

DAFTAR PUSTAKA

- Babin BJ, DarenWR, Griffin M, (1994), “Work and/or fun: Measuring hedonic and utilitarian shopping value”, *J. Consum, Res.* 20:644-656.
- Baron K.E., Frazier P.A., Tix A.P., (2004), “Testing Moderator and Mediator Effects in Counseling Psychology Research”, *Journal of Counseling Psychology*, Vol. 51, no. 1, 115-134.
- Ghozali, Imam, 2011. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19*, Edisi Kelima, Badan Penerbit Universitas Diponegoro, Semarang.
- Ha J, Jang S., (2010), “Perceived value, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurant”, *Int. J. Hosp. Manag.* 29:2-13
- Hanzaee, K. H., and Rezaeyeh, S. P., (2012), “Investigation of the effects of hedonic value and utilitarian value on customer satisfaction and behavioral intentions”, *African Journal of business management*, Vol. 7(11), pp. 818-825.
- Hirschman. E.C. and Holbrook. M. B., (1982), “Hedonic consumption: emerging concepts, Methods, and Propositions”, *Journal Of Marketing*, Vol 46. 92-101.
- Kotler dan Keller, (2012), *Marketing Management Edisi 14*, Global Edition. Pearson Prentice Hall.
- Mowen, John C. dan Minor, Michael, (2002), *Perilaku Konsumen Edisi 5*, Alih bahasa: Dwi Kartini Yahya, Jakarta: Erlangga.
- Overby, J.W. and Lee, E.J. (2006). “The effects of utilitarian and hedonic online shopping value on consumer preference and intentions”. *J Business Research*, 59: 1160-1166.
- Park, Cheol. (2004). “Efficient or enjoyable? Consumer values of eating-out and fast food restaurant consumption in Korea”. *International journal of Hospitality Management* 23. 87-94.
- Peter, J. P. dan Olson, J. C. (2014) *Perilaku konsumen dan strategi pemasaran*, terjemahan Diah Tantri Dwiandani. Edisi 9 Buku 2. Salemba Empat. Jakarta.
- Rahmawati, A., Fajarwati, Fauziyah, (2012), Statistika, Yogyakarta, Badan Penerbit Universitas Muhammadiyah Yogyakarta.
- Rangkuti, Freddy, (2003), *Riset Pemasaran*, Edisi 6, Jakarta, Gramedia Pustaka Utama.

- Ryu, K., Han, H., & Jang, S. (2010). "Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry". *International Journal of Contemporary Hospitality Management*, 22(3), 416-432.
- Sekaran, Uma. (2006). *Research Methods For Business*. Jakarta: Salemba Empat.
- Sugiyono, (2014), *Metode Penelitian Manajemen*, cetakan ke-3, Bandung, ALFABETA CV.
- Tjiptono, Fandy. (2011). *Pemasaran Jasa*. Malang: Bayumedia Publishing.
- Tjiptono, Fandy. (2008). *Strategi Pemasaran*. Yogyakarta: ANDI OFFSET (Percetakan ANDI) CV.
- Widjaja, Bernard. (2009). *Life Style Marketing, Servlist: Paradigma Baru Pemasaran Bisnis Jasa dan Life Style*, Jakarta: Penerbit Gramedia Pustaka Utama.

Website:

- Thenu, Santos. (2014). <http://swa.co.id/HEADLINE/CAUSAL-DINNING-RESTAURANT-LEBIH-TANGGUH-KETIMBANG-FASTFOOD> Diakses tanggal 18 September 2015 pukul 20.25 WIB.
- <http://www.tribunnews.com/bisnis/2014/04/02/dalam-5-tahun-jumlah-restoran-kelas-menengah-tumbuh-250-persen>. Diakses tanggal 18 September 2015 pukul 20.14 WIB.
- <http://ventrasys.blogspot.co.id/2009/08/jenis-jenis-restaurant-part-1.html>. Diakses tanggal 12 September 2015 pukul 20.15 WIB.
- http://yogyakarta.bps.go.id/website/brs_ind/brsInd-20150407083541.pdf Diakses tanggal 8 Oktober 2015 pukul 14.15 WIB.
- Tambun, Sihar. (2013). <http://id.scribd.com/doc/285161584/5-Modul-SPSS-Intervening-Variabel-Data-Primer#scribd> diakses pada tanggal 20 Desember 2015 pukul 20.23 WIB
- Marsum. (1994). <http://interior-hanasasti.blogspot.co.id/2012/05/jenis-jenis-restaurant-dan-hotel.html>. Diakses pada tanggal 11 februari 2016 pukul 15.34 WIB.