brand Management*, 32(4), 257–281. <https://doi.org/10.1057/s41262-025-00380-5>
- Lubis, F. R., Siregar, M., Harahap, Y., Harahap, B., & Azzahra, F. S. (2024). Optimization of Academic Services Based on Quality Function Deployment: An Integration Study of SERVQUAL Method at Graha Nusantara University. *Improvement: Jurnal Ilmiah Untuk Peningkatan Mutu Manajemen Pendidikan*, 11(2), 177–190. <https://doi.org/10.21009/improvement.v11i2.49726>
- Malhotra, N. K. (2020). *Marketing Research: An Applied Orientation* (7th ed.). Pearson Education.
- Mikulić, J., & Prebežac, D. (2011). A Critical Review of Techniques for Classifying Quality Attributes in the Kano Model. *Managing Service Quality: An International Journal*, 21(1), 46–66. <https://doi.org/10.1108/09604521111100243>
- Muhammad, R., NR, I. R., & Susanti, R. (2025). Analisis Pengaruh Service Quality, Food Quality, Value/Price terhadap Customer Satisfaction. *Jurnal Ilmiah Teknik Industri Dan Informasi*, 13(2), 198–207. <https://doi.org/10.31001/tekinfo.v13i2.2687>
- Naini, N. F., Sugeng Santoso, Andriani, T. S., Claudia, U. G., & Nurfadillah. (2022). The Effect of Product Quality, Service Quality, Customer Satisfaction on Customer Loyalty. *Journal of Consumer Sciences*, 7(1), 34–50. <https://doi.org/10.29244/jcs.7.1.34-50>
- Nareswari, A. N., & Suryaningsih, A. (2024). Pengaruh Kualitas Pelayanan dan Kecepatan Respons Terhadap Kepuasan Pelanggan di Restoran Marugame Udon. *Jurnal Riset Manajemen*, 2(4), 249–259. <https://doi.org/10.54066/jurma.v2i4.2715>
- Nugraha, N., Selamat, S., & Iriani, J. (2019). Importance of Performance Analysis and Potential Gain in Customer Value's of Service Quality in Hospitals.

- Proceedings of the Social and Humaniora Research Symposium (SoRes 2018)*. <https://doi.org/10.2991/sores-18.2019.116>
- Nurhayati, E. (2022). Pendekatan Quality Function Deployment (QFD) dalam Proses Pengembangan Desain Produk Whiteboard Eraser V2. *Productum: Jurnal Desain Produk (Pengetahuan Dan Perancangan Produk)*, 5(2), 75–82. <https://doi.org/10.24821/productum.v5i2.7118>
- Özcan, A., Pehlivan, B., & Erkasap, A. (2024). The Effect of Perceived Service Quality on Brand Loyalty: The Case of 5 Star Hotels in Tourism Sector. *International Journal of Business and Economic Studies*, 6(3), 197–213. <https://doi.org/10.54821/uiecd.1532249>
- Pandey, A., Sahu, R., & Joshi, Y. (2022). Kano Model Application in the Tourism Industry: A Systematic Literature Review. *Journal of Quality Assurance in Hospitality & Tourism*, 23(1), 1–31. <https://doi.org/10.1080/1528008X.2020.1839995>
- Parasuraman, A. P., Berry, L. L., & Zethaml, V. A. (1988). SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1). <https://www.researchgate.net/publication/225083802>
- Permata, V. I., & Dwiyanto, B. M. (2020). Peningkatan Kualitas Restoran dengan Pendekatan Quality Function Deployment (QFD) (Studi pada Bakso Rusuk Solo). *Diponegoro Journal of Management*, 9(4). <http://ejournal-s1.undip.ac.id/index.php/djom>
- Ponnaian, S., Ababneh, K. I., & Prybutok, V. (2021). Determinants of Fast Food Restaurant Service Quality in the United Arab Emirates. *Quality Management Journal*, 28(2), 86–97. <https://doi.org/10.1080/10686967.2021.1886024>
- Pratiwi, K. R., & Aprinica, N. P. I. (2023). Implementasi Prosedur Operasi Standar Pelayanan Pramusaji di Restoran. *Jurnal Ilmiah Pariwisata Dan Bisnis*, 2(9), 2096–2103. <https://doi.org/10.22334/paris.v2i9.551>
- Prayeska, I. K. K., Pradana, G. Y. K., & Sanjaya, I. W. K. (2022). Pengaruh Kualitas Pelayanan dan Harga Makanan terhadap Kepuasan Tamu di Revolver Espresso. *Jurnal Mahasiswa Pariwisata Dan Bisnis*, 1(11), 3149–3165.
- Putra, T. J. A., Wulandari, S., & Rohayati, Y. (2025, February). Rancangan Perbaikan Kualitas Layanan Rawat Inap pada RSUD Kanjuruhan Kabupaten Malang Menggunakan Integrasi Metode SERVQUAL dan Model Kano. *E-Proceedings of Engineering*.
- Putri, B. S. K., & Erdiansyah, R. (2025). Customer Relationship Management (CRM) dan Penanganan Keluhan Pelanggan Restoran D. *Kiwari*, 4(1). <https://doi.org/https://doi.org/10.24912/ki.v4i1.33742>
- Ramadhan, M. F., Siroj, R. A., & Afgani, M. W. (2024). Validitas and Reliabilitas. *Journal on Education*, 06(02), 10967–10975.
- Rao, B. V., Kiranmayi, G. R., Madhavi, B., Karavadi, S., & Reddy, M. (2025). The Role of Impact of Assurance, Empathy, Responsiveness on Customer Satisfaction. *Journal of Informatics Education and Research*, 5(1). <https://doi.org/10.52783/jier.v5i1.2045>
- Renaldi, R., & Mulyati, D. S. (2022). Usulan Perbaikan Kualitas Pelayanan Restoran Menggunakan Metode SERVQUAL dan Kano. *Jurnal Riset Teknik Industri*, 109–116. <https://doi.org/10.29313/jrti.v2i2.1245>

- Rianmora, S., & Werawatganon, S. (2021). Applying Quality Function Deployment in Open Innovation Engineering. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 26. <https://doi.org/10.3390/joitmc7010026>
- Riyanto, K., & Satinah, S. (2023). Pengaruh Penetapan Harga, Kualitas Produk, dan Kualitas Pelayanan terhadap Kepuasan Pelanggan. *Jurnal Lentera Manajemen Pemasaran*, 1(01), 30–37. <https://doi.org/10.59422/lmp.v1i01.73>
- Rusito, R., & Diyah Intan Mawarni Putri. (2024). Implementasi QR Code untuk Sistem Informasi Pemesanan Menu pada Restoran Omah Gedhe Pandean Kaliwungu Berbasis Web. *LogicLink*. <https://doi.org/10.28918/logiclink.v1i2.9164>
- Sedayu, A., & Santoso, R. B. (2020). Customer Perspective by Integrating Kano Model and Quality Function Deployment Method into Cinema XXI: A Case Study from Semarang City Indonesia. *Economics, Management and Sustainability*, 5(2), 66–77. <https://doi.org/10.14254/jems.2020.5-2.4>
- Setiono, B. A., & Hidayat, S. (2022). Influence of Service Quality with the Dimensions of Reliability, Responsiveness, Assurance, Empathy and Tangibles on Customer Satisfaction. *International Journal of Economics, Business and Management Research*, 06(09), 330–341. <https://doi.org/10.51505/ijebmr.2022.6924>
- Setyawati, R. (2023). Pengaruh Kualitas Pelayanan terhadap Tingkat Kepuasan Konsumen. *Urnal Ekonomi, Keuangan Dan Manajemen*, 19(1). <https://doi.org/https://doi.org/10.30872/jinv.v19i1.2457>
- Shahzadi, H., Javed, A., Pirzada, S. S., Nasreen, S., & Khanam, F. (2018). Customer Satisfaction and Loyalty in the Hotel Industry: An Analysis of the SERVQUAL Model. *Journal of Business and Management*, 20(5), 117–131.
- Simatupang, R. Y., & Kurniawan, W. J. (2022). Pengukuran Kualitas Pelayanan Menggunakan Metode SERVQUAL pada Restoran Serbaraso. *Journal of Scientech Research and Development*, 4(1), 070–087. <https://doi.org/10.56670/jsrd.v4i1.41>
- Siraj, D., & Fikrah. (2020). Analisis Pengaruh Luas Lahan Parkir terhadap Pendapatan Pemilik Usaha Kafe dan Restoran di Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa*, 5(4), 222–233.
- Subakti, A. G. (2022). Pengaruh Menu Knowledge Pramusaji Terhadap Keterampilan Personal Selling di Restoran Cinnamon, Hotel Mandarin Oriental Jakarta. *Journal of Indonesian Tourism, Hospitality and Recreation*, 5(1), 39–52. <https://doi.org/10.17509/jithor.v5i1.46492>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suparwi. (2022). Kualitas Kinerja dalam Peningkatan Pelayanan di Hotel Sahid Jaya Surakarta. *Jurnal Ilmiah Pariwisata*, 1(3), 32–44. <https://doi.org/10.56910/nawasena.v1i3.388>
- Syakira, A. P., & Wolor, C. W. (2025). Analisis Layanan Prima pada Restoran Cepat Saji Subway Indonesia Mall Kota Kasablanka. *Jurnal Ilmiah Ekonomi Dan Manajemen*, 3(5), 246–252. <https://doi.org/10.61722/jiem.v3i5.4667>
- Tešić, D. (2020). Measuring dimensions of service quality. *Strategic Management*, 25(1), 12–20. <https://doi.org/10.5937/StraMan2001012T>
- Valentino, F., & Ekawati, S. (2025). Pengaruh Perceived Service Quality dan Perceived Price Fairness terhadap Consumer Loyalty pada Restoran X di

- Jakarta Barat Melalui Consumer Satisfaction. *Jurnal Manajerial Dan Kewirausahaan*, 7(2), 514–525. <https://doi.org/10.24912/jmk.v7i2.34008>
- Wahyuni, N. P. C., & Juniarta, P. P. (2023). Penerapan Hygiene dan Sanitasi di Kemiri Restoran. *Jurnal Ilmiah Pariwisata Dan Bisnis*, 2(9), 2116–2122. <https://doi.org/10.22334/paris.v2i9.555>
- Winanda, A. P., & Sriyanto. (2016). Analisis Kualitas Pelayanan Restoran Cepat Saji dengan Metode SERVQUAL (Service Quality) dan IPA (Importance Performance Analysis) (Studi Kasus Restoran Olive Fried Chicken). *Industrial Engineering Online Journal*, 5(4).