

DAFTAR PUSTAKA

- Abnur, A., Pariwisata Batam, P., & Edy Wibowo Magister Terapan Perencanaan dan Pengembangan Pariwisata, A. (2022). Perbedaan Kinerja Kualitas Layanan Karyawan Restoran Sederhana Dan Nasi Kapau The Vitka City Complex.
- Ajzen, I. (1991). *The theory of planned behavior. Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Alfayet, M. I., & Juniartika, S. (2025). Nasi Kapau Sebagai Identitas Kuliner Minangkabau: Sejarah Dan Filosofinya. *Jurnal Pariwisata Tawangmangu*, 3(1), 32–37. <https://doi.org/10.61696/juparita.v3i1.560>
- Bailey, C. J., Drummond, M. J., & Ward, P. R. (2019). *Food literacy programmes in secondary schools: a systematic literature review and narrative synthesis of quantitative and qualitative evidence. Public Health Nutrition*, 22(15), 2891–2913. <https://doi.org/10.1017/S1368980019001666>
- Farzin, M., Bagheri Abbassalikosh, A., Sadeghi, M., & Makvandi, R. (2023). *The effect of sensory brand experience and brand equity on WTP a price premium in Iranian fast food restaurants: Mediating role of eWOM. Journal of Foodservice Business Research*, 26(3), 528–548. <https://doi.org/10.1080/15378020.2021.2017212>
- Franky, F., & Syah, T. T. Y. R. (2023). *The Effect of Customer Experience, Customer Satisfaction, and Customer Loyalty on Brand Power and Willingness to Pay a Price Premium. Quantitative Economics and Management Studies*, 4(3), 437–452. <https://doi.org/10.35877/454ri.qems1639>
- Ghozali, H, I. (2021). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26. In *Badan Penerbit Universitas Diponegoro*
- Hidayatullah, S., Waris, A., & Devianti, R. C. (2018). Perilaku Generasi Milenial dalam Menggunakan Aplikasi Go-Food. *JURNAL MANAJEMEN DAN KEWIRAUSAHAAN*, 6(2). <https://doi.org/10.26905/jmdk.v6i2.2560>
- Imanika, T. P. N., & Albari. (2022). Peran Persepsi Keunikan, Kredibilitas Merk, dan Pengalaman Merk terhadap Kemauan Konsumen Membayar Harga Premium. *Jurnal Mahasiswa Bisnis & Manajemen*, 01(03), 1–15. <https://journal.uui.ac.id/selma/index>
- Jannah, C., & Alhazami, L. (2022). Pengaruh Kualitas Pelayanan, Persepsi Harga, Cita Rasa Dan Variasi Produk Terhadap Kepuasan Konsumen Cv. Sumber Garuda Mas. *Jurnal Riset Rumpun Ilmu Ekonomi (Jurrie)*, 1(Pengaruh Kualitas Pelayanan, Persepsi

Harga, Cita Rasa Dan Variasi Produk Terhadap Kepuasan Konsumen CV. Sumber Garuda Mas), 29–46.

- Kesumahati, E., Marco, A. C., & Yuwono, W. (2026). Pengaruh *Social Media Marketing, Product Quality, Price, Brand Image*, dan E-WOM Melalui Trust terhadap Willingness to Pay Makanan Impor Premium. *Ekonomis: Journal of Economics and Business*, 10(1), 71. <https://doi.org/10.33087/ekonomis.v10i1.2737>
- Konuk, F. A. (2019). *Consumers' willingness to buy and willingness to pay for fair trade food: The influence of consciousness for fair consumption, environmental concern, trust and innovativeness*. *Food Research International*, 120, 141–147. <https://doi.org/10.1016/j.foodres.2019.02.018>
- Kuppelwieser, V. G., & Klaus, P. (2021). *Measuring customer experience quality: The EXQ scale revisited*. *Journal of Business Research*, 126, 624–633. <https://doi.org/10.1016/j.jbusres.2020.01.042>
- Lemon, K. N., & Verhoef, P. C. (2016). *Understanding Customer Experience Throughout the Customer Journey*. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Majid, M. A. A., Samsudin, A., Noorkhizan, M. H. I., Zaki, M. I. M., & Bakar, A. M. F. A. (2018). *Service Quality, Food Quality, Image and Customer loyalty: An Empirical Study at a Hotel Restaurant*. *International Journal of Academic Research in Business and Social Sciences*, 8(10). <https://doi.org/10.6007/IJARBS/v8-i10/5310>
- Manggala, H., Adirinekso, G. P., & Si, M. (2020). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Kepuasan Konsumen Dengan Keputusan Pembelian Sebagai Variabel Mediasi (Studi Pada Shaburi Kelapa Gading). *Jurnal Ilmu Manajemen*, 19(1), 39–53.
- Mbama, C. I., Ezepue, P., Alboul, L., & Beer, M. (2018). *Digital banking, customer experience and financial performance*. *Journal of Research in Interactive Marketing*, 12(4), 432–451. <https://doi.org/10.1108/JRIM-01-2018-0026>
- Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F. (2004). *Developing and validating measures of facets of customer-based brand equity*. *Journal of Business Research*, 57(2), 209–224. [https://doi.org/10.1016/S0148-2963\(01\)00303-4](https://doi.org/10.1016/S0148-2963(01)00303-4)
- Nugraheni, S., Saryani, & Prasetyanto, H. (2025). Melestarikan Kuliner Tradisional Yogyakarta: Peran STP AMPTA dalam Pariwisata Berkelanjutan. *Gastronomy*, 4(1), 50–60. <https://doi.org/10.36276/gastronomyandculinaryart.v4i1.836>

- Nurhayati, A., & Nurhalimah, N. (2019). Pengaruh Kualitas Pelayanan Dan Nilai Pelanggan Terhadap Kepuasan Pelanggan. *Eqien: Jurnal Ekonomi Dan Bisnis*, 6(2), 1–5. <https://doi.org/10.34308/eqien.v6i2.93>
- Prentice, G., Brady, J., & McLaughlin, C. (2018). *Education Service Quality, Value and Satisfaction on Student Customer Intentions and Behaviour. DBS Business Review*, 2. <https://doi.org/10.22375/dbr.v2i0.27>
- Purwanto, H., Sidanti, H., Sucihati, T. B., Juliyanti, W., & Hapsari, E. D. (2025). Pemberdayaan Pelaku UMKM melalui Sosialisasi Branding, Digital Marketing, dan Fotografi Konten Publik di Desa Plumpungrejo, Wonoasri, Kabupaten Madiun. *Jurnal Pengabdian Masyarakat Bangsa*, 3(10), 5801–5807. <https://doi.org/10.59837/jpmmba.v3i10.3619>
- Puspitaweni, R., Rini, E. S., & Sembiring, B. K. F. (2021). *The Influence of Product Quality and Price on Customer Loyalty of Telkomsel Users through Customer Satisfaction in Medan City. International Journal of Research and Review*, 8(12), 580–586. <https://doi.org/10.52403/ijrr.20211270>
- Ryu, K., & Lee, J.-S. (2017). *Examination of Restaurant Quality, Relationship Benefits, and Customer Reciprocity From the Perspective of Relationship Marketing Investments. Journal of Hospitality & Tourism Research*, 41(1), 66–92. <https://doi.org/10.1177/1096348013515919>
- Schmitt, B. (1999). *Experiential Marketing. Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Sugiyono. (2023). *Metode penelitian kuantitatif, kualitatif dan R&D*.
- Wijaya, V. (2021). *Pengaruh Sensory Marketing Terhadap Willingness To Pay A Premium Price Melalui Brand Experience Sebagai Variabel Intervening Studi Kasus Starbucks*.
- Yu, W., Han, X., & Cui, F. (2022). *Increase consumers' willingness to pay a premium for organic food in restaurants: Explore the role of comparative advertising. Frontiers in Psychology*, 13(August), 1–14. <https://doi.org/10.3389/fpsyg.2022.982311>
- Zeithaml, V. A., Jaworski, B. J., Kohli, A. K., Tuli, K. R., Ulaga, W., & Zaltman, G. (2020). *A Theories-in-Use Approach to Building Marketing Theory. Journal of Marketing*, 84(1), 32–51. <https://doi.org/10.1177/0022242919888477>