

Research Article

The Influence of Store Atmosphere, Service Quality, Product Quality, and Price on Customer Satisfaction

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Abstract

This research was conducted with the aim of examining the effect of Store Atmosphere, Service Quality, Product Quality and Price on Customer Satisfaction on One Pintu Coffee Customers in Bandung. This research uses explanatory research. The population of this research is customers who are or have used One Door services and products with a total of 100 respondents. Data was collected using a survey method with a questionnaire instrument. Data analysis using multiple linear regression analysis. The results showed that: (1) Store atmosphere has a positive and significant effect on customer satisfaction. If the store atmosphere is getting better, it is expected that customer satisfaction will increase. (2) Service quality has a positive and significant effect on customer satisfaction, if there is an increase in service quality, customer satisfaction will increase. (3) Product quality has a positive and significant effect on customer satisfaction, if there is an increase in product quality, customer satisfaction will increase. (4) Price has a positive and significant effect on customer satisfaction, if there is an increase in price, customer satisfaction will increase. (5) Simultaneously Store Atmosphere, Service Quality, Product Quality and Price have a significant effect on Customer Satisfaction at One Pintu Coffee.

Keywords: Store Atmosphere, Service Quality, Product Quality, Price, Customer Satisfaction.

JEL Classification: E20

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1. Introduction

Along with the development of industry and technology, people's patterns and lifestyles continue to experience endless changes. Technological advances are very rapid, encouraging people to be busy adapting step by step to adjust to the changes that exist. Society is now faced with the problem of leisure time (leisure time). Busyness with high mobility, job demands, and lifestyle changes make someone who experiences fatigue in daily routines. This condition causes people to seek free time to release fatigue or refresh their minds. So look for a quiet place to chat (hang out) with friends or relax with a cup of coffee at the mall or coffee shop. A coffee shop is a place that provides food and drinks but primarily sells coffee-based drinks.

The phenomenon of the rise of coffee shops also applies in Bandung. This can be seen from the phenomenon of the culinary industry, especially in the development of coffee shops in Bandung. Based on the Bandung Coffee Scene Map from the Manual Brew Community, there are more than 125 coffee shops in the city of Bandung with different scales. With that much in Bandung, there are 2-3 new coffee shops every month.

At this time, the perception for coffee shop customers is not only as a place to eat and drink but also as a tourist spot. The arrival of customers to a coffee shop is not only to fulfill the desire to drink coffee or eliminate hunger but to follow the current lifestyle, such as hanging out or hanging out. A coffee shop for the community has its position as an alternative to take advantage of free time or do other activities. This fact causes consumers to choose coffee that has a trendy (contemporary) impression so that consumers feel not out of date and can keep up with lifestyle changes. So, coffee shop entrepreneurs must continue to compete by innovating and developing ideas per lifestyle changes and applying trendy concepts to meet customer satisfaction.

Coffee shops have transformed into cafes; many Bandung city residents like Noah's Barn Coffenery, Yellow Truck, Anjis Coffee, Rumah Kopi, and Lacamera Coffee. One coffee shop currently very popular with many people, especially young people, is Satu Pintu Coffee. Satu Pintu Coffee is a coffee shop for all ages, especially among young people, because the café nuance is beautiful and comfortable, making customers want to linger. Satu Pintu Coffee is a form of business in the culinary field that was established on May 5, 2018. In starting this simple business, Satu Pintu Coffee tries to expand its branches and provide the best facilities and services to give customers a sense of satisfaction.

The survival of coffee shop entrepreneurs depends on customers, and customers are one of the indicators in determining the company's success. Thus, business and marketing managers aim to meet consumer needs, where consumer tastes and desires always move dynamically according to the times, so entrepreneurs are required to be able to read opportunities for these changes.

The store atmosphere is one of the important elements in attracting customers as a differentiator of the atmosphere can make the coffee shop room livelier, and the atmosphere is calm and better. The store atmosphere at Satu Pintu Coffee has a building concept with an old or vintage house design, but it is not scary because the coffee shop area is divided into two parts, outdoor and indoor. The indoor section of Satu Pintu Coffee has several unique and aesthetic objects or displays for taking pictures. There is air conditioning, which makes us more comfortable doing campus assignments, school, or discussing office work with co-workers. While in the outdoor section, there are seats, and it looks very comfortable to relax with friends and family and even me-time.

Customer satisfaction is significantly influenced by the atmosphere of the store. An inviting and positive store environment will convey that the customers are happy. The better the atmosphere that can be created will impact customers in the cafe atmosphere. According to the research by Aziza & Wardhana (2019), the store atmosphere positively and significantly influences customer satisfaction.

The quality of service provided at Satu Pintu Coffee is being able to explain or provide an understanding to customers regarding the types of food and drinks, perform fast service, and understand every need or request requested by the customer. In terms of service quality, One Pintu Coffee provides services, including the facilities provided and customer satisfaction.

The level of service quality is a gauge of how well it can live up to customer expectations. Customer satisfaction is greatly influenced by quality service, but it also has an impact on the company's ability to make money. Customer satisfaction increases as service quality increases at the cafe. According to the results of previous research by Devi (2022), service quality has a positive and significant effect on customer satisfaction.

The product quality at Satu Pintu Coffee is based on good-quality coffee beans. One Pintu uses single-origin arabica coffee beans taken directly from Lembang. It has gone through a very good roasting process, producing a coffee flavor much loved by visitors. Satu Pintu Coffee offers a wide variety of coffee drink products, provides non-coffee ones for customers who do not like coffee, and provides snacks that are suitable to be served with coffee.

Product quality is a product that can help develop into a targeted market to determine and satisfy customer needs. The capacity of a product to meet and satisfy the needs of a customer who purchases it is known as product quality. Therefore, product quality is closely related to customer satisfaction. According to the

research by Harahap (2017), product quality has a positive and significant effect on customer satisfaction.

The next factor that influences customer satisfaction besides product quality is price. Consumers want a quality product at the right price. At One Door Coffee, there are 40 menus in the form of drinks and food which are quite varied. From the menu prices at Satu Pintu Coffee, the cheapest is around Rp. 18,000 and the most expensive is Rp. Forty thousand with various products, the suitability of prices, and the facilities and services offered. Price is an important issue because it generates sales receipts, so prices affect the level of sales and profits that the company can achieve. Pricing and competition are also issues facing the company. According to the research by Marpaung (2021), that price has a positive and significant effect on customer satisfaction. The purpose of this study was to determine the effect of Store Atmosphere, Service Quality, Product Quality and Price on customer satisfaction at One Pintu Coffee in Bandung and can be used as a company measurement tool in determining Store Atmosphere, Service Quality, Product Quality and Price.

2. Literature Review and Hypothesis

Store Atmosphere is the appearance of the interior, exterior, layout, comfort, air, service, music, and clothing, which attracts customers and arouses the desire to buy. Through a deliberately created atmosphere, retail seeks to provide information related to services, prices, and product availability (Salim, 2014). If the store atmosphere is getting better, it is expected that customer satisfaction will increase. Conversely, if the store atmosphere is better, customer satisfaction will decrease. Research conducted by Abubakar (2019) and Putri et al. (2014) says that Store Atmosphere has a positive and significant effect on customer satisfaction.

H1: Store Atmosphere has a positive and significant effect on customer satisfaction

Service quality is a benefit that can be felt based on customer experience and can affect performance in meeting customer expectations and building long-term and mutually beneficial cooperation between companies and customers (Andriasan, 2016: 57). If the quality of service is getting better, it is expected that customer satisfaction will increase. Conversely, if the quality of service could be better, customer satisfaction will decrease. Research conducted by Panjaitan & Yuliati (2016) shows that service quality positively and significantly influences customer satisfaction.

H2: Service Quality has a positive and significant effect on Customer Satisfaction

Product quality combines product characteristics from marketing, engineering, production, and maintenance that make the product or item usable to meet customer expectations and desires (Wijaya, 2014). If the product quality gets better, it is expected that customer satisfaction will increase. Conversely, if the product quality could be better, then customer satisfaction will decrease. Research conducted by Harahap (2017) and Afnina (2018) shows that product quality positively and significantly affects customer satisfaction.

H3: Product Quality has a positive and significant effect on Customer Satisfaction

Price is the amount of money used to obtain certain products in the form of goods or services. Prices are not only for personal purchases, such as in markets or supermarkets. Prices can also be made for online buying and selling on social media (Gitosudarmo, 2018). If the price gets better, it is expected that customer satisfaction will increase. Conversely, if the price is not good, then customer satisfaction will decrease. Research conducted by Sintya (2018) and Kwarbai et al. (2022) states that price positively and significantly affects customer satisfaction.

H4: Price has a positive and significant effect on Customer Satisfaction

This research concerns the effect of service quality, price, and store atmosphere on customer satisfaction. Wicaksana (2020) says that service quality, price, and store atmosphere positively and significantly affect customer satisfaction. Other research regarding the effect of product quality, price, and service quality on customer satisfaction at the Bachtar Store by Yudita (2021) shows that product quality, price, and service quality have a positive and significant effect on customer satisfaction.

H5: Store Atmosphere, Service Quality, Product Quality, and Price simultaneously have a significant effect on Customer Satisfaction.

3. Data and Method

Types of research

The type of research used in this research is explanatory research. According to Sugiyono (2014), explanatory research intends to explain the position of the variables to be examined and the relationship between one variable and another. While the survey method, where data is collected from sampled respondents using a questionnaire as the main data collection tool.

Population and Sample

Sugiyono (2014: 119) states that the population is the number of generalization areas consisting of objects or subjects with certain characteristics and qualities set by researchers to study and then draw conclusions. The population in this study are customers at Satu Pintu Coffee. The sample, according to Sujarweni (2015), is part of the total population for conducting research. This study uses non-probability sampling with the Lemeshow formula and obtains a total sample of 96 and is rounded up to 100.

Data Types and Sources

The data source is the subject from which the research data was obtained. If the research uses questionnaires or interviews to collect data, the data sources are called respondents, namely people who respond or answer written and oral questions. The data source obtained is direct data from Satu Pintu Coffee which is primary data through a questionnaire.

Data collection technique

According to Sugiyono (2018: 124), a questionnaire is a data collection technique carried out by giving respondents an agreement on questions or written statements to answer. The form of questions or statements from the questionnaire explains the respondents' responses to the store atmosphere, service quality, product quality, and price by providing a list of statements to respondents that must be filled in directly.

Data analysis method

According to Sugiyono (2016), quantitative research data analysis systematically compiles respondent data from interviews, field notes, and others. Data analysis techniques in quantitative use statistics. The data analysis method used in this study is multiple regression analysis. The regression equation can be formulated as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

Where :

- Y = Customer Satisfaction
- α = Constant
- b = Coefficient of each variable
- X1 = Store Atmosphere
- X2 = Service Quality
- X3 = Product Quality
- X4 = Price
- e = Standard Error

4. Results

Data Quality Test

Validity test

The data is declared valid if the rtable value with the number of samples ($n = 100 - 2 = 98$) at a significant level ($\alpha = 0.05$) is obtained rtable of 0.1966, meaning that if rcount < rtable, then the instrument item is invalid and if rcount > rtable, then the instrument items can be used (valid).

Table 1 Results of Validity test

Store Atmosphere			
No.	r-calc	r-table	Decision
Point 1	0.311	0.1966	Valid
Point 2	0.799	0.1966	Valid
Point 3	0.724	0.1966	Valid
Point 4	0.834	0.1966	Valid
Service Quality			
Point 1	0.772	0.1966	Valid
Point 2	0.792	0.1966	Valid
Point 3	0.783	0.1966	Valid
Point 4	0.667	0.1966	Valid
Point 5	0.695	0.1966	Valid

Product Quality			
Point 1	0.683	0.1966	Valid
Point 2	0.707	0.1966	Valid
Point 3	0.705	0.1966	Valid
Point 4	0.666	0.1966	Valid
Point 5	0.486	0.1966	Valid
Point 6	0.694	0.1966	Valid
Point 7	0.680	0.1966	Valid
Point 8	0.346	0.1966	Valid
Price			
Point 1	0.782	0.1966	Valid
Point 2	0.741	0.1966	Valid
Point 3	0.759	0.1966	Valid
Point 4	0.507	0.1966	Valid
Employee Performance			
Point 1	0.639	0.1966	Valid
Point 2	0.682	0.1966	Valid
Point 3	0.680	0.1966	Valid
Point 4	0.615	0.1966	Valid
Point 5	0.676	0.1966	Valid
Point 6	0.466	0.1966	Valid

Source: Processed Data, 2022

The r count obtained by each variable and the questions have a greater r count value than the r table, so all questions on each variable are declared valid, according to the table above.

Reliability Test

According to Sugiyono (2016) states that a variable can be said to be reliable if it gives a Cronbach Alpha value > 0.60.

Table 2 Results of the Reliability Test

Variable	Cronbach's Alpha	Min Value	Information
Store Atmosphere	0.618	0,60	Reliable
Service Quality	0.750	0,60	Reliable
Product Quality	0.728	0,60	Reliable
Price	0.650	0,60	Reliable
Employee Performance	0.687	0,60	Reliable

Source: Processed Data, 2022

According to Table 2, every variable has a Cronbach Alpha (α) greater than 0.60. This result means that all of the variables in this study are considered reliable.

Classical Assumption Test

Normality test

The normality test in this study used the Kolmogorov-Smirnov (K-S) method, if the significance value is more than 5% or 0.05, it can be said that the data is normally distributed.

Table 3 Results of Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	1.62485481
Most Extreme Differences	Absolute	.057
	Positive	.057
	Negative	-.049
Test Statistic		.057
Asymp. Sig. (2-tailed) ^c		.200 ^d

Source: Processed Data, 2022

The plot results are normally distributed based on the analysis results because the data spread around the diagonal line and follows the diagonal direction. So the data meets normal assumptions or follows the line of normality.

Multicollinearity Test

A regression model can be said to be free of multicollinearity if it has a VIF value of <10 and has a Tolerance score for each stage of the study.

Table 4 Results of the Multicollinearity Test

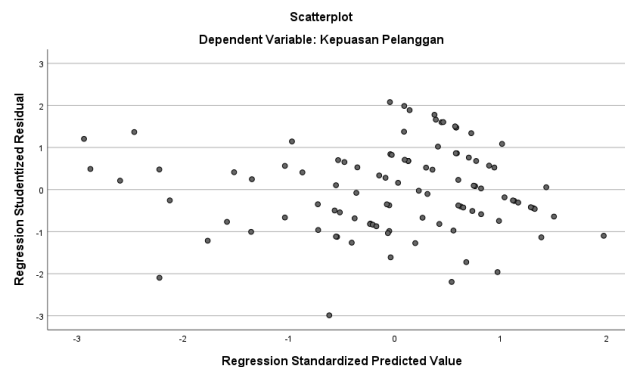
Model	<i>Collinearity statistics</i>	
	<i>Tolerance</i>	VIF
SA	0,572	1,749
SQ	0,995	1,005
PQ	0,574	1,743
PC	0,934	1,071

Source: Processed Data, 2022

This study obtained a tolerance value of > 10 and a VIF value of < 10 for all variables. So there is no multicollinearity between independent variables.

Heteroscedasticity Test

To see whether there is heteroscedasticity, a Scatterplot is used. Testing is done by looking at the presence or absence of certain patterns on the Scatterplot chart. If it forms a certain pattern then there is no heteroscedasticity.



Figures 1 Results of the Heteroscedasticity Test

Source: Processed Data, 2022

The picture above shows that the data is scattered around 0 (0 on the y-axis) and does not form a particular pattern or trend line. Thus, the data can be heteroscedasticity and meet the requirements for regression analysis.

Hypothesis Test

T Test

Partial test testing to find out whether the variable is free or bound by other assumptions. If the probability (significant) > 0.05 or $t \text{ count} < t \text{ table}$ means the hypothesis is not proven then H_0 is accepted, while H_a is rejected if it is done using the t test or partial test.

Table 5 Test Results of T Test

Model	<i>Unstandardized</i>	t	sig.
	<i>Coefficients</i>		
	B		
(Constant)	-1,255	-454	,651
SA	0,298	2,641	,010
SQ	0,261	3,082	,003
PQ	0,241	2,526	,013
PC	0,487	4,606	,001

Source: Processed Data, 2022

The T-test or partial test in table 5 is explained as follows:

1. Store Atmosphere has a t value of 2,641 > t table of 1,985 and a significant level of 0.010 < 0.05. Then H_a is accepted, which means that the Store Atmosphere has a positive and significant effect on Customer Satisfaction.
2. Service Quality has a t value of 3,082 > t table of 1,985 and a significant level of 0.003 < 0.05. Then H_a is accepted, which means that partial Service Quality has a positive and significant effect on Customer Satisfaction.
3. Product quality has a t value of 2,526 > t table of 1,985 and a significant level of 0.013 < 0.05. Then H_a is accepted, which means that partially Product Quality has a positive and significant effect on Customer Satisfaction.
4. Prices have a t value of 4,606 > t table of 1,985 and a significant level of 0.001 < 0.05. Then H_a is accepted, which means that partial price has a positive and significant effect on Customer Satisfaction.

F Test

In the F test the conclusions drawn are by looking at the significance (α) with the provisions $F_{table} > F_{count}$ then H_0 is accepted, meaning that there is no significant effect on the dependent variable.

Table 6 Results of F Test

Model	F	Sig.
Regression	21.627	<.001 ^b

Source: Processed Data, 2022

The calculated F-value is 21,627 > 2,46 (F Table), with a significance level of 0.001 < 0.05. Thus, simultaneously (simultaneously) Store Atmosphere, Service Quality, Product Quality, and Price significantly affect Customer Satisfaction.

Determination Coefficient Test (R^2)

A small R^2 value indicates that each dependent variable's capacity is severely constrained, and vice versa, if the value is close to 1, the independent variable provides all the information required to predict the dependent variable. The coefficient of determination has a value between zero and one.

Table 7 Results of Coefficient of Determination (R^2) Test

Model	R	R Square	Adjusted R Square
1	0,690	0,477	0,455

Source: Processed Data, 2022

Based on the table above, the Adjusted R Square value is 0.455. This result means that the influence of Store Atmosphere, Service Quality, Product Quality, and Price on Customer Satisfaction at One Pintu Coffee is 45.5%. In contrast, the remaining 54.5% is influenced by other factors not included in this research model.

5. Discussion

The Effect of Store Atmosphere on Customer Satisfaction

Based on the results of H_1 received, which can be stated that the Store Atmosphere has a positive and significant effect on Customer Satisfaction. This finding is consistent with research on Store Atmosphere on Customer Satisfaction conducted by Abubakar (2019), stating that store atmosphere has a positive and significant effect on customer satisfaction. If the store atmosphere is getting better, it is expected that customer satisfaction will increase. Conversely, if the store atmosphere is better, customer satisfaction will decrease.

The Effect of Service Quality on Customer Satisfaction

Based on the results of H_2 received, Service Quality has a positive and significant effect on Customer Satisfaction. This finding is consistent with research on Service Quality on Customer Satisfaction conducted by Panjaitan & Yuliati (2016), which states that service quality has a positive and significant effect on customer satisfaction. If the quality of service gets better, it is expected that customer satisfaction will increase. Conversely, if the quality of service could be better, customer satisfaction will decrease.

The Effect of Product Quality on Customer Satisfaction

Based on the results of H3 received, which can be stated that Product Quality affects Customer Satisfaction. This result is in line with previous research on product quality on customer satisfaction conducted by Harahap (2017) and Afnina (2018), which stated that product quality has a positive and significant effect on customer satisfaction. If the product quality gets better, it is expected that customer satisfaction will increase. Conversely, if the product quality could be better, then customer satisfaction will decrease.

The Effect of Price on Customer Satisfaction

Based on the results of H4, the price has a positive and significant effect on customer satisfaction. This is consistent with research on the effect of price on customer satisfaction conducted by Sintya (2018) and Kwarbai et al. (2022), stating that price has a positive and significant effect. If the price gets better, it is expected that customer satisfaction will increase. Conversely, if the price is not good, then customer satisfaction will decrease.

The Simultaneous Effect of Store Atmosphere, Service Quality, Product Quality and Price on Customer Satisfaction

Based on the F test, the results obtained $f_{count} > f_{table}$ ($21,627 > 2.46$), so it is clear that H_0 is rejected and H_a is accepted. This can show that Store Atmosphere, Service Quality, Product Quality, and Price have a positive and significant effect on Customer Satisfaction at Satu Pintu Coffee. Based on previous research conducted by Abubakar (2019), Harahap (2017), Sintya (2018), and Yudita (2021), state Store Atmosphere, Service Quality, Product Quality, and Price influence Customer Satisfaction.

6. Conclusion

Based on the description and discussion, there is a positive and significant influence between Store Atmosphere on Customer Satisfaction at One Pintu Coffee in Bandung. If the store atmosphere is getting better, it is expected that customer satisfaction will increase. Conversely, if the store atmosphere is not good, customer satisfaction will decrease; Partially, there is a positive and significant influence between Service Quality and Customer Satisfaction at One Pintu Coffee in Bandung. If the quality of service gets better, it is expected that customer satisfaction will increase. Conversely, if the service quality is not good, customer satisfaction will decrease; Partially, there is a positive and significant influence between product quality and customer satisfaction at One Pintu Coffee in Bandung. If the product quality gets better, it is expected that customer satisfaction will increase.

Conversely, if the product quality is not good, then customer satisfaction will decrease; Partially, there is a positive and significant influence between price and customer satisfaction at One Pintu Coffee in Bandung. If the price gets better, it is expected that customer satisfaction will increase. Conversely, if the price is not good, then customer satisfaction will decrease; Simultaneously, there is a significant influence between Store Atmosphere, Service Quality, Product Quality, and Price on Customer Satisfaction at One Pintu Coffee.

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