



Customer Satisfaction Related To Taste, Price, Service And Cafe Design

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ABSTRACT

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The culinary world from year to year is increasing and competing. Therefore the importance of restaurants to provide maximum service to customers. Therefore, restaurants must create new innovations, have a special taste, and low prices so that consumers feel interested and satisfied when visiting the cafe. This study aims to analyze and determine the effect of taste, price, service and cafe design on consumer satisfaction. The research was conducted at an Upnormal café in the city of Bandung with descriptive research methods with a quantitative approach, the data obtained were by survey methods and sampling techniques using random sampling, data analysis techniques (Structural Equation Modeling - SEM). Then the service received has a significant effect on customer satisfaction. The taste and design of the cafe are accepted but not significant on customer satisfaction. The price is rejected but has a significant effect on consumer satisfaction

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1. Introduction

Buyer behavior is the main key that must be considered and used by financial managers to get clients to buy the goods or services they market. In making a purchase plan, the buyer is faced with a variety of elective choices, different product properties, brands, places, and decisions. Buyer's buying interest is related to the buyer's plan to buy certain merchandise, for example the number of units of product needed. Buying interest can also be interpreted as behavior that arises because of something. Buyer's buying interest shows the customer's desire to make a purchase in the future (Prabowo, 2018). Intense competition and widespread buyer assumptions for goods, especially services, have limited organizations from having ways to further develop their incentives. (Tawakkal et al., 2021)

The city of Bandung is one of the people's choices for traveling. Located 140 km southeast of Jakarta, making the city of Bandung an attractive tourist destination for local and foreign tourists to visit. In the 1920s the city of Bandung was nicknamed Paris van Java. This nickname was presented by European citizens who live in the city of Bandung. This nickname is increasingly felt by many people who feel that the city of Bandung is a stylish city like Paris, so this nickname welcomes the consideration of tourists who are around and foreign to visit the city of Bandung. Besides being known as Paris Van Java, Bandung is also known as the Flower City. This nickname implies that the city of Bandung is a beautiful and cool city. The splendor of the city of Bandung is like a blooming flower, while the coolness of the city of Bandung is served by the many trees that fill the city of Bandung. The coolness and natural beauty of the city of Bandung, one of which is Lembang, is the main attraction for tourists to visit the city of Bandung. (Suryana & Muliasari, 2018).

There is an increase from year to year with the highest increase in 2017 it can be concluded that the city of Bandung has great potential in the restaurant or restaurant business. Therefore, the competition in the culinary world is getting tougher, with good service, customers will feel fulfilled and will visit often. The importance of consumer loyalty for entrepreneurs is to follow the practicality of the business in the long term, arguing that the way of holding clients is the fulfillment of expectations. Fulfillment of buyer expectations cannot be done solely by the nature of administration, but there are other elements that can uphold the satisfaction of customer loyalty. Fulfillment of consumers is a condition in which the needs, desires and assumptions of the buyer for an item and administration are in accordance with or satisfied with the existence of the goods and administration. Buyer fulfillment is the degree to which the customer's requirements, wants,



and assumptions can be met which will result in a repeat or continued buyer with loyalty. (Siregar, 2021).

Organizations that need to grow and gain satisfaction from their clients should have the option to give more value to the different characteristics they provide to buyers. Because the creation of consumer loyalty can provide several advantages, including a pleasant relationship between the organization and its buyers, such as providing a viable premise for repeat purchases and the production of interest in offending clients. Organizational efforts in carrying out organizational goals should be possible in more than one way, to be more specific as far as the nature of administration provided to clients and proper store atmosphere can make them pleasant and provide satisfaction to customers. (Sutopo, 2017)

In the culinary business, taste is an element that can trigger buyers to stay busy. According to Wahidah (2010), taste is the quality of food that combines appearance, smell, taste, and surface. Food that is more flavorful and preferred will affect the fulfillment of buyers where if buyers are happy with the taste results served by business people, customers will be more loyal to the advertised goods. (Agus Efendi Sianturi et al. 2021)

Price is how much cash is paid or what value buyers trade for the benefit of owning or using labor and products. Kotler and Armstrong in (Krisdayanto, Haryono, and Gagah 2021) Choosing the right price can give customers a good assessment of the company (Kurniawan, Soesanto and Yuniawan, 2016) (Sandala et al., 2021). Service quality is assessed by comparing the buyer's impression of the service received with the service expected/needed for the assistance of an organization. If the assistance received or seen is true, the quality of assistance is considered good and acceptable, if the assistance received exceeds the buyer's assumptions, the quality of assistance is considered extraordinary and of high quality. (Rooroh et al., 2020)

Design has a pretty big commitment in a bistro. Bistros and cafes not only serve food and drinks that have a high taste, but also become places that have a good atmosphere so that buyers feel comfortable and can be used as selfie material. Attractive plan ideas can give a positive impression to customers. The feelings that buyers feel will affect their profitability in visiting again. (Andrianus Ryan Wahana Putra, 2018)

Taste, According to Darlina Yunia Sari, Sasongko, and Julianto (2013) Taste is a way of choosing food that must be recognized from the taste of the food. Taste is a sign of food that includes appearance, smell, taste, surface, and temperature. Good taste will build the purchasing power of buyers, then if the taste is not good it can reduce the purchasing power of buyers. (Andri Yusuf & Sentosa, 2021).

Price, Cost is all cash charged for an item or service, or all returns that are driven by customers to gain profits from owning or using an item or service (Kotler, 2000: 345) (Naimah et al. 2018) There are four markers that state costs, namely the fairness of certain values, fairness of value with quality of goods, intensity of value, and suitability of value with benefits. Lembang in (Ahror, 2017)

Service, The origin of the word service is service and it means helping to provide everything that is needed by others. Delivery of quality assistance is seen as a useful method in today's competition. Service is an action that provides benefits and fulfillment to be proposed to customers. The idea of service quality is an assessment factor that reflects the shopper's impression of the five explicit elements of implementation. Service quality is characterized as the type of match between the service provided by the organization and the level of expectations desired by the buyer. Sinambela in (Ahror, 2017)

Runtuuwu (2014) explains that service quality is the proportion of how well the level of service provided can meet the client's assumptions. Tjiptono (in Harianto and Subagio 2013:2) states that the quality of assistance is the satisfaction of the client's needs and desires such as the accuracy of delivery to adjust the client's assumptions. Quality reflects all the meanings of the contribution of goods that produce benefits for clients (Tjiptono, 2008:67). In the end, the nature of an item is seen from how great the aspects in the item are. (Rooroh et al., 2020). There are five markers used to measure service quality, namely dependence, responsiveness, affirmation, affection, and tangible evidence. Parasuraman in (Ahror, 2017)

Café Design, Design is a masterpiece plan that is implemented inside or outside the structure. Bistros and cafes have plans in place to entice shoppers to stop by. Plan ideas are created to create an alternative and pleasant environment for the customer and to locate the organization's items and services. In this modern world, cost and innovation are not enough. Design is the component that often gives an organization an edge. Design is the whole that affects the look, feel and capacity of the item based on the client's requirements. (Andrianus Ryan Wahana Putra, 2018).

Koo (2003) recommends seven café indicators such as store atmosphere, facilities, price, comfort, area, after-sales service, employee service, and product. In this review, plans with signs of actual office spare parts, agent service, after-sales service, stock. The actual facilities available at the cafe combine actual structure,

design and performance. This area also includes areas such as simple, convenience, parking. Sales service is more focused on the quality provided by cafe waiters, while after-sales service combines a discount strategy, and a place to trade merchandise that is not suitable and products like the nature of the goods being sold, the type of brand and the accessibility of stock items. (Leha & Subagio, 2014)

Consumer Satisfaction, According to Lovelock and Wirtz (2011) in the journal Walangitan (2017) satisfaction is a fulfillment that is chosen based on the experience gained. Satisfaction is an assessment of the attributes or elements of an item or service, or an actual item, which provides a level of customer satisfaction related to the fulfillment of utilization needs. (Koleangan & Roring, 2018). Product or service quality has important benefits for creating customer satisfaction (Kotler and Armstrong, 1996). The higher the nature of the goods and services provided, the higher the satisfaction felt by the buyer. With higher consumer loyalty, it can provide benefits to the organization. Fulfilled clients will continue to make purchases at the company. On the other hand, if there is no satisfaction, it can cause the client to switch to another item. Organizations can find the satisfaction of their clients through the criticism given by buyers to the organization with the aim that it tends to be an input for the purpose of progress and implementation and expand customer loyalty. From here it tends to be known when the client complains. This is an opportunity for the organization to have the option of knowing the presentation of the organization. With this complaint, the organization can improve and develop further benefits so as to satisfy dissatisfied buyers. (Teacher et al., 2004)

2. Method

This study uses a quantitative approach and descriptive method. In this study, each variable will be described and explain whether or not there is an influence between variables. The data used in this study is primary data, with the data collection technique using the survey method. The sample used is random sampling with the technique of calculating the Slovin formula.

$$n = \frac{N}{(1 + (N \cdot e^2))}$$

description :

- n : Jumlah sample
- N : Populasi
- e : eror margin
- jumlah sample yang di dapat 35
- sample yang di olah

$$n = \frac{N}{(1 + (N \cdot e^2))}$$

$$n = \frac{35}{(1 + (35 \cdot 0,05^2))}$$

$$n = \frac{35}{(1 + 0,875)}$$

$$n = \frac{35}{1,875}$$

$$n = 32,18$$

rounding to 32

Data processing is carried out with the tools used in this study in the form of the Smart PLS Version 3.0 program. based on a well-known variance called Partial Least Square (PLS) structural equation model (Structural Equation Modeling - SEM) with the following stages:

1. Measurement of Outer Model
2. Inner Model Analysis
3. Hypothesis Testing



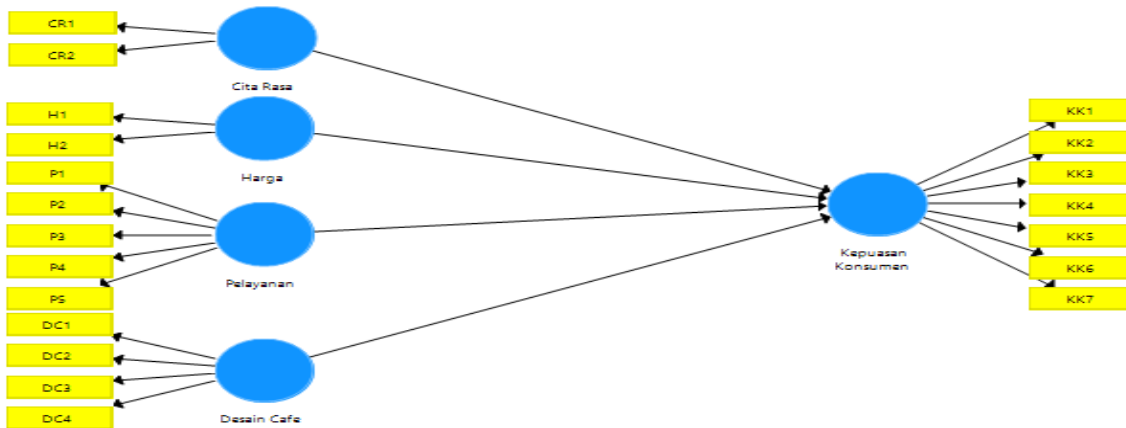


Figure 1. Research Model

TABLE 1.
RESEARCH INSTRUMENTS

Variable	Question	STS	TS	N	S	SS	Ket
X1	Do you think the taste of food and drinks at Upnormal is satisfactory?						CR1
X1	Is the taste of the food and drinks at Upnormal your motivation to come back to Upnormal cafe?						CR2
X2	Do you think the cost of food and drink at Upnormal matches the type of item being promoted?						H1
X2	Do you think cost is a reason to go back to Upnormal Cafe?						H2
X3	Do you think the workers at Upnormal cafe serve you seriously?						P1
X3	Do you think the workers at Upnormal Bistro react quickly to requests for amenities, food and drinks, ?						P2
X3	Do you think the workers at Upnormal cafe are friendly in serving visitors?						P3
X3	Do you think employees at Upnormal Cafe always accept input and suggestions from consumers?						P4
X3	Do you think the workers at Upnormal cafe can provide a comfortable atmosphere when they are there?						P5
X4	Do you think that the arrangement of goods and facilities at Upnormal is appropriate and neat?						DC1
X4	Do you think the lights in Upnormal are appropriate and adequate?						DC2
X4	Do you think the background design in Upnormal is attractive enough?						DC3
X4	Do you think the music volume is appropriate and keeps you comfortable?						DC4
Y	Are you happy with the help provided by the workers at Upnormal Cafe?						KK1
Y	Can it be said that you are satisfied and in accordance with the quality of the price at Upnormal cafe?						KK2
Y	Would you suggest to your friends, family members and family to come to Upnormal?						KK3
Y	Do you feel unaffected by many similar cafes?						KK4
Y	Will you be shopping for food at Upnormal Cafe next time?						KK5
Y	Will you still visit Upnormal Cafe even if the price goes up?						KK6
Y	Will you still visit Upnormal Cafe even though there are more interesting cafes?						KK7

3. Analysis Results and Discussion

3.1 Characteristics of Respondents

Based on the questionnaires that have been distributed, there are 32 respondents who answered questions about this research. As well as obtaining data describing respondents as objects of research, the overall picture of respondents' results is described as follows:

Gender

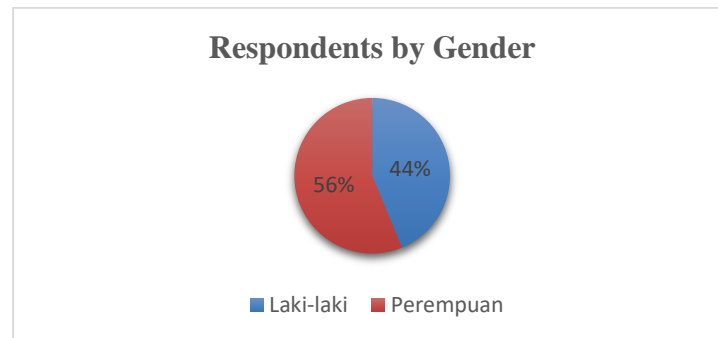


Diagram 1. Respondents by Gender

Based on diagram 1 shows that there are 56% (18 respondents) have a female gender 44% (14 respondents) have a male gender. It shows that there are more women who come to Upnormal Café in Bandung.

Age

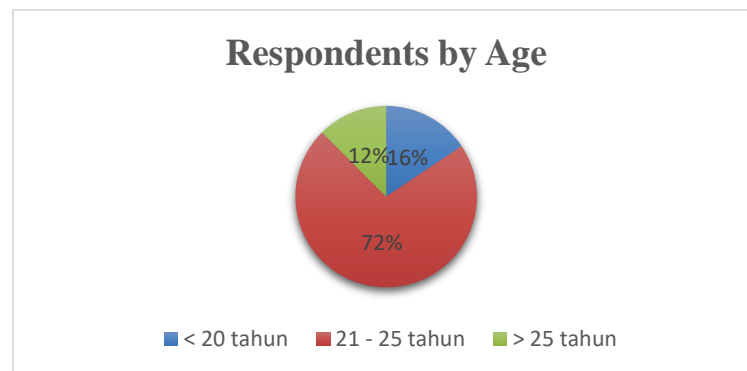


Diagram 2. Respondents by Age

Based on the diagram above, it shows that the average age of respondents who come to Upnormal Café in Bandung is 21-25 years old because the number of respondents in the 21-25 age range is 75% or as many as 23 respondents. It can be concluded that consumers aged 21-25 do the most activities at Upnormal Café.

3.2 Measurement Model Analysis Results (Outer Model)

Measurement of the outer model is done to see the validity and reliability of a model. The data collected for each variable is processed using Smart PLS 3.0. There are two kinds of validity tests, namely the convergent validity test and the discriminant validity test.

Convergent Validity Test

The results of the convergent validity test can be known based on the output of the Smart PLS algorithm in the form of Outer Loading, Average Variance Extracted (AVE), and Communalities.

a. Outer Loading

Outer loading is the first stage in measuring the validity of a model. Outer loading has a condition that the value must be > 0.7 so that the indicator can be said to be valid.

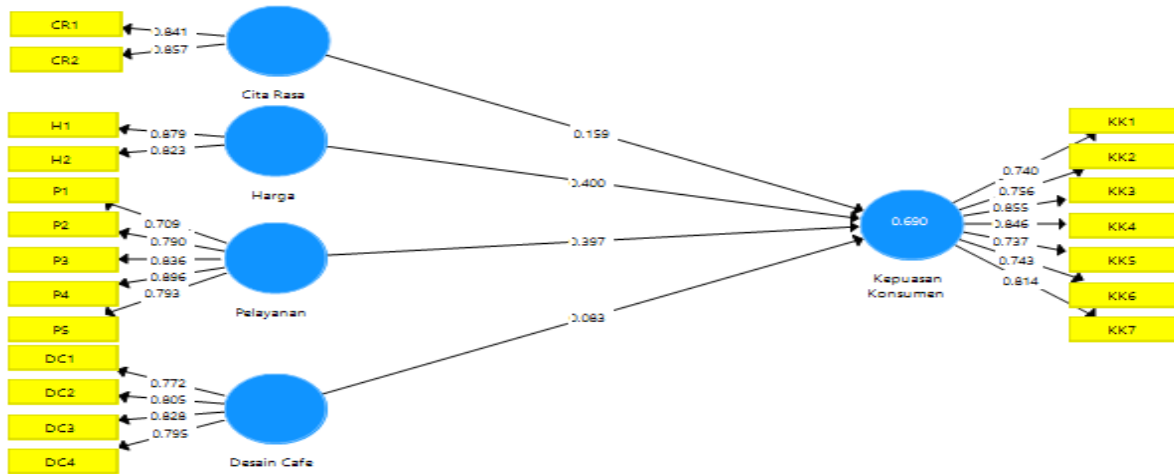


Figure 2. Outer Loading Algorithm Results

From Figure 2, it can be concluded that each latent variable has an indicator that meets the outer loading requirements, namely > 0.7 so that the model can be said to be valid.

b. Average Variance Extracted (AVE) and Commuality

Average Variance Extracted (AVE) is the value used in testing the validity of the convergent. This value is obtained from the results of convergent validity. The AVE value that meets the requirements is > 0.5 .

TABLE 2.
VALUE OF AVERAGE VARIANCE EXTRACTED (AVE) AND COMMUALITY

Konstruk	Average Variance Extracted (AVE)	Commuality
Taste	0,721	0,721
Price	0,725	0,725
Service	0,651	0,651
Café Design	0,640	0,640
Consumer Satisfaction	0,617	0,617

Based on table 2, it is known that the Average Variance Extracted (AVE) and Commuality values for each variable are > 0.5 , so it can be said that the y variable is valid.

Discriminant Validity Test

From the output of the cross loading algorithm, the root of the AVE and the correlation between latent variables, we can find out the results of the discriminant validity test.

Cross Loading

TABLE 3.
CROSS LOADING VALUE

	Taste	Price	Service	Cafe Design	Consumer Satisfaction
CR1	0,841	0,519	0,551	0,475	0,532
CR2	0,857	0,618	0,245	0,197	0,560
H1	0,488	0,879	0,396	0,224	0,635
H2	0,675	0,823	0,243	0,437	0,532
P1	0,384	0,287	0,709	0,487	0,415
P2	0,385	0,266	0,790	0,300	0,503
P3	0,349	0,296	0,836	0,305	0,564
P4	0,406	0,232	0,896	0,611	0,577
P5	0,360	0,443	0,793	0,758	0,625
DC1	0,210	0,396	0,488	0,772	0,387
DC2	0,325	0,343	0,474	0,805	0,423
DC3	0,282	0,232	0,503	0,828	0,460
DC4	0,421	0,252	0,521	0,795	0,458
KK1	0,507	0,599	0,600	0,642	0,740
KK2	0,336	0,560	0,488	0,432	0,756
KK3	0,586	0,624	0,391	0,313	0,855
KK4	0,568	0,519	0,562	0,347	0,846



KK5	0,488	0,546	0,576	0,452	0,737
KK6	0,419	0,331	0,544	0,504	0,743
KK7	0,605	0,566	0,525	0,268	0,814

Based on table 3, all variables have each indicator with a value > 0.7, meaning that the model in this study is said to be valid. Must compare between the square root of AVE and the correlation between latent If the output value of cross loading one of the variables has a value <0.7.

Reliability Test Results

The reliability test is the last step in measuring the outer model to test undimensionality by using composite reliability. An indicator is said to be reliable if the value of composite reliability > 0.7

TABLE 4.
COMPOSITE RELIABILITY VALUE

Construct	Composite Reliability
Taste	0,838
Price	0,841
Service	0,903
Café Design	0,877
Consumer Satisfaction	0,918

Based on table 4, it can be seen that all constructs have a value > 0.7 so it can be said that the variables are reliable in this study.

3.3 Results of Structural Model Analysis (Inner Model)

Structural Model (Inner Model) based on the path coefficient value, is used to see how much influence the latent variables have. This measurement is carried out by evaluating the R-square value and the significance of the bootstrapping calculation.

a. R-square value

TABLE 5.
R SQUARE . VALUE

	R Square	R Square Adjusted
Consumer Satisfaction	0,690	0,644

In Table 5 the analysis of the bootstrapping method gets a value for the Consumer Satisfaction variable R-square 0.690. This means that the variable Consumer Satisfaction can be explained by the variables of Taste, Price, Service and Café Design in the model by 69% including in the strong category.

b. Path coefficient

TABLE 6
PATH COEFFICIENT VALUE

	P Values
Taste -> Customer Satisfaction	0,354
Price -> Customer Satisfaction	0,010
Service -> Customer Satisfaction	0,039
Café Design -> Customer Satisfaction	0,603

Based on table 6, it can be seen that taste has no significant effect on consumer satisfaction with a parameter value of 0.354 because the significance value is greater than the alpha level of 5%. Café design also does not have a significant effect on consumer satisfaction with a parameter coefficient of 0.603 above 5%. Price has a significant effect on Consumer Satisfaction with a parameter coefficient of 0.10 because the significance value is smaller than the alpha level of 5% then Service also has a significant effect on Consumer Satisfaction with a coefficient of 0.39 which is below 5%. Thus, it can be concluded that two variables, namely taste and service, have a significant effect on consumer satisfaction, while the remaining two variables, namely taste and café design, have no significant effect on consumer satisfaction.

3.5 Hypothesis test

By running the program with bootstapping, the output of hypothesis testing is accepted if the t statistic value is > 1.64 and the P value is > 5%.



TABLE 7.
HYPOTHESIS TESTING

	T statistic	P Values
Taste -> Customer Satisfaction	0,927	0,354
Price -> Consumer Satisfaction	2,851	0,010
Service -> Customer Satisfaction	2,071	0,039
Café Design -> Customer Satisfaction	0,521	0,603

In table 7, it is found that the results of H1 Taste are accepted as having a positive but not significant effect on consumer satisfaction because the t statistic value is <1.64 and the p-value is >5%. The price of H2 is rejected but has a significant positive effect on consumer satisfaction because the t statistic value is > 1.64 and the P value is < 5%. The H3 service received has a significant positive effect on consumer satisfaction because the t statistic value is > 1.64 and the p value is > 5%. Café H4 design is accepted as having a positive but not significant effect on customer satisfaction because the t statistic is <1.64 and the p-value is >5%.

3.6 Discussion

The influence of taste on consumer satisfaction

From the test results, it can be said that Taste has an insignificant positive effect on customer satisfaction, meaning that taste in buyer satisfaction has an effect but must be further improved and improved, for example, appearance, taste, presentation, etc. These results are in line with the test conducted by Agus Efendi (2021) that taste has a good influence on consumer satisfaction at cafes. Café owners can use taste as a new way to help companies achieve customer satisfaction.

The effect of price on consumer satisfaction

Price has a significant positive effect on consumer satisfaction. price according to consumers If a product already has a price that is in accordance with the quality or the consumer gets a higher quality value than the price it will create maximum customer satisfaction. This is in line with the research of Ubaidillah Al Ahror (2017). Experimental results show that cost has a large and constructive influence on consumer satisfaction at the café. This shows that the better the price procedure offered, for example, the value offered is equivalent to the quality of the service, the cost is equivalent to the benefits obtained by consumers, and the costs offered are somewhat more affordable than competing cafes that will satisfy clients. so they will come back to the cafe.

The influence of service on customer satisfaction

Service has a significant positive effect on customer satisfaction because the services provided are quite satisfactory and become one of the factors causing customer satisfaction. because the services provided can be felt and received well and in accordance with consumer expectations. The results are in line with Hendri Soekotjo's research (2017), the better the service provided by the cafe, the more satisfied customers will be and will visit the café again. customers will feel satisfied because the services provided attract them to visit the cafe both in terms of the cafe atmosphere, the workers who work well and prioritize customer satisfaction.

The effect of cafe design on customer satisfaction

Café design has a positive but not significant effect on consumer satisfaction, meaning that the café design has an influence but must be considered in several ways such as layout, ornaments, atmosphere, etc. If the design is improved then this will increase customer satisfaction so that consumers feel comfortable when they are in the café. This is in line with the research of Andrianus Ryan Wahana Putra (2018) the results of the study affect consumer satisfaction because the current café is usually used to just relax with friends or for formal events which usually require a comfortable atmosphere and the design of the café is included in the things that cause a sense of comfort.

4. Conclusion

Given the results of research on the influence of taste, price, service, and design on consumer satisfaction Upnormal cafe in the city of Bandung, the following conclusions can be drawn. The results of the research on the first hypothesis test Taste has an insignificant positive effect on consumer satisfaction, meaning that taste on buyer satisfaction has an effect but must be further improved and improved, for example, appearance, taste, presentation, etc. The results of the second hypothesis test research The price is rejected but has a significant positive effect on consumer satisfaction Due to the value that is considered very expensive by the target market (target market, for example students, this is a stark difference from the financial situation of students who

mostly look for simple ones. Nevertheless, this variable remains become a significant important part for buyer satisfaction. The results of the third hypothesis test of the service received have a significant positive effect on consumer satisfaction because the services provided are quite satisfactory and become one of the factors causing customer satisfaction. The results of the hypothesis test of four Café Designs received a positive but not significant effect on consumer satisfaction. Because the atmosphere and design of the cafe makes customers comfortable with imaginative enrichments such as atmosphere, neatness, facilities and smoking areas (open spaces).

The suggestions that can be given include, future research is expected to have the option to add various factors that affect customer satisfaction, expand the number of respondents for research and collect information through interviews to get more external and internal data related to buyer satisfaction. It is expected that the company's management will pay more attention to the taste, price, and cafe design seriously in order to increase customer satisfaction. In addition, always explore things and new innovations can be applied so that consumers do not feel bored and so that consumers feel comfortable when they are at Upnormal Café, this is what causes consumer loyalty.

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