

## DAFTAR PUSTAKA

- A. (n.d.). Kuliner Penyumbang PDB Ekonomi Kreatif Terbesar. Retrieved May 06, 2020, from <https://databoks.katadata.co.id/datapublish/2018/02/28/kuliner-penyumbang-pdb-ekonomi-kreatif-terbesar>
- Acebron, L.B. & Dopico, D.C. 2000. The importance of intrinsic and extrinsic cues to expected and experienced quality : an empirical application for beef. *Food Quality and Preference*, 11(3), 229-238.
- Agus Mertayasa, I Gede. (2012). *Food and Beverage Service Operational*. Yogyakarta: Andi.
- Ahmed E Baiomy Eleri Jones dan Mark M H Goode. 2017. The influence of menu design, menu item descriptions and menu variety on customer satisfaction. A case study of Egypt. *Tourism and Hospitality Research* 0(0) 1–12
- Aminah, A. (2019, September 04). Industri Kuliner Penopang Terbesar Ekonomi Kreatif Indonesia. Retrieved May 04, 2020, from <https://republika.co.id/berita/pxb3ty384/industri-kuliner-penopang-terbesar-ekonomi-kreatif-indonesia>
- Bahattin ÖZDEMİR dan Oğuz NEBİOĞLU1. 2018. Use Of Menu Design Techniques: Evidences From Menu Cards Of Restaurants In Alanya, 6, (2), pp. 205-224
- Beldona, S., Buchanan, N., and Miller, B.L., 2014. Exploring the promise of e-tablet restaurant menus. *International Journal of Contemporary Hospitality Management*, 26(3), 367-382.
- Birdir, K., & Pearson, T. E. 2000. Research chefs' competencies : A Delphi approach. *International Journal of Contemporary Hospitality Management*, 12(3), 205209.
- Bowen, J.T., Morris, A.J., 1995. Menu design: can menus sell? *Int. J. Contemp. Hosp. Manag.* 7 (4), 4–9.
- Bungin, Burhan. 2011. *Metodologi Penelitian Sosial*. Surabaya: Airlangga Universiti Press
- C.S. Kincaid, D.L. Corsun *Are consultants blowing smoke? An empirical test of the impact of menu layout on item sales* *Int. J. Contemp. Hosp. Manag.*, 15 (4) (2003), pp. 226-231
- Chao, C. Y. 2010. *Catering HACCP Expertise of Health Management Research*. Unpublished master degree thesis university of Chinese Culture, Taiwan.
- Chen, K.H., & Shih, M.K. 2004. The investigation to the design menu effect on the fete day's ready to eat meal. *Journal of Hospitality and Home Economics*, 1(2), 174-202

- Choi, J.G., Lee, B., Mok, J., 2010. An experiment on psychological gaze motion: a re-examination of item selection behavior of restaurant customers. *J. Glob. Bus. Technol.* 6 (1), 68–79.
- Cohen, E., Ghiselli, R., Schwartz, Z., 2006. The effect of loss leader pricing on restaurant menus' product portfolio analysis. *J. Foodserv. Bus. Res.* 9 (1), 21–38.
- Dickinson, D.L., and Bailey, D. 2002. Meat Traceability : Are U.S. Consumers Willing to Pay for It? *Journal of Agricultural and Resource Economics*, 27(2), 348364.
- Drusch, S., Muller, M.J., & Alvensleben, R.V. 2005. Food quality and safety –Consumer perception and public health concern. *Food Control*, 16, 649-655.
- Endar, Sugiarto dan Sri Sulartiningrum, 1996, Pengantar Industri Akomodasi dan Restoran, Jakarta : Gramedia Pustaka Utama.
- Engelbrecht, K. (2019, October 16). *The Story Behind Amsterdam's Food Evolution*. Culture Trip. <https://theculturetrip.com/europe/the-netherlands/articles/the-story-behind-amsterdams-food-evolution/>.
- Fatimah, U.Z.A.U., Boo, H.C., Sambasivan, M., Salleh, R., 2011. Foodservice hygiene factors – the consumer perspective. *Int. J. Hosp. Manag.* 30, 38–45.
- Ghozali, Imam. 2013. Aplikasi Analisis Multivariatif dengan Program IBM SPSS 21 Update PLS Regresi. Semarang: Badan Penerbit Universitas Diponegoro
- Glanz, K., Resnicow, K., Seymour, J., Hoy, K., Stewart, H., Lyons, M., Goldberg, J., 2007. How major restaurant chains plan their menu: the role of profit, demand, and health. *Am. J. Prev. Med.* 32 (5), 383–388.
- Gregoire, Mary B. 2010. *Food Service Organizations: A Managerial and Systems Approach*. USA: Pearson Education.
- Iglesias, M.P., Guillen, M.J.Y., 2002. The components of total perceived price: an empirical analysis in restaurant services. *J. Foodserv. Bus. Res.* 5 (1), 1–22.
- Issa, Z. M., Fudzali, F. A., & Yusoff, N. M. 2018. Assessing the Attributes of Self-service Menu Tablet Ordering Towards Customer Satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 8(17), 267–289.
- John T. Bowen Anne J. Morris. 1995. Menu design: can menus sell. *International Journal of Contemporary Hospitality Management*, 7, (4) pp. 4 – 9.
- Jones, P., Mifli, M., 2001. Menu development and analysis in UK restaurant chains. *Tourism Hosp. Res.* 3 (1), 61–71.
- Julie A. C. and Siny J. 2007. Consumer Demand for Quality : Major Determinant for Agricultural and Food Trade in the Future? *Food Marketing Policy Center Research Report*, 97, 99-116
- Kelly, T.J., Kiefer, N.M., Burdett, K., 1994. A demand-based approach to menu pricing. *Cornell Hotel Restaur. Adm. Q.* 50 (3), 383–387.
- Kincaid, C.S., Corsun, D.L., 2003. Are consultants blowing smoke? An empirical test of the impact of menu layout on item sales. *Int. J. Contemp. Hosp. Manag.* 15 (4), 226–231.

- Kivela, J.J., 1997. Restaurant marketing: selection and segmentation in Hong Kong. *Int. J. Contemp. Hosp. Manag.* 9 (3), 116–123.
- Kotler, P. 2007. *Marketing management : Analysis, planning, implementation, and control* (10th Ed). New Jersey : Prentice-Hall.
- Kotschevar, L. H., & Withrow, D. 2008. *Management by menu*. New Jersey : WILEY
- Kuncoro, Mudrajat. 2009. *Metode Riset untuk Bisnis dan Ekonomi*. Jakarta : Erlangga.
- Kwon, E., & Mattila, A. 2017. “Comparing benefit and attribute based menu assortment: an exploratory study”, *Journal of Service Theory and Practice*, 27(1), 87-101.
- Kwong, L. Y. L. 2005. The Application of Menu Engineering and Design in Asian Restaurants. *International Journal of Hospitality Management*, 24(1), 91-106.
- Kwong, L.Y.L., 2005. The application of menu engineering and design in Asian restaurants. *Int. J. Hosp. Manag.* 24, 91–106.
- Kwong, L.Y.L., 2005. The application of menu engineering and design in Asian restaurants. *Int. J. Hosp. Manag.* 24, 91–106.
- Liu, S.H. 2004. Study on the association between the acquirement of accreditation of HACCP and the improvement of quality= based on the inflight catering industry in Taiwan. Unpublished master degree thesis university of National Taipei, Taiwan.
- Lockyer, T., 2006. Would a restaurant menu item by any other name taste as sweet? *FUI Hosp. Rev.* 24 (1), 21–31.
- Malik, Sandeep dan Kumar, Sanjeev. 2012. Factors Affecting Menu Planning In Hotels: A Study Of North India. *Innovative Journal of Business and Management*, 1, (6) Nov – Dec (2012) 97 – 101.
- Menteri Pariwisata dan Ekonomi Kreatif Republik Indonesia. 2014. Nomor 11 tahun 2014 tentang standar usaha restoran, *Berita Negara Republik Indonesia Tahun 2014 Nomor 968*
- Naipaul, S., Parsa, H.G., 2001. Menu price endings that communicate value and quality. *Cornell Hotel Restaur. Adm. Q.* 42 (1), 26–37.
- Ninemeier, J. D. 2005. *Management of Food and Beverage Operations*. New York : Educational Institute of the AHMA
- Olsen, J.R., Harmsen, H., & Friis, A. 2008. Linking quality goals and product development competences. *Food Quality and Preference*, 19, 33-42.
- Omar A.A. Jawabreh, Jordan Taghreed Al Jaffal, Haitham Abdelrazaq dan Rami Muneer Mahmoud. 2018. The Impact of Menus on the Customer Satisfaction in Restaurants Classified in Aqaba Special Economic Zone Authority (ASEZA). *Journal of Tourism, Hospitality and Sports* ISSN (Paper) 2312-5187 ISSN (Online) 2312-5179 An International Peer-reviewed Journal Vol.33, 2018
- Omar A.A. Jawabreh, Taghreed Al Jaffal, Haitham Abdelrazaq dan Rami Muneer Mahmoud. 2018. The Impact of Menus on the Customer Satisfaction in Restaurants Classified in Aqaba Special Economic Zone Authority (ASEZA). *Journal of Tourism, Hospitality and Sports*, 33, pp. 29-37.

- Ottenbacher, M., Harrington, R.J., 2007. The innovation development process of michelin-starred chefs. *Int. J. Contemp. Hosp. Manag.* 19 (6), 444–460.
- Ottenbacher, M., Harrington, R.J., 2009. The product innovation process of quick service restaurant chains. *Int. J. Contemp. Hosp. Manag.* 21 (5), 523–541.
- Ozdemir, Bahattin dan Caliskann, Osman. 2014. A review of literature on restaurant menus: Specifying the managerial issues. *International Journal of Gastronomy and Food Science* 2 (2014) 3–13
- Park, J.W. 2007. Passenger Perceptions of Service quality : Korean and Australian Case studies. *Journal of Air Transport Management*, 13, 238-242.
- Peneau, S., Hoehn, E., Roth, H.R., Escher, F., & Nuessli, J.2006. Importance and consumer perception of freshness of apples. *Food Quality and Preference*, 17(1-2), 9-19
- Prawiro, M. (2018, June 27). *Pengertian Wawancara Adalah, Tujuan, Jenis, Ciri-Ciri, Fungsi Wawancara.* Retrieved from [https://www.maxmanroe.com/vid/karir/pengertian-wawancara.html#1\\_lexy\\_j\\_moleong](https://www.maxmanroe.com/vid/karir/pengertian-wawancara.html#1_lexy_j_moleong).
- Raab, C., Mayer, K., Kim, Y.S., Shoemaker, S., 2009. Price-sensitivity measurement: a tool for restaurant menu pricing. *J. Tourism Hosp. Res.* 33, 93–105.
- Reichheld, F.F. and Scheffer, P. 2000. E-loyalty : Your Secret Weapon on the Röh, A., Lu'ddecke, A.,
- Reynolds, D., Merritt, E.A., Pinckney, S., 2005. Understanding menu psychology: an empirical investigation of menu design and customer response. *Int. J. Hosp. Tourism Adm.* 6 (1), 1–9.
- Roosen, J., Lusk, J. L., & Fox, J. A.2003. Consumer demand for and attitudes toward alternative beef labeling strategies in France, Germany and the UK. *Agribusiness*, 19, 77-90.
- Rosalin, Gita dan Soetanto, Tjia Ivone. 2006. Analysis Of The Customers' Preferences In Determining A Suitable Menu: A Case Study Of River Side Oriental Cuisine Restaurant. *Jurnal Manajemen Perhotelan*, 2, (2), September 2006: 57-67.
- Ruswandi, Bambang. 2008. *Diktat Perkuliahan Praktikum Statistika Multivariate.* Jakarta.
- Sanlier, N., Comert, M., Durlu-Ozkaya, F., 2010. Hygiene perception: condition of hotel kitchen staffs in Ankara, Turkey. *J. Food Saf.* 30, 415–431.
- Seo, S. & Shanklin, C.W. 2005. Using Focus Groups to Determine Specific Attributes That Influence the Evaluation of Quality Food and Service Quality in Continuing Care Retirement Communities. *Journal of Foodservice Business Research*, 8(1), 35-51.
- Setyorini, T. (2015, August 16). *Rijsttafel, jamuan gaya penjajah yang terkikis budaya nasional.* merdeka.com. <https://www.merdeka.com/gaya/rijsttafel-kuliner-indonesia-belanda-yang-terlupakan.html>.

- Shoemaker, S., Dawson, M., Johnson, W., 2005. How to increase menu prices without alienating your customers. *Int. J. Contemp. Hosp. Manag.* 17 (7), 553–568.
- Sujarweni, Wiratna. 2014. *SPSS Untuk Penelitian*. Yogyakarta: Pustaka Baru Press.
- Sujianto, Agus Eko. 2009. *Aplikasi Statistik dengan SPSS 16.0*. Jakarta: Prestasi Pustaka Publisher.
- Sulek, J.M. & Hensley, R.L.2004. The relative importance of food, atmosphere, and fairness of wait. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 235-247.
- Taylor, J., Brown, D.M., 2007. Menu analysis: a review of techniques and approaches. *FUI Hosp. Rev.* 25 (2), 74–82.
- Taylor, J., Reynolds, D., Brown, D.M., 2009. Multi-factor menu analysis using data envelopment analysis. *Int. J. Contemp. Hosp. Manag.* 21 (2), 213–225.
- Tika, Moh. Pabundu. 2006. *Metodologi Riset Bisnis*. Jakarta: PT. Bumi Aksara.
- Urban, G. L., Sultan, F. and Qualls, W. J. 2000. Placing Trust at the Center of Your Internet Strategy. *Sloan Management Review*, 42(Fall), 39-49.
- Walker, J. R. 2007. *The restaurant : From Concept to Operation* (5th ed.). Hoboken, N.J. : John Wiley and Sons.
- Wansink, B., Painter, J., Van Ittersum, K., 2001. Descriptive menu labels' effect on sales. *Cornell Hotel Restaur. Adm. Q.* 42 (6), 68–72.
- Wansink, B., Van Ittersum, K., Painter, J.E., 2005. How descriptive food names bias sensory perceptions in restaurants. *Food Qual. Prefer.* 16 (5), 393–400.
- Wen-Hwa Ko1 dan Fang-Rong Chen. 2016. A Study of the Factors on Menu Design for Airlines Catering. *Journal of Tourism and Hospitality Management* December 2016, Vol. 4, No. 2, pp. 88-105
- Worsfold, D., 2006. Consumer information on hygiene inspections of food premises. *J. Food Serv.* 17 (1), 23–31.
- Zhong, Yan (Grace) dan Ryu, Kisang. 2010. Determinants And Impacts Of Customers' Menu Choice Regarding The Familiarity in The Authentic Chinese Restaurant Context. *International CHRIE Conference-Refereed Track, Event 21*. Dari website: [https://scholarworks.umass.edu/refereed/CHRIE\\_2010/Friday/21](https://scholarworks.umass.edu/refereed/CHRIE_2010/Friday/21)