

The Effect of Service Quality and Restaurant Image on Repurchasing Interest in Ijen Malang Background Restaurants

Arya Tereoga Gimbaralam^{1*}, Syarif Hidayatullah², Stella Alvianna^{3*}, Estikowati⁴

¹³⁴ University of Merdeka Malang Tourism Diploma Program

² Faculty of Economics and Business, Merdeka University, Malang

*Aryatereoga15@gmail.com, syarif_ok@yahoo.com, stella.alvianna@unmer.ac.id

Abstract

The research entitled the effect of service quality and restaurant image on repurchase interest at Ijen Malang background restaurant which aims to find out whether there is an influence of service quality on repurchase interest at Ijen Malang background restaurant, to determine whether there is an effect of restaurant image on repurchase interest at a restaurant Ijen Malang Background, to find out whether there is an effect of service quality and restaurant image on repurchase interest at Ijen Malang Background Restaurant and to find out which is more dominant between service quality and restaurant image on repurchase interest at Ijen Malang Background Restaurant. In this study, the data collection method was used by distributing questionnaires via google form and the data was processed using SPSS. This research results in service quality, restaurant image and both positive and significant effects on repurchase interest at Ijen Restaurant Malang. The image of the restaurant is more dominant in influencing the repurchase intention at the Ijen Restaurant in Malang because it includes things that directly affect the repurchase interest of visitors in terms of a good and positive image.

Keywords: restaurant image, service quality, and re-buy interest.

Introduction

Tourists who have an agenda for visiting the city generally have a variety of activities including shopping, recreation with family and relatives, conducting business activities, and visiting relatives. Tourism or urban tourism has other distinctive characteristics, namely urban tourists use urban facilities as a tourist attraction (Alvianna, Patalo, et al., 2020). For example in Malang City, where locations such as city parks, restaurants, shopping centers, and so on are not only used by Malang residents but are also a special attraction for residents who come from outside the Malang area, such as tourists. Malang is a city that has considerable tourism potential with a high selling value, many tourism products are offered to become a source of business for tourism players, but not all tourist attraction visitors only aim to enjoy the atmosphere in tourist objects, one of the interesting things for tourists in travel is culinary. The tourism potential in Malang will develop well if it is supported by maximum management and the development of culinary tourism potential as a lever for tourists. (Mohammad Ridha & Amalia, 2018)(Hidayatullah et al., 2018). Culinary is one of the attractions offered by the city of Malang. The culinary choices in the city of Malang are

very diverse, ranging from traditional snacks to foreign cuisine menus. In line with this, the cafe is one of the business fields engaged in the culinary field. The development of the culinary business in Malang is currently growing rapidly, this can be seen from the increasing number of restaurants and cafes in the city of Malang. The tight competition in the culinary business forces every business actor to work extra to gain consumer loyalty. Inevitably, they have to be more observant in looking at the market, packaging the products offered, to dealing with the behavior of business competitors.

Ijen Malang Background Restaurant is a breakthrough new tourist destination that is expected to become a favorite tourist destination in Malang City. Background Ijen restaurant in Malang city serves a variety of western, Asian and traditional cuisines as its main dish which was established in December 2019. The Background Ijen restaurant has 3 floors, the first floor is a restaurant, the second floor has a restaurant and meeting place, while on the third floor there is a restaurant. a garden-themed open space coffeeshop called Sivaraja's Secret Garden. According to the results of observations according to the questionnaires distributed and also surveys from various observational surveys on the website, it shows that at least there have been many new visitors, repeat visitors or tourists who have visited this restaurant.

The development of the Ijen Malang Background Restaurant based on the quality of service is supported by the attributes of good and professional employees including the services provided with a luxurious appearance and pleasing to the eyes of the visitors themselves. Service quality is based on reliability both from front and behind the scenes or from various responsive departments to serve visitors and visitors get what they need and want. Whichever department in the Ijen Background Restaurant provides the best quality food and beverages in accordance with the Ijen Background Restaurant standards and prepares it on time as well. The employees at the Background Ijen Restaurant have been trained quite well so that visitors can get comfort and satisfaction. Visitors to the Ijen Background Restaurant have also been guaranteed regarding cleanliness and safety in this pandemic era.

Based on the description and phenomenon described above, the researcher wants to take the title The Effect of Service Quality and Restaurant Image on Repurchase Interest at Ijen Malang Restaurant with the aim of testing and analyzing the effect of service quality and restaurant image and analyzing which one is more dominant on interest. repurchase.

Literature Review

1. Tourist

Tourism or tourism is a journey undertaken for recreation or leisure and also preparations made for this activity. Tourism in the modern sense is a phenomenon of the present era which is based on the need for health and climate change, a conscious and growing assessment (love) of the beauty of nature and in particular due to the increasing association of various nations and classes of human society as a result of the development of commerce. , industry, trade and improvement of the means of transportation (Pendit, 2002)

2. Restaurant

One of the means to implement the food service industry is a restaurant. In this paper the author focuses on the services provided by a restaurant regarding the scope and problems. The restaurant is also a stand-alone restaurant where currently there are many kinds of restaurants, such as restaurants, cafeterias and others. The characteristics of the service are adjusted to the type of restaurant, while prices must be competitive, so here the role of a restaurant is increasingly important and competing with each other to improve the quality of food and service as well as possible in the hope of reaching as many guests as possible (Soekresno. 2000).

3. Service Quality

According to Goetsch and Davis (Tjiptono, 2017) quality is a condition related to products, services, people, processes, and the environment that meet or exceed expectations. According to the American Society for Quality Control in Lupiyoadi (2001:144), quality is the overall characteristics and characteristics of a product or service in terms of its ability to meet predetermined or latent needs.

According to Kotler and Armstrong in (Alvianna et al., 2021) defines service as an activity or benefit offered by one group to another in the form of something that is intangible. Understanding intangible does not mean offering only products and services, but also more precisely to the delivery process.

4. Restaurant Image / Brand Image

Understanding the image in general according to Kotler and Armstrong (2006: 299) "Image is a set of beliefs, ideas and impressions that a person has of an object". Image can also be expressed in various contexts related to the object of the image such as corporate image, brand image, store image and so on (Echtner and Ritchie, 2003: 39). The definition of image is "The impression that arises because of an understanding of a reality".

5. Re-buy Interest

Interest is a person's tendency to feel attracted to certain objects that are considered most important. While the need for achievement is the need to achieve certain achievements (Weiner, 1985 in Arifin, 2010). Buying interest can be interpreted as a desire to buy which is part of the process leading to the purchase action taken by a consumer. Repurchase intention is the desire and action of consumers to repurchase a product, because of the sexual satisfaction they want from a product. Brands that are already embedded in the hearts of customers will cause customers to continue purchasing or repeat purchases.

Purchase intention (willingness to buy) is part of the behavioral component in the attitude of consuming. According to Kinnear and Taylor (1995) in Dwityanti (2008), buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented.

Method

This research is an explanatory research, with a quantitative approach using simple linear regression analysis. The location of this research is in Ijen Restaurant, Malang. The

population is the whole of the research subjects, while the sample is part of the population. The population is the total number of subjects to be studied by a researcher. In this study, the authors took a population of visitors who had bought or visited the Background Ijen Malang restaurant from February 2020 to February 2021 around 9014 visitors with various food orders / packs. The sampling technique in this study was taken randomly from visitors who had visited the Ijen Malang Background Restaurant from February 2020 to February 2021 using data listed by the Ijen Malang Background Restaurant or staff every time a visitor came.

In this study, the authors obtained primary data through questionnaires and direct observation at the Ijen Background restaurant in Malang. The data obtained in this study came from the archives of the Ijen Malang Background Restaurant Department related to the history of the restaurant, the restaurant's vision and mission and human resources. In this study, data collection techniques will be carried out using a questionnaire with a google form. Questionnaires are data collection techniques that are carried out by giving a set of questions or written statements to respondents to answer (Sugiono, 2014). The research instrument was to collect data about the effect of service quality and restaurant image on repurchase interest at Ijen Malang Restaurant. Analysis of the data from this study using the correlation technique. Such as, Validity test, Reliability Test, Multiple Linear Regression and Classical Assumption Test. The types of variables in this study are as follows :

Table 1. Research Instruments

No	Variable	Indicator	Item
1	Service Quality (X1) (Menurut Parasuraman, Zeithaml, dan Berry dalam Tjiptono dan Chandra.2016)	Tangible	Equipment provided by Ijen Malang Background Restaurant Appearance of Employees or Waiter / waitress
		Reliability	Employees who are always ready to serve customers every time and on time
		Responsiveness	Good communication with customers or visitors Speed of service provided
		Assurance	Responsibility for comfort and safety
		Emphaty	Friendliness to customers or visitors Willingness of employees and waiters / waitresses in providing services

2	Restaurant Image (X2) (Menurut Harrison dalam Fitriani.2012)	Personality	Ijen Background Restaurant as the main choice of fine dining in Malang
		Reputation	The restaurant gives a good and positive image to customers or visitors Customers or visitors get satisfaction and pride when visiting the Background Ijen Malang restaurant.
		Value	Providing satisfaction to customers or visitors both in terms of service and with the products presented
		Corporate Identity	The name of the restaurant is easy to remember and the location is easy to find
3	Re-Buy (Menurut Ferdinand.2002)	Transactional Interest	Purchase action or visit to Ijen Background Restaurant
		Referral Interest	Recommend to others so that more visitors come
		Preferential Interest	Making Malang Ijen Background Restaurant the first choice
		Explorative Interests	Looking for a lot of information related to Ijen Malang Restaurant

Source: Various Articles, 2021 (processed)

Result

Ijen Resto & Coffeeshop is a culinary location that serves a variety of western, Asian and traditional cuisines as the main dish. Established since December 14, 2019, Ijen's background is taken from the Javanese language. Background name means page, so Background Ijen means Ijen page where Ijen is a street name that is quite iconic with its colonial heritage buildings.

In this study the authors used as many as 75 respondents who participated in filling out the google form that had been distributed and distributed. Where the respondents are visitors who have visited Ijen Malang Restaurant Background.

1. Validity test

Table 2 : Validity Test

No	Variable	Statement	Pearson Correlation	R tabel	Validity Test Results
1	Service Quality	X1.1	0,715	0.2272	Valid
		X1.2	0,786	0.2272	Valid
		X1.3	0,817	0.2272	Valid
		X1.4	0,721	0.2272	Valid
		X1.5	0,755	0.2272	Valid
		X1.6	0,755	0.2272	Valid
		X1.7	0,760	0.2272	Valid
2	Restaurant Image	X2.1	0,724	0.2272	Valid
		X2.2	0,785	0.2272	Valid
		X2.3	0,836	0.2272	Valid
		X2.4	0,725	0.2272	Valid
		X2.5	0,744	0.2272	Valid
3	Repurchase Interest	Y.1	0,671	0.2272	Valid
		Y.2	0,759	0.2272	Valid
		Y.3	0,754	0.2272	Valid
		Y.4	0,757	0.2272	Valid

Source: Data processed by researchers (2021)

Based on the table above, it can be seen that the results of the calculation of the validity of the 13 statements. For the value of r 95% confidence level or 5% significance can be searched based on the number of respondents (N). In table 11, namely the validity test, it can be seen that the value of r table = 0.2272 ($df = 73$ and $= 0.05$) with $n = 75$. Where is the T test, if the value of $\text{sig} < 0.05$ or r arithmetic $> r$ table then on the effect of variable X to variable Y

2. Reliability Test

Table 3 : Reliability Test

No	Variable	Reliability Limit	Cronbach Apha	N of Items	Results
1	Service Quality	0.6	0,876	7	Reliable
2	Restaurant Image	0.6	0,810	5	Reliable
3	Repurchase Interest	0.6	0,712	4	Reliable

Source: Data processed by researchers (2021)

According to Sekaran (2000), the reliability of the instrument uses a limit of 0.6. If Cronbach Alpha is greater than 0.6 then the measuring instrument is declared reliable. The reliability test can be seen that it can be seen that all the statements in each of these variables are reliable. Where is the F test, if the value of $\text{sig} < 0.05$ or $F \text{ count} > F \text{ table}$ then the influence of the X variable simultaneously on the Y variable and vice versa.

3. Multiple Linear Regression Results

Multiple regression analysis aims to determine whether or not there is an effect of two or more independent variables (X) on the dependent variable (Y).

Table 4 : Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,488	2,541		0,979	0,331
	Service Quality (X1)	0,089	0,075	0,118	1,178	0,243
	Restaurant Image (X2)	0,521	0,094	0,553	5,524	0,000

Source: Data processed by researchers (2021)

Based on the analysis of the test above in table 16, the following equation is obtained, $Y = a + b_1X_1 + b_2X_2 + \dots + e$

$$Y = 2.488 + 0.089X_1 + 0.521 X_2$$

Where, Y = repurchase interest, X1 = service quality and X2 = restaurant image. The following is the interpretation of the multiple linear regression equation, namely

- The constant is 2.488, which means where the values of X1 and X2 = 0 then Y is 2.488.
- The regression coefficient of the service quality variable is 0.089 which is positive and has a positive effect on Y, namely repurchase interest. So, if the quality of service increases, the repurchase interest at the Background Ijen Malang restaurant will increase by 0.089.
- The regression coefficient of the restaurant image variable is 0.521 which has a positive value and has a positive effect on Y, namely repurchase interest. So, if the quality of service increases, the repurchase interest at the Background Ijen Malang restaurant will increase by 0.521.

4. Partial Test (T Test)

The T test aims to determine whether or not there is a partial (own) effect given by the independent variable (X) on the Y variable (bound).

Table 5 : Multiple Regression Analysis

Variabel	t hitung	t tabel	Sig
Service Quality (X1)	1,178	1.99300	0,243
Restaurant Image (X2)	5.524	1.99300	0,000

Source: Data processed by researchers (2021)

- a. The results of the t-test of service quality variables

Based on table 5, it can be seen that the t count for the service quality variable is $1.178 < 1.99300$ and the significant value is $0.243 > 0.05$. So it can be concluded that the first hypothesis, namely X1 is rejected, which means that there is no effect on repurchase interest at Ijen Malang Restaurant Background.

- b. T-test results for restaurant image variables.

Based on table 5, it can be seen that the t count for the restaurant image variable is $5.524 > 1.99300$ and the significant value is $0.00 < 0.05$. So it can be concluded that the second hypothesis, namely X2 is accepted, which means that there is an influence on repurchase interest at the Ijen Background restaurant in Malang.

- c. T-test results for service quality and restaurant image variable.

Based on table 5, it can be seen that the results of the t count variable for service quality are 1.178 and the t count variable t count restaurant image is 5.524. So that it can be concluded in the fourth hypothesis, namely the restaurant image variable is more dominant on repurchase interest at Ijen Malang Restaurant Background compared to service quality variables seen from the results of the t-count analysis of the larger restaurant image variable.

5. Simultaneous Test (F Test)

The F test aims to determine whether or not there is a simultaneous (together) effect given by the independent variable (X) on the dependent variable (Y). If the value of $\text{sig} < 0.05$ or $F \text{ count} > F \text{ table}$, then there is a simultaneous effect of the X variable on the Y variable.

Table 6 : Anova Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115,114	2	57,557	20,767	0,000 ^b
	Residual	199,553	72	2,772		
	Total	314,667	74			

Source: Data processed by researchers (2021)

F count of $20.767 > 3.12$ then H_a is accepted. It can be concluded in the third hypothesis that the effect of service quality and restaurant image simultaneously or jointly on repurchase interest at Ijen Malang Restaurant.

7. Determination Test Results

Table 7 : Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,605a	,366	,348	1,665

Source: Data processed by researchers (2021)

Based on the table, it can be seen that the Adjusted R Square value is 0.366, this means that the effect of the X1 and X2 variables simultaneously on the Y variable is 36.6%.

Discussion

1. Service Quality Affects Repurchase Interest at Ijen Restaurant Malang

Based on the processed results of table 16 above, it can be seen that the value of the variable regression coefficient in the multiple linear regression test is 0.089 which has a significant positive value. Shows that the direction of the relationship is unidirectional or directly proportional. It can also be concluded that the higher the level of service quality, the higher the interest in repurchasing at the restaurant. The results of this study are in line with research conducted by (Sutikno et al., 2021) (Alvianna, 2021) which states that there is a positive and significant relationship between food quality, service quality, brand image, and consumer satisfaction with repurchase intention.

2. Restaurant Image Affects Repurchase Interest in Ijen Malang Restaurant Background

Based on the processed results of table 16 above, it can be seen that the value of the variable regression coefficient in the multiple linear regression test is 0.521 which has a significant positive value. Shows that the direction of the relationship is unidirectional or directly proportional. It can also be concluded that the higher the image level of the dining restaurant, the higher the interest in repurchasing at the Background Ijen Malang restaurant. This study is in accordance with research conducted by Amnericha Ester et al (2016) which states that the quality of service, (Alvianna & Alviandra, 2020) (Sandrio et al., 2020) facilities, product variations (restaurants) together have a significant influence on customer repurchase interest. So it can be concluded that the higher the positive restaurant image in the minds of visitors, the more satisfaction from customers will be to repurchase interest.

3. Service Quality and Restaurant Image Affect Repurchase Interest at Ijen Malang Restaurant Background

Based on the processed results of table 18 above, namely the results of the F test analysis, it can be seen that the magnitude of the influence of service quality and restaurant image simultaneously on repurchase interest at Ijen Malang Restaurant is 20.767. It can be concluded that the results of the study indicate that the variables of

service quality and restaurant image simultaneously or together have an effect on repurchase interest. If you do not pay attention to the variables of service quality and restaurant image, the intention to repurchase at the Ijen Malang Background restaurant will decrease. The results of this study support the opinion of (Pratama, 2021)(Alvianna, Earlike, et al., 2020)(Wibowo et al., 2021) which states that there is a positive and significant relationship between food quality, service quality, image brand, and consumer satisfaction with repurchase intention.

4. Restaurant image has a dominant effect on repurchase interest in Ijen Malang Restaurant Background

Based on the processed results in table 16, the X1 coefficient is 0.089 and the X2 coefficient is 0.521. Shows that the largest value is on the value of X2, namely the image of the restaurant, so it can be concluded that the image of the restaurant is more dominant towards repurchase interest at Ijen Malang Restaurant. The results of this study support the opinion of (Hidayatullah et al., 2020)(Eman et al., 2021)(Ningtiyas et al., 2021) which states that the results of a study at Starbucks Semarang show that the quality of service and the quality of the products provided have an influence on consumer buying interest.

Conclusion

Based on the results of research and discussions that have been carried out by researchers regarding the effect of service quality and restaurant image on repurchase interest at Ijen Malang Restaurant Background, the following conclusions are obtained, 1) Based on the results of the study that service quality affects repurchase interest at Ijen Malang Background Restaurant, which means that the higher the service quality level, the higher the repurchase interest at Ijen Malang Background Restaurant. 2) Based on the results of the study that the image of the restaurant affects the repurchase interest at the Ijen Background Restaurant in Malang, which means that the higher the restaurant image or the positive perception of the visitors, the higher the repurchase interest at the Ijen Background Restaurant in Malang. 3) Based on the results of the study that the quality of service and the image of the restaurant jointly affect the repurchase interest at the Ijen Background Restaurant in Malang, which means that the higher the service quality and the image of the restaurant, the higher the repurchase interest at the Ijen Background Restaurant in Malang. 4) Restaurant image is more dominant in influencing repurchase interest at Ijen Malang Restaurant Background because it includes things that have a direct effect on visitors' repurchase interest in terms of a good and positive image. In increasing the level of visits to restaurants Ijen background should also pay attention to restaurant promotions (Amelia & Hidayatullah, 2020) (Hardianti et al., 2021) which pays attention to facilities (Zharfaningrum et al., 2020) guaranteed prices and taste (Syarif Hidayatulloh, 2018)

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