

DAFTAR PUSTAKA

- Alma, B. (2014). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Penerbit Alfabeta.
- Ardiansyah, I., & Magdalena, V. (2018). Strategi Pengembangan Bisnis Berbasis Menu Engineering Di Kambing Soon Resto and Café Bandung. *Jurnal Fame*, 1(1), 1–19.
- Arikunto, & Suharsimi. (2002). *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
- Assauri, S. (2005). *Manajemen Pemasaran Dasar Konsep dan Strategi*. Jakarta: Raja Grafindo Persada.
- Coltman, M. M., & Jagel, M. G. (2001). *Hospitality Management*. Canada: John Wiley & Sons, Inc.
- Dittmer, P. (2003). *Principles of Food, Beverage, and Labor Cost Control 7th ed*. New York: John Wiley & Sons.
- Drydale, J., & Aldrich, J. (2002). *Profitable Menu Planning*. New Jersey: Prentice Hall.
- Jagels, M. G., & Ralston, C. E. (2007). *Hospitality Management Accounting*. New Jersey: John Wiley & Sons.
- Jones, P., & Miffl, M. (2017). Development and Analysis in UK Restaurant Chains. *Tourism and Hospitality Research*.
- Kasavana, M., & Donald, I. (1982). *Menu Engineering*. Miami: Hospitality Publication.
- Kotler, & Amstrong. (2019). *Manajemen Pemasaran. Edisi Ketiga Belas*. Jilid Pertama. Penerbit Erlangga. Jakarta.
- Kotler Philip, & Amstrong. (2003). *Manajemen Pemasaran*. Jakarta: Salemba Empat.
- Kotschevar, L., & Withrow, D. (2008). *Management by Menu*. Hoboken: John Wiley & Sons Inc.
- Miller, J., Hayes, D., & Dopson, L. (2002). *Food and Beverage Cost Control*. New York: John Wiley & Sons.
- Ninemeier, J. D., & Hayes, D. (2011). *Restaurant Operations Management*. New Jersey: Prentice Hall.
- Nonto. (2006). You are what you invest. *Majalah Pengusaha*.
- Nurdin, I., & Hartati, S. (2019). *Metodelogi penelitian sosial*. Surabaya: Media Sahabat Cendikia.
- Scanlon, N. L. (2000). *Catering Management*. New York: John Wiley & Son.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. ALVABETA.
- Supriyono., W. (2012). Hubungan Antara Service Quality dengan Kepuasan Konsumen di Restoran X. *Jurnal Agribisnis Dan Pengembangan Wilayah*, 3(2), 56–70.
- Suyono, J. (2004). *Food Service Management*. Bandung: Enhaii Press.
- Tom, M., & Annaraud, K. (2017). *A fuzzy multi-criteria decision making model for menu engineering*. IEEE International Conference on Fuzzy Systems.
- Walker, J. R. (2011). *The Restaurant: From Concept to Operation (Vol. 6)*. New Jersey: John Wiley&Sons.