

## DAFTAR PUSTAKA

- Ali. H. (2008). *Marketing*. Yogyakarta, Penerbit MedPress, ISBN : 978-979-788-148-1.
- Arikunto. (2006). *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta : PT. Rineka Cipta.
- Badan Pusat Statistik (2018), Laporan Bulanan Data Ekonomi Data Sosial Ekonomi Strategis (versi elektronik).
- Badan Pusat Statistik (2018), Statistik Indonesia (*Statistical yearbook of Indonesia*). Katalog 1101001 (versi elektronik).
- Brown, S., Bessant, J. dan Lamming, R (2013). *Strategic Operation Management*, 3rd edition. Routledge.
- Bruce, Margaret., dan Biemans, Wim G. 2005. *Product Development: Meeting The Challenge of Design-Marketing Interface*. West Sussex: Wiley.
- Caralli, R.A., et al. (2004). The Critical Success Factor Method: Establishing a Foundation for Enterprise Security Management. *SEI Joint Program Office Carnegie Mellon Software Engineering Institute*, 9-30.
- Cooper, Robert G. (1993). *Winning at New Products*, 2nd edition. Addison-Wesley, Reading.
- Coppola, A. (1997). Quality Function Deployment. *Selected Topics in Assurance Related Technologies*, Vol. 4 No. 1, 1-4.
- Crawford, M. dan Di Benetto, A. 2010. *New Product Management*, 10th edition. New York: McGraw Hill.
- Earle, Mary., Earle, Richard., and Anderson, Allan. (2001). *Food Product Development*, CRC Press, Boca Raton.
- Effendi, R. 1996. *Marketing*. Malang : IKIP Malang.
- Ghozali, Imam. 2016. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 2*, (Edisi 8). Cetakan ke VIII. Semarang : Badan Penerbit Universitas Diponegoro.
- Grunert, K. G., Verbeke, W., Kügler, J. O., Saeed, F., Scholderer, J. (2011). Use of Consumer Insight In The New Product Development Process In The Meat Sector. *Meat Science*, 89, 251-258.
- Heizer, J. dan Render, B., (2017). *Operation Management Sustainability and Supply Chain Management*, 12nd edition. Pearson.

- Herrmann, A., Huber, F., Algesheimer, R., and Tomczak, T. 2006. *An Empirical Study of Quality Function Deployment on Company Performance*.
- Hill, R. (1998). What sample size is “enough” in internet survey research?. *Interpersonal Computing and Technology: An Electronic Journal for the 21st Century*, 6, 3-4.
- Hjalager, A.(2010), A review of innovation research in tourism. *Tourism Management*, 31, no.1, pp. 1-12.
- Iorgulescu, M.C., Sidonia Rvar, A. (2013): *Measuring Manager’s Perception of Innovation in the Restaurant Industry*. *Procedia Economics and Finance*, vol. 6, pp. 512-552.
- Jaekwon Chung dan Dong Li, (2013) "The prospective impact of a multi- period pricing strategy on consumer perceptions for perishable foods", *British Food Journal*, Vol. 115 Issue: 3, pp.377-393.
- Johnson & Wales University. (2010). *Culinary Essentials*, 2nd edition. Glencoe/McGraw Hill, California.
- Jose, S.G., dan E.G.Gonzales. (2012). *The Effect of Intellectual Capital and innovation on competitiveness : An analisys of the restoran industry in Guadalajara, Meksixo*, *ACR*, 20(3), 33-46 Parkman, I. D.
- Kasmo dan Arief Bowo Prayoga. (2009). *Modul Seri 7 Pemasaran Strategik: Rencana Produk Baru*. Universitas Mercu Buana.
- Kaulio, M. A., Karlsson M. I. C. (1998). Triangulation Strategies In User Requirements Investigations: A Case Study On The Development of an IT-mediated Service. *Behaviour & Information Technology*, Vol. 17, No. 2, 103-112.
- Kotler, K. dan Keller, K.L(2016). *Marketing Management*, 15th edition. Pearson
- Kuncoro, M. (2006). *Strategi, Bagaimana Meraih Keunggulan Kompetitif*, Jakarta, Penerbit Erlangga, ISBN : 979-781-241-3.
- Lasztity, R. (2009). *Food Quality and Standards*, Vol. II, EOLSS Publishers, Oxford.
- Lopez, D., Garcia, L.C, dan Alvares, N. G (2018), “Corporate governance and innovation: a theoretical review,” *European Journal of Management and Business Economics*.

- Majava, Jukka, Nuotilla, Jouko, Haapasalo, Harri, Law, dan Kris M. Y. (2013). Customer Needs in Market-Driven Product Development: Product Management and R&D Standpoints. *Journal of Technology and Investment*. Vol. 5. No. 4, November 2014, p 16-25.
- Mazur, Glenn H. (1994). QFD for Small Business: A Shortcut Through The “Maze of Matrices”. *6th International Symposium on QFD*. QFD Institute, Michigan.
- Moskowitz, Howard R., Porretta, Sebastiano., and Silcher, Matthias. (2005). *Concept Research in Food Product Design and Development*. Blackwell Publishing, Iowa.
- Muller, C.C. (1999) : The business of restaurants: 2001 and beyond. *Hospitality Management*, vol. 18, pp. 401-413.
- Muller, C. C., Woods, R. H. 1994. An Expanded Restaurant Typology. *Cornell Hotel and Restaurant Administration Quarterly*. Vol.35 No.3, p.27- 37.
- Ninemeier, J.D. dan Perdue, J. (2005), *Hospitality Operations: Careers in the World's Greatest Industry*, Pearson Education, Upper Saddle River, NJ.
- Nunnally, Bernstein, I.H. 1994. *Psychometric Theory*, Edisi ke 3. New York : McGraw Hill.
- Oliviera, H. dan Ana, C. (2018), “Innovation practicess in small Technology-based companies during incubation and post-incubation period”, *Journal & Management Review*, Vol. 15 Issue : 2, pp. 174 – 188.
- Ottenbacher, M. dan Harrington, R.J. (2009) "The product innovation process of quick- service restaurant chains", *International Journal of Contemporary Hospitality Management*, Vol. 21 Issue: 5, pp.523-541.
- Ozer, M., 1999, A survey of new product evaluation models, *Journal of Production Innovation Management*, 16: 77-94.
- PB Triton, SPSS 13.0 *Terapan. Riset Statistik Parametrik*, Jogjakarta : Andi Ofset, 2005; 256
- Renata,V. dan Marcos, O. (2018), “Does innovation make a difference?: An analysis of the performance of micro and small enterprises in the foodservice industry”, *Journal of Innovation & Management Review*, Vol. 15 Issue:2, pp.137-154

- Robertson, G.L. (2013), *Food Packaging: Principles and Practice*, CRC Press, Boca Raton, FL, pp. 1-8.
- Savov, A.V., and Kouzmanov, G.B. (2009). Food Quality and Safety Standards at A Glance. *Bioeconomics*, 1462–1468.
- Samuel, H. dan Helder, S. (2012), Creative industries: Aligning Entrepreneurial Orientation and Innovation Capacity, *Journal of Research in Marketing and Entrepreneurship*, 14(1), 95-114.
- Schaffner, D.J., Shroder, W.R. and Earle, M.D. (1998). *Food Marketing: An International Perspective*. WCB McGraw-Hill, New York.
- Sekaran, Uma., dan Roger Bougie (2009), *Research Methods for Business: A Skill Building Approach*, 5th edition, UK: John Wiley and Sons Ltd.
- Shadaq, M. dan Ishaq, A. (2018), “Prospect for Efficiency Analysis of Exporting and Non-Exporting Pakistani Firms”, *Policy Perspective*, Vol. 15 Issue : 2, pp. 25-39.
- Silayoi, P. and Speece, M. (2004), “Packaging and purchasing decisions: an exploratory study on the impact of involvement level and time pressure”, *British Food Journal*, Vol. 66 No. 8, pp. 607-628.
- Soroka, W. (2002), *Fundamentals of Packaging Technology*, 3rd ed., IOPP, Naperville, IL.
- Srivastava, S., Sultan, A., dan Chasthti, N. (2017), “Influence of innovation competence on firm level competitiveness: an exploratory study”, *Asia Pacific Journal of Innovation and Entrepreneurship*, Vol.11 Issue : 1, pp.63-75
- Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Bandung: Alfabeta.
- Suchánek, Petr., Richter Jiří., Králová, Maria. (2017). Customer Satisfaction with Quality of Products of Food Business. *Prague Economic Papers*, 26(1), 19-35.
- Thompson, Peteraf, Gamble, dan Strickland (2018). *Crafting & Executing Strategy The Quest for Competitive Advantage Concept and Case*, 21st edition. McGraw- Hill Education International Edition.
- Tidd, Joe; Bessant, John (2009). *Managing Innovation: Integrating Technological, Market and Organizational Change 4e - first ed. with Keith Pavitt*. Chichester: Wiley.

- Tjiptono, F dan Diana, A. (1995), *Total Quality Management*, Andi Offset, Yogyakarta.
- Tunyarut Jinkarn, dan Prisana Suwannaporn. (2015) "Trade-off analysis of packaging attributes for foods and drinks", *British Food Journal*, Vol. 117 Issue: 1, pp.139-156.
- Ulrich, Karl T., dan Eppinger, Steven D. 2000. *Product Design and Development: 2nd Edition*. New York: McGraw Hill.
- Walker, J. R. 2011. *The Restaurant: From Concept to Operation*. 6th ed. Canada: John Wiley & Sons.
- Walter U, Edvardson, B, dan Ostrom, A. (2010) "Drivers of Customer' service experiences: a study in the restaurant industry", *Managing Service Quality*, Vol: 20 No. 3 pp.236-258
- Winger, Ray., and Wall, Gavin. (2006). *Food Product Innovation*. Food and Agriculture Organization of The United Nations, Rome.