

The Influence of Product Quality and Service Quality on
Customer Satisfaction at Butterfields Café

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Abstrak. Industri kafe telah mengalami pertumbuhan yang signifikan dalam beberapa tahun terakhir, terutama didorong oleh perubahan gaya hidup dan meningkatnya budaya konsumsi kopi di berbagai negara. Dalam konteks ini, kualitas produk yang dijual dan kualitas layanan yang diberikan oleh kafe sangat penting untuk mendorong dan meningkatkan kepuasan pelanggan. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kualitas produk dan kualitas layanan terhadap kepuasan pelanggan di Butterfields Café. Penelitian ini penting untuk dilakukan karena masih kurangnya penelitian yang menggabungkan kedua variabel tersebut. Dalam penelitian ini, peneliti menggunakan teknik purposive sampling untuk menentukan jumlah sampel. Sampel penelitian ini terdiri dari 160 responden yang merupakan pelanggan yang telah melakukan pembelian minimal dalam satu bulan terakhir. Data diperoleh melalui penyebaran kuesioner yang dirancang untuk mengukur persepsi yang diberikan oleh responden mengenai kualitas produk dan kualitas layanan yang diberikan. Teknik analisis data yang digunakan adalah Structural Equation Modeling-Partial Least Square (SEM-PLS). Hasil analisis yang telah ditemukan menunjukkan bahwa kualitas produk ($\beta=0,492$) memberikan kontribusi penting dalam membangun kepuasan pelanggan melalui persepsi rasa dan penyajian, sedangkan kualitas layanan ($\beta=0,391$) berperan dalam menciptakan pengalaman positif bagi pelanggan dengan nilai R^2 yang menunjukkan kekuatan model (64,6%). Temuan ini menunjukkan bahwa Butterfields Café dapat meningkatkan strategi pemasarannya dengan berfokus pada peningkatan kualitas produk dan layanan. Butterfields Café perlu terus menjaga dan meningkatkan kualitas produk dan layanannya, misalnya dengan mengembangkan hidangan berbahan dasar bahan lokal Bogor, menggunakan bahan berkualitas tinggi, menerapkan program pelatihan pemulihan layanan atau sistem insentif berdasarkan ulasan pelanggan, menangani area perbaikan yang disoroti oleh pelanggan, dan beradaptasi dengan preferensi pelanggan untuk meningkatkan kepuasan pelanggan.

Kata kunci: Kualitas Produk; Kualitas Layanan; Kepuasan Pelanggan; Butterfields Café; Kota Bogor.

Abstract. The cafe industry has experienced significant growth in recent years, driven mainly by lifestyle changes and the increasing culture of coffee consumption in various countries. In this context, the quality of the products sold and the quality of service provided by the cafe are very important to encourage and improve customer satisfaction. The purpose of this study is to analyze the effect of product quality and service quality on customer satisfaction at Butterfields Café. This study is important to conduct because there is still a lack of research that combines these two variables. In this study, the researcher used a purposive sampling technique to determine the number of samples. The sample of this study consisted of 160 respondents who were customers who had made purchases in the last one month at least. Data were obtained through the distribution of questionnaires designed to measure the perceptions given by respondents regarding product quality and service quality provided. The data analysis technique used was Structural Equation Modeling-Partial Least Square (SEM-PLS). The results of the analysis that have been found, show that product quality ($\beta=0,492$) makes an important contribution in building customer satisfaction through perceptions of taste and presentation, while service quality ($\beta=0,391$) plays a role in creating a positive experience for customers with an R^2 value indicating the strength of the model (64.6%). These findings indicate that Butterfields Café can improve its marketing strategy by focusing on improving product and service quality. Butterfields Café needs to continuously maintain and improve the quality of its products and services, for example by developing dishes based on local Bogor ingredients, using high-quality materials, implementing service recovery training programs or incentive systems based on customer reviews, addressing areas of improvement highlighted by customers, and adapting to customer preferences in order to enhance customer satisfaction.

Keywords: Product Quality; Service Quality; Customer Satisfaction; Butterfields Café; Kota Bogor.

Introduction

Tourism is recognized as one of the fastest-growing sectors in the global economy, contributing significantly to national income. This sector spans various activities related to the travel of individuals for recreation, business, or other purposes (UNWTO, 2023). Beyond its economic impact, tourism influences cultural, social, and environmental aspects of society (Dredge *et al.*, 2015), while also facilitating the preservation of local culture and traditions through diverse attractions and experiences offered to visitors. A pivotal segment within the tourism industry is the food and beverage sector, which plays a crucial role in attracting tourists, particularly those interested in exploring the regional cuisine (Mak *et al.*, 2012). Culinary offerings not only satisfy basic consumption needs but also enhance the tourist experience, contributing to the appeal of a destination (Hjalager & Richards, 2002). The development of the food and beverage industry is, therefore, a key factor in bolstering the competitiveness of a region's tourism sector. Cafés, as part of the food and beverage industry, significantly contribute to local economic growth by creating employment opportunities and stimulating the tourism sector (Pesoa *et al.*, 2020).

In a highly competitive environment, café owners must continuously innovate by offering attractive concepts and maintaining the quality of products and services to meet ever-increasing customer expectations (Maduretno & Sheellyana Junaedi, 2022). Therefore, understanding industry trends is crucial for businesses aiming to sustain and expand in a dynamic market. Butterfields Café exemplifies the integration of these elements. Established in 2022 in Bogor, the café offers a diverse menu, ranging from main courses and beverages to coffee and pastries. The café is known for using high-quality ingredients in all its offerings. In addition to online and offline marketing strategies, Butterfields Café participates in various events, including weddings, bazaars, and government-related activities in Bogor. The café operates on a pre-payment system, with customers either visiting directly or making reservations in advance.

Despite receiving positive feedback, some customer reviews point out areas for improvement, particularly concerning slow service, lack of staff friendliness, and inconsistent product quality—specifically in food presentation, taste, and texture. These issues highlight the challenges in maintaining consistent product quality and service, which are critical in a competitive market for ensuring customer trust and loyalty. The quality of food and beverages is one of the central determinants of customer satisfaction at Butterfields Café. Alongside product quality, other factors such as service, ambiance, and the overall experience also shape customer perceptions. Many patrons cite product quality, service, and atmosphere as the primary reasons for visiting the café. Product prices at Butterfields Café range from Rp 20,000 to Rp 75,000, with increased customer visits during the end-of-year period from November to January. The café features three seating options: indoor, semi-outdoor, and outdoor (Owner Butterfields Café, 2025). The food and beverage industry in Bogor has witnessed considerable growth in recent years, contributing significantly to the regional economic expansion, as evidenced by the rise in the local Gross Domestic Product (GDP).

According to Kotler and Armstrong (2020), product quality refers to all attributes that determine the extent to which a product meets consumer expectations. High product quality leads to enhanced customer satisfaction and fosters loyalty. Zeithaml *et al.* (2018) define customer satisfaction as the emotional response that arises when consumers compare the performance of a product or service with their expectations. When performance meets or exceeds expectations, satisfaction ensues; conversely, failure to meet expectations results in dissatisfaction. Research on customer satisfaction in the food and beverage industry has been extensive, particularly in the coffee shop sector. For example, a study by Salsabillah *et al.* (2024) found that both product quality and service quality significantly influence customer satisfaction in Jakarta's coffee shops. Juliana *et al.* (2020) emphasized that perceived quality and brand image have a strong effect on purchase intentions, while service quality and ease of use notably impact customer satisfaction, with a

direct correlation from purchase intention to satisfaction. The findings from these studies underscore that high product quality, attentive service, and strategic locations are critical factors in shaping customer loyalty and satisfaction. In alignment with previous research, a study by Tirtayasa (2022) revealed that both product and service quality positively influence customer satisfaction, which subsequently enhances customer loyalty at an independent coffee shop in Medan. Furthermore, Juliana *et al.* (2022) highlighted that service quality and customer satisfaction have a significant positive impact on guests' intentions to extend their stay in hotels. Despite extensive studies on customer satisfaction in the culinary sector, most research has focused on large restaurants or franchise chains. Research specifically examining independent cafés, such as Butterfields Café, is relatively scarce, particularly in emerging culinary tourism destinations like Bogor. This study aims to bridge this gap by exploring the combined effects of product quality and service quality on customer satisfaction at a local café.

Based on the background outlined, the research questions for this study are as follows:

- 1) What impact does product quality have on customer satisfaction at Butterfields Café?
- 2) How does service quality affect customer satisfaction at Butterfields Café?

This research is essential to understanding the factors influencing the growth of the food and beverage industry in the region, thus optimizing the local economic potential. The study aims to provide actionable recommendations for Butterfields Café to improve product and service quality, enhance customer satisfaction, and strengthen consumer loyalty. Additionally, the findings will serve as a reference for future research on customer satisfaction, offering valuable insights into marketing management and consumer behavior in the food industry, particularly in the café sector.

Research Methodology

This study focuses on Butterfields Café, a local café in Bogor City known for offering a variety

of high-quality dishes with distinct flavors while prioritizing friendly and professional customer service. The café is recognized for its comfortable atmosphere and aesthetically pleasing interior design, including a well-organized indoor section and a semi-outdoor area that enhances the dining experience. Butterfields Café is dedicated to providing high-quality food by using carefully selected ingredients and ensuring excellent service to guarantee customer satisfaction. The café operates daily, from 08:00 or 09:00 until 22:00 WIB, with operating hours varying slightly depending on the branch within Bogor. For example, the Lorena Citywalk branch is open from 08:00/09:00 to 22:00 Monday through Thursday, and from 07:00 to 22:00 on Fridays through Sundays.

This study utilizes a quantitative research design, incorporating numerical data and graphical visualizations to present the findings. The target population for this research consists of customers of Butterfields Café. Data were collected using purposive sampling, a non-probability sampling technique that involves selecting respondents based on predetermined criteria. According to Sekaran and Bougie (2020), purposive sampling entails deliberately choosing respondents who are deemed capable of providing relevant and necessary information for the study. The criteria for inclusion in this study are: (1) consumers who have visited Butterfields Café, and (2) individuals who have made a purchase within at least the past month. The total sample size for this research is 107 respondents. Data collection was carried out systematically by distributing questionnaires to individuals who met the inclusion criteria. The researcher provided an explanation of the study's purpose to the respondents and ensured their voluntary consent to participate. Ethical considerations were rigorously adhered to, including maintaining the confidentiality of respondents' identities and personal information. All collected data were used solely for the purposes of this research. Data analysis for this study was performed using the Partial Least Squares (PLS) method, which involves four primary stages. The first stage is descriptive analysis, which aims to describe the data characteristics using measures of central

tendency such as mean, median, and mode, as well as measures of dispersion like range, variance, and standard deviation (Sekaran & Bougie, 2020). The second stage involves outer model analysis, which assesses the validity and reliability of the measurement instruments. This stage uses criteria such as convergent validity, discriminant validity (HTMT < 0.85), composite reliability (values > 0.70), Average Variance Extracted (AVE > 0.50), and Cronbach's Alpha (> 0.60) (Hair *et al.*, 2017). The third stage is inner model analysis, which evaluates the relationships between latent variables. It includes the coefficient of determination (R-square), which measures the explanatory power of the independent variables on the dependent variable (with R-square values of 0.02, 0.15, and 0.35 representing low, moderate, and high predictive accuracy, respectively), as well as predictive relevance (Q-square and PLSpredict), which assess the model's predictive quality (Hair *et al.*, 2019). The final stage is hypothesis testing using a one-tailed test at a 5% significance level ($\alpha = 0.05$). In this stage, the alternative hypothesis is accepted if the t-statistic is greater than 1.96 or the p-value is less than 0.05 (Hair *et al.*, 2019). This method is used to rigorously test hypotheses and determine the significance of the relationships among the variables within the model.

Results and Discussion

Results

In this study, the respondents consisted of consumers of Butterfields Café who had made

at least one purchase within the past month. The required sample size, calculated using the G*Power application, was 107 respondents; however, a total of 160 completed questionnaires were collected. The data obtained from the respondents were deemed valid, and therefore, all data were utilized in this study. The inferential statistics employed in this research include both the outer model and the inner model. The outer model comprises indicator reliability (outer loading), construct reliability (Cronbach's Alpha and Composite Reliability), convergent validity (Average Variance Extracted, AVE), and discriminant validity (Heterotrait-Monotrait ratio, HTMT). Meanwhile, the inner model includes the assessment of multicollinearity using the Variance Inflation Factor (VIF), the coefficient of determination (R-square, R^2), and hypothesis significance testing.

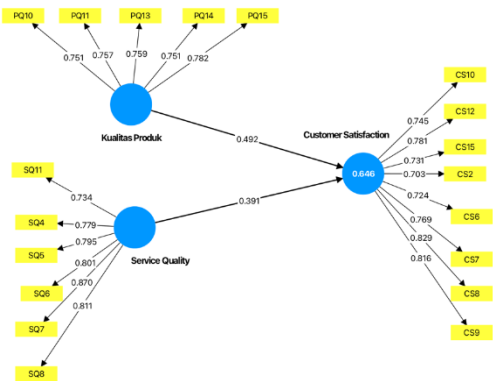


Figure 1. Outer Loading

Table 1. Outer Loading Test Results

	Customer Satisfaction	Product Quality	Service Quality	AVE
CS10	0,745			0,583
CS12	0,781			
CS15	0,731			
CS2	0,703			
CS6	0,724			
CS7	0,769			
CS8	0,829			
CS9	0,816			
PQ10		0,751		0,578
PQ11		0,757		

PQ13	0,759	
PQ14	0,751	
PQ15	0,782	
SQ11		0,734
SQ4		0,779
SQ5		0,795
SQ6		0,801
SQ7		0,870
SQ8		0,811

0,639

Table 2. Reliability Test Results

	Cronbach Alpha	Composite reliability	Rho_A	Description
Customer Satisfaction	0,897	0,899	0,918	Reliable
Product Quality	0,818	0,819	0,872	Reliable
Service Quality	0,886	0,887	0,914	Reliable

Table 3. Discriminant Validity HTMT

	Customer Satisfaction	Product Quality	Service Quality
Customer Satisfaction			
Product Quality	0,863		
Service Quality	0,795	0,762	

Based on the data presented in Table 1, the outer loading test results demonstrate that all indicators used in this study are valid, as each indicator has an outer loading value greater than 0.7. Additionally, the variables in this study are deemed valid, as the Average Variance Extracted (AVE) values exceed the threshold of 0.5. As indicated in Table 2, the reliability of the variables is confirmed, with Cronbach's Alpha, Composite Reliability, and rho_A values all surpassing the recommended threshold of 0.7, signifying that the

measurement instruments used in this study are reliable. Further validation is provided by Table 3, where discriminant validity is assessed using the Heterotrait-Monotrait ratio (HTMT). Since all HTMT values are below the 0.9 threshold, discriminant validity is established, confirming that the variables are distinct and not highly correlated with one another. In summary, the results from the tests conducted on the measurement model indicate that all variables in this study are both valid and reliable.

Table 4. VIF

	VIF
Product Quality -> Customer Satisfaction	1,748
Service Quality -> Customer Satisfaction	1,748

Table 5. R-Square

Variable	R-square
Customer Satisfaction	0,646

Table 6. F-Square

Path	Customer Satisfaction	Description
Product Quality -> Customer Satisfaction	0,392	Large effect size
Service Quality -> Customer Satisfaction	0,247	Large effect size

Table 7. Q-Square

Customer Satisfaction	
Product Quality	1,000
Service Quality	1,000

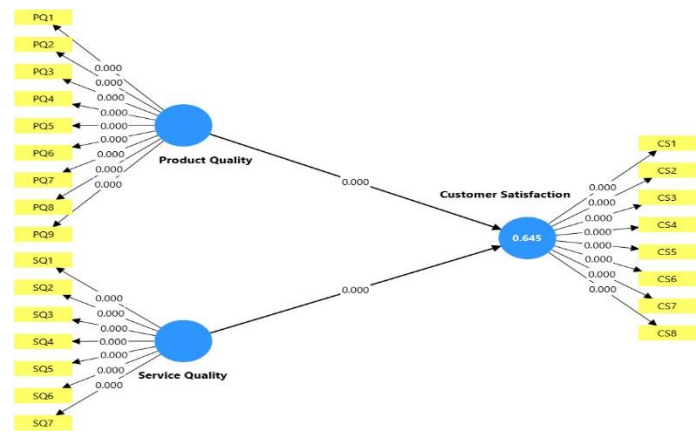


Figure 2. Inner Model

Table 8. Hypothesis Test Results of Path Coefficients

Hipotesis	Original Sample	T statistics	P values	Description
Product Quality -> Customer Satisfaction	0.492	7.422	0.000	Supported
Service Quality -> Customer Satisfaction	0.391	5.464	0.000	Supported

Based on the data in Table 4, there is no indication of multicollinearity in this study, as each variable demonstrates a Variance Inflation Factor (VIF) value of less than 5. Table 5 reveals that the variables of Product Quality and Service Quality explain 64.6% of the variance in Customer Satisfaction, with the remaining 35.4% potentially influenced by other variables not examined in this study. The R-square value of 64.6% falls within the moderate category, indicating a moderate level of explanatory power. In comparison, Tirtayasa (2022) reported an R-square value of 58% in a similar model, suggesting that this study offers a higher explanatory power. Table 6 presents the F-square test results, which show that both Product Quality and Service Quality have substantial effect sizes. Specifically, Product Quality has an effect size of 0.392, and Service Quality has an effect size of 0.247, both of which are classified as large. Additionally, the Q-square test result is greater than 0, indicating strong predictive relevance and confirming the model's predictive capability. From a practical standpoint, an increase of 1 point in Product Quality is expected to improve Customer

Satisfaction by 0.492 points, while a 1-point increase in Service Quality is anticipated to boost Customer Satisfaction by 0.391 points. This demonstrates that improving Product Quality has a greater impact on Customer Satisfaction compared to Service Quality. As such, both variables should be prioritized for enhancing customer loyalty at Butterfields Café. Hypothesis 1 posits that Product Quality has a positive and significant effect on Customer Satisfaction among Butterfields Café consumers. The analysis shows an original sample value of 0.492, a t-statistic of 7.433, and a p-value of 0.000, confirming that H1 is supported. The relatively lower impact of Service Quality on Customer Satisfaction, in comparison to Product Quality, can be attributed to factors such as the growing trend of self-service in modern cafés. At Butterfields Café, where customers increasingly place and collect their orders independently, there is less direct interaction between staff and customers, which may dilute the effect of Service Quality. According to Kotler and Armstrong (2018), food products are not only consumable goods but also encompass all items offered to meet

consumer needs in terms of taste, aroma, and nutritional benefits. These products play an essential role in providing energy and nutrients for the body. At Butterfields Café, the high-quality food offerings, made from selected ingredients, cater to consumer preferences, contributing significantly to customer satisfaction. Hypothesis 2 suggests that Service Quality has a positive and significant effect on Customer Satisfaction. The original sample value for this hypothesis is 0.391, with a t-statistic of 5.464 and a p-value of 0.000, which confirms that H2 is supported. The findings align with Zeithaml *et al.* (2018), who define customer satisfaction as the overall evaluation of a product or service based on consumer expectations. Satisfaction is achieved when the perceived performance meets or exceeds these expectations. Conversely, dissatisfaction occurs when the actual performance falls short. Furthermore, this study supports the SERVQUAL theory proposed by Parasuraman *et al.* (1988), which posits that service quality enhances customer satisfaction when the service exceeds customer expectations. At Butterfields Café, factors such as comfortable facilities, reliable service delivery, staff responsiveness, professionalism, and empathy significantly shape positive customer perceptions of service quality (Handyana *et al.*, 2023).

This study also supports Rismayanti *et al.* (2022), whose research indicates that excellent service quality directly impacts customer satisfaction levels, particularly in the food and beverage industry. Butterfields Café's unique characteristics, particularly its role as a key supplier for special events such as weddings and gatherings, influence customer expectations. These customers are often more focused on the quality and variety of the food than on individual service interactions within the café. However, it is important to acknowledge the limitations of this study. The research is focused exclusively on Butterfields Café customers in Bogor, and as such, the findings may not be directly applicable to other cafés in different regions or cities. Variations in consumer characteristics, cultural contexts, and market competition may lead to different results.

Discussion

The findings of this study indicate that both product quality and service quality significantly affect customer satisfaction at Butterfields Café, which aligns with the work of Dredge, Airey, and Gross (2015), who emphasize that the culinary and hospitality sectors play a crucial role in the tourism industry, directly impacting customer experiences and satisfaction. Product quality, especially in terms of taste and presentation, plays a major role in shaping customer perceptions, as explained by Kotler and Armstrong (2020), who note that product quality encompasses all characteristics that determine the extent to which a product meets consumer needs and desires. In this study, product quality was measured through customer perceptions of the taste and presentation of food and beverages, which were found to significantly contribute to their satisfaction. Service quality, on the other hand, plays an essential role in shaping the overall customer experience. This finding is consistent with research by Juliana (2019), which shows that high service quality improves customer satisfaction and supports the development of loyalty. Key aspects of service quality in this study included staff responsiveness, friendliness, and the speed of service. Despite some complaints regarding service delays, service quality was still found to positively impact customer satisfaction, in line with the SERVQUAL model proposed by Zeithaml, Bitner, and Gremler (2018), which highlights the importance of delivering services that meet or exceed customer expectations.

Additionally, the study found that improvements in both product quality and service quality simultaneously contribute significantly to customer satisfaction. This aligns with Tirtayasa's (2022) research, which showed that both product quality and service quality positively influence customer satisfaction, ultimately boosting customer loyalty. Therefore, to enhance customer satisfaction and foster long-term loyalty, Butterfields Café should focus on improving both of these variables simultaneously. Enhancing product quality could involve menu innovation, developing dishes using local ingredients, and ensuring consistency in

presentation. For service quality, strengthening staff training on communication and delivering fast, friendly service is necessary. This study also confirms the importance of maintaining consistency in product and service delivery. This is in line with Hjalager and Richards (2002), who emphasize that consistent culinary experiences are crucial for attracting repeat customers. Any shortcomings in product or service quality can tarnish customer perceptions and reduce their satisfaction. Hence, continuous improvement in both areas is essential, particularly in a competitive market such as the café industry. Overall, this study makes a significant contribution to understanding the factors that influence customer satisfaction in the café industry. It provides insights for café owners and managers to focus more on improving product and service quality, as well as the importance of delivering a consistent, high-quality customer experience. As Salsabillah *et al.* (2024) point out, good product and service quality can enhance customer satisfaction and create loyalty, which ultimately supports the long-term success of businesses in the café sector.

Conclusion

This study confirmed that both product quality and service quality have a positive and significant impact on customer satisfaction at Butterfields Café. Specifically, Hypothesis 1 (H1) posited that product quality would significantly affect customer satisfaction, with the findings supporting this hypothesis ($\beta = 0.492$, $t\text{-statistic} = 7.433$, $p\text{-value} = 0.000$). Similarly, Hypothesis 2 (H2) stated that service quality would have a significant impact on customer satisfaction, which was also supported by the data ($\beta = 0.391$, $t\text{-statistic} = 5.464$, $p\text{-value} = 0.000$). The results indicate that product quality is a critical driver of customer satisfaction. Therefore, it is recommended that Butterfields Café management continue to prioritize product excellence by focusing on ingredient selection, maintaining the originality of recipes, incorporating local Bogor ingredients into the menu, and adapting offerings to better align with customer preferences. These steps will

help ensure that the café meets customer expectations and enhances their overall experience. Additionally, since service quality also significantly influences customer satisfaction, the café should invest in maintaining and improving service standards. Implementing service recovery programs, providing training to staff to handle customer feedback effectively, and introducing an incentive system based on customer reviews can help improve staff performance and further elevate customer satisfaction. Future research could explore additional variables that influence customer satisfaction, such as pricing strategies, the impact of social media marketing, or the café's location. Further studies could also expand the scope by examining other sectors within the food and beverage industry, such as restaurants or coffee shops, to assess whether the findings regarding the influence of product and service quality on customer satisfaction hold across different types of food and beverage establishments.

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