

DAFTAR PUSTAKA

- Alamsyah, A.N., Chandra, M.S., Rachmawati, B., 2024. Transformasi Layanan Catering dengan Aplikasi Evalofood. *Nanggroe : Jurnal Pengabdian Cendikia* 3, 12–23. <https://doi.org/10.5281/ZENODO.13255955>
- Anggraeni, R.S., & Sisdianto, E., 2024. Implementasi Tata Kelola Perusahaan Pada Bisnis Katering. *Jurnal Media Akademik* 2, 1-16.
- Artamevia, S., & Moeliono, N.N.K., 2022. Analisis Profil Konsumen Pada Usaha Ferry Katering di Masa Pandemi. *Jurnal Bisnis dan Akuntansi* 12, 32–48. <https://doi.org/10.24929/feb.v12i1.1506>
- Aulia, D., Hafizi, M.R., 2022. What Drives Customer Satisfaction in Catering: Evidence from Palangka Raya. *Jurnal A-Qardh* 7, 135–150. <https://doi.org/10.23971/jaq.v7i2.5866>
- Badan Pusat Statistik, 2023. *Statistik Penyediaan Makanan dan Minuman*. Badan Pusat Statistik, Jakarta.
- BCG & OJK, 2020. *Bagaimana Umkm & Perbankan Dapat Sukses Di Era Disrupsi Ekonomi & Digital*. Departemen Penelitian Dan Pengaturan Perbankan.
- Candra, A., 2025. *Dasar-dasar Teknik Industri: Konsep, Aplikasi, dan Contoh Penerapan*. KBM Sastrabook, Yogyakarta.
- Dinas Koperasi dan UKM DIY, 2025. *UMKM – Koperasi dan UKM*. Diakses pada tanggal 14 Maret 2025, https://bapperida.jogjaprovo.go.id/dataku/data_dasar/index/107-umkm?id_skpd=44
- Dwiastuti, S., & Isaskar., 2012. *Ilmu Perilaku Konsumen*. Elektronik Pertama dan Terbesar Indonesia, Malang.
- Entas, D., Murhadi, Wachyuni, S.S., Suheryadi, H., Harwindito, B., Arimbawa, I.G.A.P.A., Gunawan, R., Ratony, H., Kuntaran, W., & Utomo, W., 2024. *Manajemen Katering Dalam Industri Tambang*. Widina Media Utama, Bandung, Jawa Barat.
- Fadhlan, M.A., Sedayu, A., & Kusuma, P.J., 2024. Analisis Model Kano Pada Tingkat Kepuasan Pelanggan (Studi Kasus Pada Front One Hotel Semarang). *Jurnal DIMENSI* 13, 490–501.
- Fortino, A., 2025. *Data Analysis for Business Decisions*. De Gruyter, Boston.

- Fu, W., Choi, E.-K., & Kim, H.-S., 2022. Text Mining with Network Analysis of Online Reviews and Consumers' Satisfaction: A Case Study in Busan Wine Bars. *Information* 13, 127. <https://doi.org/10.3390/info13030127>
- Hardilawati, W.L., 2020. Strategi Bertahan UMKM di Tengah Pandemi Covid-19. *Jurnal Akuntansi & Ekonomika* 10, 89–98.
- Hartono, M., 2021. *Kansei Engineering di Industri Jasa: Sebuah Pendekatan Ergonomi Kontemporer*. Media Nusa Creative (MNC Publishing), Malang.
- Hartono, M., 2020. The modified Kansei Engineering-based application for sustainable service design. *International Journal of Industrial Ergonomics* 79, 102985. <https://doi.org/10.1016/j.ergon.2020.102985>
- Hartono, M., & Santoso, A., 2018. Kansei engineering-based robust design model for logistics services. *MATEC Web Conf.* 204, 03009. <https://doi.org/10.1051/mateconf/201820403009>
- Hartono, M., Chuan, T.K., 2011. How the Kano model contributes to Kansei engineering in services. *Ergonomics* 54, 987–1004. <https://doi.org/10.1080/00140139.2011.616229>
- Imanuel, B.H., & Tanoto, 2019. Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Di PT Hastaco Tour and Travel. *AGORA* 7.
- Jazuli, M., Samanhudi, D., & Handoyo, 2020. Analisis Kualitas Pelayanan Dengan Servqual Dan Importance Performance Analysis di PT. XYZ. *Juminten: Jurnal Manajemen Industri dan Teknologi* 01, 67–75.
- Kahraman, C., Cebeci, U., & Ruan, D., 2004. Multi-attribute comparison of catering service companies using fuzzy AHP: The case of Turkey. *International Journal of Production Economics* 87, 171–184. [https://doi.org/10.1016/S0925-5273\(03\)00099-9](https://doi.org/10.1016/S0925-5273(03)00099-9)
- Kotler, P., & Keller K.L., 2012. *Marketing Management Edition 14th*. Pearson Education Inc, New Jersey.
- Kotler, P & Keller, K., 2006. *Marketing Management*. Pearson Education Inc, New Jersey.
- Kurniasih, D., 2021. *Kepuasan Konsumen, Studi terhadap Word Of Mouth, Kualitas Layanan dan Citra Merk*. Bintang Sembilan Visitama, Banten.
- Nanincova, N., 2019. Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Noach Cafe And Bistro. *AGORA* 7.

- Novi Purnama, S., Ade, I., Maharani, D., & Fadhillah, F., 2024. Implementasi Kansei Engineering dalam Menentukan Konsep Pengembangan Kemasan Rujak Buah Potong. *INTECH* 10, 9–18. <https://doi.org/10.30656/intech.v10i1.7832>
- Özkul, E., Bilgili, B., & Koç, E., 2020. The Influence of the color of light on the customers' perception of service quality and satisfaction in the restaurant. *Color Research & Application* 45, 1217–1240. <https://doi.org/10.1002/col.22560>
- Saputra, A.D., 2018. Pengaruh Kualitas Layanan dan Nilai Pelanggan terhadap Kepuasan Pelanggan PT Millenium Penata Futures Malang. *JAMIN* 1, 75. <https://doi.org/10.47201/jamin.v1i1.7>
- Sari, D.N., & Fahmi, M.A., 2023. Analisis Atribut Layanan Kursus Terhadap Kepuasan Konsumen Menggunakan Metode Kano dan Value Stream Mapping (Studi Kasus Alifia Institut, Kampung Inggris Pare). *Journal of Entrepreneurship, Management, and Industry (JEMI)* 6, 1–18.
- Simanjuntak, R.A., Khasanah, R., Jonilar Virgilio Ada, R., 2021. Penerapan Integrasi Servqual, Kano Model, Dan Kansei Engineering Pada Layanan Choco Fruita Cafe. *Jurtek* 14, 158–163. <https://doi.org/10.34151/jurtek.v14i2.3330>
- Sinaga, C.P.D., 2021. Peningkatan Kualitas Produk Dan Pelayanan Untuk Kepuasan Konsumen di Sanita Katering Semarang. *Gemawisata* 17, 100–111. <https://doi.org/10.56910/gemawisata.v17i2.164>
- Soesana, A. *et al.*, 2023. *Metodologi Penelitian Kuantitatif*. Yayasan Kita Menulis, Medan.
- Sugiyono, 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta, Bandung.
- Sukwadi, R., Muafi, & Sanjaya, H.P., 2018. Incorporating Kansei Engineering Into Service Quality Tools To Improve The Airline Services. *International Journal for Quality research* 12, 297–316.
- Sukwadi, R., Suprata, F., Indriati, K., & Ratisan, A.F., 2020. Membangun Customer Relationship Management Melalui Pendekatan Model Integrasi Dineserv dan Kansei Engineering. *Prosiding Seminar Nasional Pakar*. <https://doi.org/10.25105/pakar.v0i0.6787>
- Tan, K.C., Pawitra, T.A., 2001. Integrating SERVQUAL and Kano's model into QFD for service excellence development. *Managing Service Quality: An International Journal* 11, 418–430. <https://doi.org/10.1108/eum0000000006520>

- Tjiptono, F., & Candra, G., 2016. *Service, Quality and Satisfaction Edisi 4*. Andi Offset, Yogyakarta.
- Tjiptono, F., 2022. *Service Management: Mewujudkan Layanan Prima*. Andi Offset, Yogyakarta.
- Tondong. H.E. *et al.*, 2024. *Buku Ajar Metodologi Penelitian Bidang Kesehatan*. PT. Sonpedia Publishing Indonesia, Jambi.
- Trianasari, E., & Yuniwati, I., 2021. Pengembangan Kuesioner Efektivitas Pembelajaran Daring Mata Kuliah Bahasa Inggris Politeknik Negeri Banyuwangi. *Seminar Nasional Terapan Riset Inovatif (SENTRINOV)* 7.
- Udayalakshmi, C., & Sridevi, J., 2023. Service quality models: A review with respect to fast food restaurants. *BIJSSHR* 2, 92–96. <https://doi.org/10.54646/bijsshr.2023.30>
- Ummi, N., Wahyuni, N., & Apriadi, I., 2021. Analysis of Service Quality on Customer Satisfaction Through Importance Performance Analysis and KANO Model. *JISS UNTIRTA* 6, 174. <https://doi.org/10.36055/62013>
- Vanesa, D., Firman, F., & Mesta, H.A., 2020. Analisis Peningkatan Kualitas Pelayanan Pasien Menggunakan Metode SERVQUAL dan Importance Performance Analysis (IPA). *JKMW* 2, 28. <https://doi.org/10.24036/jkmw0284900>
- Wahyuni, E., 2021. Pengaruh Komunikasi Dan Promosi Pemasaran Terhadap Kepuasan Konsumen Pada PT. Mineral Medan. *Jurnal Ilmiah Kohesi* 5.
- Walden, D., 1993. Kano's Methods for Understanding Customer-defined Quality. *The Center for Quality of Management Journal*. 2, 4.
- Wijaya, T., 2019. *Manajemen Kualitas Jasa*. PT Indeks, Jakarta.
- Yatma, A., 2013. Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Keputusan Konsumen Menggunakan Jasa Anjani Katering di Tenggarong. *Ekonomia* 2, 59–65.
- Zahidah, U., Sitio, R.P., 2022. Descriptive Analysis of Catering Service Satisfaction: A Case Study of CV. Tidar's Catering. *International Journal of Digital Entrepreneurship and Business (IDEB)* 3, 102–114. <https://doi.org/10.52238/ideb.v3i2.89>