

Effect of Service Quality, Price and Location on Costumers Satisfaction at Bangi Cafe Kota Wisata Cibubur

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ABSTRACT

This study aims to determine the effect of Service Quality, Price and Location on Customer Satisfaction at Bangi Café Kota Wisata Cibubur. The method carried out in this study is a quantitative method. The author used data collection techniques with questionnaires and given to several people who have become customers of Bangi Café itself. From data processing that has been carried out and obtained samples to 50 respondents (using convenient technique). Adjusted R-Square was obtained at 0.754. This means that the variables of service quality, price and location are able to explain 75.4% of their influence on the dependent latent variable. The research results show that the price and service quality variables have a significant effect on customer satisfaction, but the location factor does not have an influence on customer satisfaction. Prices have a strong influence on young people whose pockets are still limited or dependent on their parents

INTRODUCTION

In the current era of industrial revolution 4.0, industry in the world is developing very rapidly, specifically in the field of internet technology. The number of new industries that have emerged using internet technology means that existing industries need to improve their quality by using internet technology to be able to survive in this era of industrial revolution 4.0. In order to adapt to these situations and circumstances, entrepreneurs must quickly make the right decisions with the goal that the business they establish can survive and develop well. Entrepreneurs need to maintain and develop their companies in order to win market competition. To win market competition, companies need to know customer needs, customer interests and what customers want using technology that can make things easier for these customers.

Paying attention to the needs, interests and what customers want, namely aiming to obtain customer's satisfaction is the main factor for the company's success in competition market. To get customer satisfaction, entrepreneurs need to pay attention to several factors such as service quality, price and location. Service quality can be said to be a profit strategy with the aim of attracting new consumers to become customers, retaining old customers, trying to prevent customers from getting bored and preferring competitors. By prioritizing service quality, the company will get a positive response which will turn into customer satisfaction. Business actors need to think about how to meet customer expectations because this is a factor that needs to be taken into account. By providing the maximum and best quality of service to meet customer expectations, there will be satisfaction from the customers themselves.

Apart from the points mentioned previously, there is also price as another factor in getting customer satisfaction. This price is a very important sales factor because many companies close their outlets because they set prices that are not suitable for their target market. Companies need to set prices according to the finances of customers from their target market so that customers can get the goods at the desired price. For customers, the nominal price is a consideration in making the customer's decision, whether he wants to buy the item or not. This happens because differences in product prices will influence customers' thoughts about the product.

Companies also need to choose a suitable location to carry out all their business activities, because a location that suits the needs of the company and customers will be more profitable for the company. To choose a suitable location, the company needs to choose a location that is easily accessible to customers. For example, restaurants, some people prefer restaurants that are located close to the activities they do and are easy to access. A suitable location for customers is usually related to the choice of a location that is heavily travelled, around the shopping centre, close to housing, close to offices and has good parking space. By choosing a suitable location, it will attract the attention of customers because it is more easily accessible and can be the choice of the customer.

In this research, researchers chose the Bangi Cafe Restaurant for further research. This restaurant is one of the restaurants located in the Cibubur Tourist City. The Bangi Cafe restaurant has quite varied price variants, the food and

drink menu is also very diverse. Even though the theme of this restaurant is a cafe, Bangi Cafe still has a very large variety of food. Not only Indonesian food such as fried rice, noodles, beef rib soup and so on, Bangi Cafe also has menu variants from abroad such as tacos, chicken katsu, banana splitter, beef quesadilla and so on. Bangi Cafe has many interesting promotions, for example the discounts they offer if there are customers who want to book a restaurant to hold a social gathering, seminar, meeting, gathering, and kids birthday. Below is a table listing competitors and price competition with competitors.

Table 1. Competitor List in Kota Wisata Cibubur

No	Company Name	Address
1	Honey Comb Cafe & Desserts	Virginia, Jl. Raya Kota Wisata No.10, Ciangsana, Gn Putri.
2	Bangi Cafe Kota Wisata Cibubur	Ruko Sentra Eropa Blok. SED, Jl. Boulevard Kota Wisata No.2, Ciangsana, Gn. Putri.
3	SEATAP Coffee and Space	Arundina, Jl. Lap. Tembak No.A10, Cibubur.
4	The Garden Cafe & Resto	Ruko Maison Avenue, Kota Wisata Cibubur, Limus Nunggal.
5	Fauzan Cafe	Jl. Raya Kota Wisata . Kel Cibubur Kec Gn.Putri Kab Bogor

Source: Data Processed, 2023

Based on table 1 it can be seen that the Bangi Cafe restaurant has several competitors around it. Compared to its competitors, Bangi Cafe has more expensive drink prices than its competitors, while the food prices provided by Bangi Cafe are very competitive with the food prices provided by other competitors (Table 2).

Table 2. Menu Price List at Bangi Café Restaurant and Its Competitors

No	Menu	Fauzan Café	Honey Comb Cafe & Desserts	Bangi Kopi Kota Wisata	SEAT AP Coffee and Space	The Gard en Cafe &Resto
1	Hot Capuchino	Rp 20,000	Rp 27,000	Rp 34,000	Rp 31,2 50	Rp 24,000
2	Lemon Tea	Rp 15,000	Rp 19,000	Rp 27,0 00	-	Rp 24,000
3	Meal menu & rice	Rp 35,000 - Rp 70,000	Rp 30,000 - Rp 37,000	Rp 35,000 - Rp 75,000	Rp 37,000 - Rp 56,000	Rp 30,000
4	Burger, Sandwich & Roti	Rp 15,0 00 - Rp 38,000	Rp 31,000 - Rp 38,000	Rp 20,000 - Rp 28,000	Rp 31,250	Rp 10,000 - Rp 35,000

Source: Data Processed, 2023

Compared to its competitors, Bangi Cafe has cheaper drink prices than its competitors, while the food prices provided by Bangi Cafe are very competitive with the food prices provided by other competitors, especially for burger and sandwich. If you want to capture and maintain its market share, Bangi Cafe needs to have the right strategy. Managers must think to find out what customers' needs and desires are so that it can be used as an advantage for the Bangi Cafe restaurant. By having these advantages, restaurants can get a positive response for customer satisfaction.

The purpose of this research is to test and to analyse the influence of service quality, price and location on customer satisfaction at the Bangi Cafe in Kota Wisata Cibubur.

LIERATURE REVIEW

Customer Satisfaction

Customer satisfaction is the feeling of satisfaction/happiness or dissatisfaction felt by an individual or customer regarding a product/service. Dimensions and indicators of customer satisfaction that business actors use to measure customer satisfaction are product quality, service quality, emotional, price, cost and others.

Important concepts related to customer satisfaction include; First, the difference between customer expectations and the product/service that customers receive. Satisfaction increases if the actual service received exceeds customer expectations (Santoso et al., 2024). It is vice versa. Customers are neutral when expectations match expectations.

The second concept is that customer satisfaction is determined by the perception of the value of the products and services received, compared to the costs incurred (Afthanorhan et al., 2019; Nur Lelasari & Innocentius Bernarto, 2023). Third, the concept of customer satisfaction is an attribute or explanation that customers make for the success or failure of a product or service (Jashireh et al., 2016). Customers will give different attitudes when the cause of satisfaction or dissatisfaction is caused by internal factors (for example product/service quality factors) or external factors (such as environmental factors). Entrepreneurs need to understand the concept of customer satisfaction to understand customer desires and improve service.

Research on customer satisfaction have been done by (Indajang et al., 2023; Winata, 2023; Zainurossalamia Za et al., 2022) in the food industry. Factors determinant on customer satisfaction by (Indajang et al., 2023) are service quality and price. Meanwhile (Winata, 2023) is using service quality, facility and location on customer satisfaction.

This is different from (Sunaryo, 2019) research which looked at customer loyalty at local fast food restaurants. Determinant factors apart from price, food quality, service quality and location, (Sunaryo, 2019) has also included environmental variables.

Service Quality

Service is something that is attempted or given to customer that is intangible in nature. Service quality is expected to make customers feel happy, comfortable and will come again and again to get the same or better service than before. Service quality dimensions and indicators used by (Ramadhani Jatmika & Abdurrahman, 2023) are five dimensions, namely physical evidence (tangible), reliability, responsiveness, assurance and empathy. Research (Setiono & Hidayat, 2022) changes the term assurance to guarantee. Those dimensions for Service quality also used by (Sugiarto & Octaviana, 2021) in bank industry, and (Noor & Amal, 2023; Setiono & Hidayat, 2022), not in food industry. The dimensions of service quality are slightly different from researching (Ainani Lukman & Indrawati, 2024) which use reliability, responsiveness, security, fulfillment and efficiency. The security aspect in this research was not included because it is not related to industrial cafes.

Price

Price is the amount of costs that must be paid by buyers according to the value or benefits. Pricing uses four dimensions (Kotler & Armstrong, 2015), namely price affordability, price suitability to product, price suitability to benefits, and price suitability to ability or price competitiveness.

For upper class customers, prices may not be as sensitive as lower middle class customers. Cafe entrepreneurs are required to be able to design effective pricing strategies, according to market conditions and target segments. One of strategies used is cost-based pricing (Amaral & Guerreiro, 2019). Cost efficiency strategies without reducing quality become a comparative advantage for companies. The ability to get cheap suppliers with good quality raw materials plays an important role. Pricing strategies can also be determined based on market demand. For example, they use the price skimming method or setting high prices during peak season and lowering them over time. On the other hand, they can set penetration pricing or set low prices to attract customers. There are many aspects

to consider when setting prices. Entrepreneurs' foresight in understanding customers' psychological conditions is important in setting prices.

Location

Location is the physical structure of a business and is a key component that determines how a company positions its business and operations. Location is one of the success factors and starts with environmental selection. The dimensions for selecting the location used that must be considered are access, visibility, parking space, expansion, environment, competitors and government regulations regarding location.

Framework

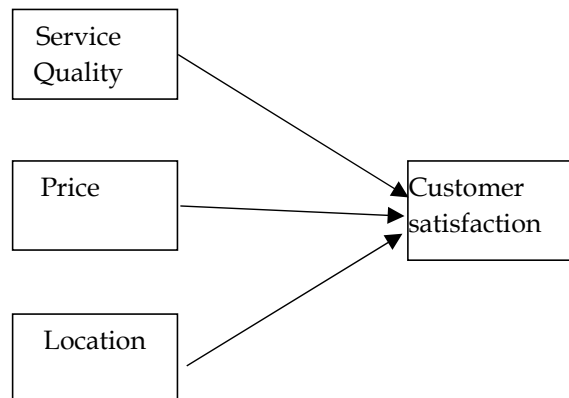


Figure 1. Conceptual Framework

Hypothesis

1. H1: There is an influence of service quality on customer satisfaction at Bangi Café, Kota Wisata-Cibubur.
2. H2: There is an influence of price on customer satisfaction at Bangi Café, Kota Wisata-Cibubur.
3. H3: There is an influence of location on customer satisfaction at Bangi Café, Kota Wisata-Cibubur.

METHODOLOGY

The population in this study were all customers who came to Bangi Café, Kota Wisata-Cibubur. The samples in the study were selected using convenient techniques that were found or were at Bangi cafe. The number of samples collected was 50 respondents.

The research uses quantitative data with a Likert scale processed with SmartPLS. This software is capable of processing limited amounts of data and does not require data with a normal distribution.

The stages carried out are; First, create a structural model (outer model). Both model estimates use the PLS algorithm to test validity and reliability. Evaluate convergent validity (looking at the AVE value) and reliability by looking at the composite reliability value, Cronbach's Alpha. This value is to ensure the measurement model is valid and reliable. Evaluation of discriminant validity can look at one of the cross loadings, Fornell and Larcker Criterion, or the Heterotrait-Monotrait Ratio value. Smart-PLS will also calculate indicator weights, path coefficients (f-square) and R-square values.

If all the outer model indicators are valid and reliable, then the next step is hypothesis testing or significance testing through bootstrapping (inner model). The final step is interpretation and reporting of results.

RESULTS

Convergent validity

The first step is to test the convergent validity by looking at the outer loading value. Outer loading values below 0.708 are discarded. Conversely, if the outer loading is more than 0.708 then it is declared valid. Based on the results of smartPLS processing, the final outer loading value is obtained in the outer model (picture 2);

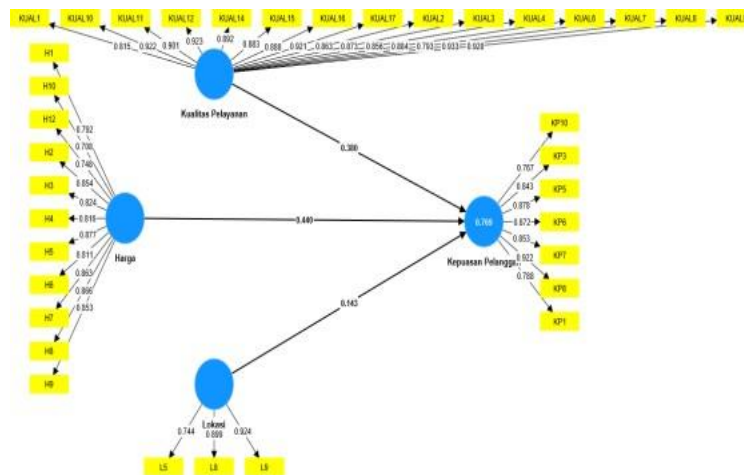


Figure 2. Outer Model
 Sources: Data Processed, 2023

The values obtained from the outer model of each indicator in the dimensions of service quality, price and location all show values above 0.7. Likewise indicators are on the dimensions of customer satisfaction. This means that all indicators used are declared valid.

Discriminant Validity

To test discriminant validity, it can be seen from the cross-loading, Fornell-Lacker and HTMT approaches. The cross-loading results are in table 3.

Table 3. Cross-Loading Result

	Price	Customer satisfactio n	Service quality	Locatio n
P1	0.792	0.591	0.570	0.235
P2	0.854	0.660	0.624	0.332
P3	0.824	0.610	0.625	0.523
P4	0.816	0.637	0.658	0.599
P5	0.877	0.730	0.802	0.613
P6	0.811	0.777	0.647	0.561
P7	0.863	0.728	0.702	0.441
P8	0.866	0.732	0.703	0.411
P9	0.853	0.702	0.641	0.580
P10	0.708	0.495	0.505	0.397
P12	0.748	0.679	0.638	0.265
CS1	0.682	0.788	0.642	0.553
CS3	0.625	0.843	0.690	0.706
CS5	0.781	0.878	0.774	0.496
CS6	0.683	0.872	0.737	0.647
CS7	0.744	0.853	0.720	0.416
CS8	0.721	0.922	0.728	0.580
CS10	0.624	0.767	0.604	0.442
SQ1	0.673	0.752	0.815	0.708
SQ2	0.654	0.690	0.863	0.610
SQ3	0.754	0.747	0.873	0.699
SQ4	0.694	0.748	0.856	0.565
SQ6	0.698	0.759	0.884	0.607
SQ7	0.642	0.683	0.793	0.438
SQ8	0.772	0.766	0.933	0.676
SQ9	0.720	0.777	0.928	0.591
SQ10	0.709	0.772	0.922	0.569
SQ11	0.744	0.752	0.901	0.609
SQ12	0.712	0.744	0.923	0.646
SQ14	0.684	0.703	0.892	0.530
SQ15	0.651	0.676	0.883	0.620
SQ16	0.698	0.702	0.888	0.578
SQ17	0.720	0.702	0.921	0.640
L5	0.433	0.540	0.580	0.744
L8	0.534	0.606	0.651	0.899
L9	0.446	0.509	0.518	0.924

Source: Data Processed, 2023

Based on the data from the cross-loading results in Table 3, it shows that all indicators in the construct (marked in bold) have the highest or greater values than indicators in other dimensions. This means that the discriminant validity is declared good or valid. For example, the price construct (P1) has a value of 0.792 and this value is the highest compared to the values for customer satisfaction 0.591, service quality 0.570 and location 0.235. Likewise, the values for each of the other constructs are greater than the values for the other variables.

Next, to see other discriminant validity, use the results of Fornell and Larcker-Criterion. However, if there are criteria that do not meet the requirements, the Fornell and Lackers results (Table 4) can be ignored, because

the cross-loading results already meet the valid requirements. Likewise for the HTMT test.

Table 4. Result of Fornell and Larcker Criterion

	Price	Customer satisfaction	Service quality	Location
Price	0.821			
Customer satisfaction	0.821	0.848		
Services quality	0.793	0.828	0.886	
Location	0.554	0.648	0.685	0.859

Source: Data Processed, 2023

Based on table 4, it can be concluded that almost every variable has a value that is greater than the correlation value of the variables in the other columns. It can be seen that the price variable still has the same value as the correlation between the customer satisfaction variable, namely 0.821. Based on table 4, it can be concluded that almost every variable has a value that is greater than the correlation value of the variables in the other columns. It can be seen that the price variable still has the same value as the correlation between the customer satisfaction variable, namely 0.821. The customer satisfaction variable has a higher value compared to other columns or other rows. However, as previously mentioned, the validity of discrimination is still declared good or valid as long as one of the 3 methods meets the requirements.

If the discriminant validity test uses HTMT (Heterotrait-Monotrait Ratio), then the value of each variable is said to be valid if the value is less than 0.9. Table 5 all values are below 0.9, meaning that the discriminant validity is declared good or valid.

Table 5. Result of HTMT

	Customer Service		
	Price satisfactio n	s quality	Location
Price			
Customer			
satisfactio	0.86		
n	3		
Services			
quality	0.81	0.862	
	6		
Location	0.62	0.738	0.760
	0		

Source: Data Processed, 2023

**Inner Model
R-Square**

Firstly, it is inner model analysis, by looking at the R-square value. Table 6 shows R-square 0.769 and adjusted R-square 0.754. This means that the independent variables (price, service quality and location) are able to explain their influence on the consumer satisfaction variable by 75.4%. Meanwhile the remaining 24.6% is explained by other factors not included in this study.

Table 6. Result of R-square

	R-square	Adjusted R-square
Customer satisfaction	0.769	0.754

Source: Data Processed, 2023

F-Square

Secondly, to see how strong the relationship between the independent variable and the dependent variable is using f-square analysis. Table 7 shows that the price and service quality variables have a value of more than 0.15, meaning they are strong. For the location variable it shows a value of 0.047 (between 0.2 and 0.15), meaning it has a weak influence on consumer satisfaction.

Table 7. Result of F-square

F-square	Customer satisfaction
Price	0.311
Service quality	0.177
Location	0.047

Source: Data Processed, 2023

Hypothesis Test

Based on the hypothesis test table (Table 8), the hypothesis can be concluded as follows;

1. Hypothesis test H1: Service quality is thought to have a significant effect on customer satisfaction. The p-value is 0.020 and the t statistic or T value is 2.087, seen in the previously generated data. Because the p-value is <0.05 and the t-statistic is >1.96, it can be concluded that service quality has a significant effect on customer satisfaction.
2. Test the hypothesis H2 that price is thought to have a significant effect on customer satisfaction. Because the p-value is <0.05 and the t-statistic is >1.96, it can be concluded that price has a significant effect on customer satisfaction.
3. Test the hypothesis H3, location is thought to have a significant effect on customer satisfaction. However, the p-value for location is >0.05 and the t-statistic is <1.96, so it can be concluded that location does not have a significant effect on customer satisfaction.

Table 8. Result of Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Price -> Customer satisfaction	0.440	0.441	0.152	2.896	0.002
Service quality -> Customer satisfaction	0.380	0.365	0.182	2.087	0.020
Location -> Customer satisfaction	0.143	0.159	0.112	1.281	0.102

Source: Data Processed, 2023

DISCUSSION

Based on the hypothesis test that has been obtained, it shows that service quality has a significant effect on customer satisfaction. This research is consistent with research conducted by (Ariyanti & Fachrodji, 2021), which found that service quality influences customer satisfaction. Good service certainly makes customers comfortable in enjoying products or services. On the other hand, bad service will encourage customers to be reluctant to come back to that place, unless there is no other choice.

Price is also an important factor. Based on hypothesis testing, it shows that price has a significant effect on customer satisfaction. Apart from service, customers are also closely related to the price of a product or service. No matter how good the service is, if the price is not affordable for buyers, then they will not come again. The relationship between price (X2) and customer satisfaction (Y) is certainly very strong. Cafe customers are dominated by young people, where price

greatly influences the level of satisfaction. Young people have a limited budget, especially as they still depend on their parents. They will choose a cafe that suits their pocket. The results of this research are in line with research (Sugiharto & La Are, 2020) that price influences millennials when shopping for food. Research (Suprianto et al., 2023) on both service quality and price directly influence customer satisfaction in restaurants. However, Its research also includes food quality, while this research does not. Price also has an effect on research (Sunaryo, 2019), on customer loyalty, which means satisfied customers at local fast food restaurants.

Another factor tested in this study is location. Location does not show any significance to consumer satisfaction. This research is in line with the results of (Ariyanti & Fachrodji, 2021). In the Kota Wisata-Cibubur area, there are many places to hang out. So the choice of location as long as it is still in that area has less responsive influence on the level of customer satisfaction. Location-related research may be significant if the locations are far from each other. Research contradicts (Hanaysha, 2016) that the location of fast food restaurants should be visible and accessible to customers, which seems to be an important factor in fast food restaurants in Malaysia. This means that location has a big influence on the success of a restaurant. Research in Nigeria by (Dunmade, 2022) also shows that location choice has a big influence on customer return visits.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of statistical tests that have been carried out, the author concludes that the factors that have a significant influence on the level of cafe customer satisfaction are price and service quality. Prices in general are very sensitive to a person's decision to buy. Usually the first thing consumers look at from a menu is to see whether the prices are reasonable or not. Service quality factors also have a very significant effect on customer satisfaction. Cheap prices but poor quality service certainly makes customers reluctant to come. Location has no effect on customer satisfaction.

For this reason, suggestions that can be given to increase customer satisfaction in cafes include; to improve the quality of service, not only friendliness, but the products and services provided are more creative and innovative. For prices, cafe owners must be able to compete with competitors who are able to sell cheaper prices for the same products. For certain hours it may be interesting to give a discount.

FURTHER STUDY

Suggestions for future researchers are to research other variables related to customer satisfaction such as Store Atmosphere, Digital Marketing, Promotion and also Taste.

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