



## Customer Satisfaction Study Reviewed from Product Variety and Buying Interest that Impact Loyalty at Maroeti Cafe in the of Jakarta

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### ABSTRACT

This study aims to analyze the influence of product variations and consumer buying interest on customer satisfaction and their impact on customer loyalty at Maroeti Cafe in Jakarta. Using a quantitative descriptive method with simple random sampling, 79 respondents were selected from a population of 383. The t-test results show that both product variations and buying interest have a positive and significant effect on satisfaction and loyalty ( $p < 0.050$ ). The F-test also confirms that product variations and buying interest simultaneously influence satisfaction ( $F = 15.961$ ) and satisfaction significantly affects loyalty ( $F = 11.722$ ). These findings highlight that product diversity and consumer interest are key drivers of customer satisfaction, which in turn fosters loyalty among cafe customers.

## INTRODUCTION

The cafe business in Indonesia is a business in the *Food and Beverage* (F&B) sector that provides a place for customers to enjoy various types of food and beverages in a comfortable atmosphere for relaxing, socializing, or working. The café business in Indonesia has grown rapidly in recent years in line with the increasing hangout culture in society, especially among young people and creative workers. These cafes typically provide unique drinks and a wide selection of light and heavy meals.

In addition to the menu, this cafe in Indonesia features attractive interior design and concepts with the aim of attracting customers. Many of them use instagrammable themes or designs to attract customers who want to take pictures or relax. Café businesses often use digital marketing strategies such as social media platforms to expand customer reach. These cafes are often the place of choice for activities such as informal meetings, community events, and workplaces, especially those that provide wi-fi facilities and *co-working spaces*.

Maroeti Cafe is one of the culinary places in the city of Jakarta which was established in early 2022 with a very strategic location in the center of Jakarta. The spacious and unique place makes visitors comfortable, there are various kinds of menus that can be offered to attract customers to come back to Maroeti Cafe.

In her 2023 study titled "*The Influence of Product and Price Diversity on Customer Satisfaction and Its Impact on Minimarket Customer Loyalty*", Capriati demonstrates that variations in product offerings play a crucial role in shaping customer satisfaction, which in turn positively influences their loyalty within the minimarket industry. This research was conducted on retail businesses with a focus on transactions, not previous purchase experiences. In the context of Maroeti Cafe, which offers a shopping experience-based service, the influence of product variations on customer satisfaction and loyalty can provide new insights into how product diversification affects customer buying interest in the culinary sector. Another supporting study from Betisama Buulolo et al (2022) regarding the study of promotion, product variation, and buying interest in coffee products. It is true that in the city of Tangerang, from the results of the study, the buying interest of coffee consumers is influenced by the promotion and variety of their products. This study aims to address the existing research gaps by offering more comprehensive insights into how product variety and purchase intention influence customer satisfaction and loyalty within the local cafe sector.

The phenomenon found in the variable of product variation based on pre-survey and observation data is that they feel that the products offered have not met their expectations. These findings show that Maroeti Cafe needs to evaluate how their products reflect their brand identity as well as the market's desire to increase its purchasing power. Meanwhile, at the point of product completeness, the results showed that some respondents had difficulty finding the products they wanted and experienced obstacles related to the completeness of the available products. This is an indication of the need to diversify or rearrange product variations to better meet customer needs and demands consistently. With a wide variety of menus, Maroeti Cafe can provide a pleasant dining

experience for customers. From snacks, heavy meals and hot drinks to fresh drinks.

The following is data on Maroeti Cafe's sales turnover in the last 3 (three) years which shows a decrease in turnover which shows a decrease in interest in buying products.

**Table 1. Number and Total Turnover of Maroeti Cafe 2022-2024**

No	Year	Total Turnover
1	2022	Rp. 116.906.700
2	2023	Rp. 105.750.550
3	2024	Rp. 96.699.000
Total		Rp. 319.356.250

Another phenomenon found is the number of customer complaints or complaints that show customer dissatisfaction with buying products there with the following data:

**Table 2. Maroeti Café Customer Complaints 2022-2024**

No	Types of Complaints	Year	Sum
1	Unhygienic Service Response	2022	12
2	Very limited product variety	2023	36
3	The taste of the drink is not suitable	2024	10
Total			58

## THEORETICAL REVIEW

### *Product Variations*

According to Kotler (2019) reveals that product variations are specialists in different product brands that can be differentiated based on size, price, appearance or characteristics. Consumers are more likely to be attracted to make purchases at stores that offer a diverse range of products. By offering a complete and varied product selection, businesses can both simplify the consumer's search process and encourage spontaneous interest in appealing items.

As cited by Indrasari (2019:31), Kotler defines product diversity as the entire range of goods and services provided by a specific seller to consumers. This concept encompasses various elements, including the comprehensiveness of the products offered, the assortment of brands, the different sizes available, and the overall availability of the items being sold.

### *Buying Interest*

According to Latief, (2018:95) argues that consumer buying interest is an action or encouragement for consumers to make purchase transactions for their chosen product. According to Silaningsih & Utami, (2018:145) argues that consumer buying interest is the actions and behaviors of consumers in choosing a product, always paying attention to the type and variety of products before making transactions, transactions in terms of making purchases of products that they see directly or indirectly that can be seen through advertising promotions.

From the definition above, it can be inferred that consumer purchase intention reflects the behavioral tendency exhibited by consumers prior to acquiring and utilizing the desired product. Before completing a purchase, consumers tend to consider several aspects of the product they select, including its appearance, brand, available variants, level of service, and overall quality.

### ***Customer Satisfaction***

According to Prastiwi & Rivai, (2022) in Jenudin (2025:492) Customer satisfaction is an emotional response that arises after a person evaluates and compares the results or performance of a product with their expectations.

According to Kotler & Keller (2022), customer satisfaction tends to arise when a product or service performs at a level that meets or even surpasses their initial expectations. Conversely, if the performance is below expectations, customers will feel disappointed or dissatisfied.

### ***Customer Loyalty***

According to (Oliver, 2021), when the quality of a product or service aligns with or exceeds what customers initially expect, it generally results in a sense of satisfaction. On the other hand, if the outcome falls short of those expectations, it may lead to feelings of dissatisfaction or disappointment. Loyalty reflects a customer's emotional attachment and preference to a brand or company.

### ***Hyphotesis***

Ho: it is presumed that product variation does not exert a positive and significant effect on customer satisfaction at Maroeti Cafe

Ha1 : it is presumed that product variation has a positive and statistically significant impact on customer satisfaction at Maroeti Cafe

Ho: it is presumed that buying interest does not have a positive and statistically significant effect on customer satisfaction at Maroeti Cafe

Ha2 : It is presumed that buying interest has a positive and statistically significant effect on customer satisfaction at Maroeti Cafe

Ho: it is presumed that product variety and buying interest do not have a positive and statistically significant effect on customer satisfaction at Maroeti Cafe

Ha3 : it is presumed that both product variety and buying interest exert a positive and statistically significant influence on customer satisfaction at Maroeti Cafe

Ho: it is presumed that customer satisfaction does not have a positive and statistically significant effect on customer loyalty at Maroeti Cafe

Ha4 : it is assumed that customer satisfaction has a positive and statistically significant impact on customer loyalty at Maroeti Cafe

## **METHODOLOGY**

This study uses a quantitative method, according to Sugiyono (2018), aiming to test the hypothesis that has been previously determined. The quantitative method allows researchers to analyze the relationships between variables through numerical approaches and objective measurements. The place

of research is in MaroetD. i Cafe in Jakarta and the research period is from March to June 2025.

**RESULTS AND DISCUSSION**

*Multiple Linear Regression Test*

**Table 3. Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,153	2,626		4,247	,000
	X1	,343	,109	,374	3,159	,002
	X2	,171	,078	,260	2,197	,031

a. Dependent Variable: Y

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results presented in the table above, the following regression equation is derived:  $Y = 11.153 + 0.343X1 + 0.171X2$ . Based on this equation, the following conclusions can be drawn:

1. The constant value of 11.153 indicates that in the absence of product variation (X1) and buying interest (X2), the level of customer satisfaction (Y) would remain at 11.153 points.
2. The coefficient for product variation (X1) is 0.343, indicating that with the constant held steady and no change in the buying interest variable (X2), a one-unit increase in product variation (X1) will lead to a 0.343-point increase in customer satisfaction (Y).
3. The coefficient for buying interest (X2) is 0.171, indicating that if the constant is held and product variation (X1) remains unchanged, a one-unit increase in buying interest (X2) will lead to a 0.171-point rise in customer satisfaction (Y).

**Table 4. Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,313	2,420		5,089	,000
	X1	,217	,100	,254	2,171	,033
	X2	,241	,072	,394	3,372	,001

a. Dependent Variable: Z

Source: Processed by Researchers Output Results of SPSS Program version 26

Drawing from the test results presented in the table above, the resulting regression equation is  $Y = 12.313 + 0.217X1 + 0.241X2$ . Based on this equation, the following conclusions can be formulated:

1. The constant value of 12.313 indicates that in the absence of product variation (X1) and buying interest (X2), customer loyalty (Z) would remain at a level of 12.313 points.
2. The coefficient for product variation (X1) is 0.217, indicating that if the constant is held and buying interest (X2) remains unchanged, a one-unit increase in product variation (X1) will lead to a 0.217-point increase in customer loyalty (Z).
3. The coefficient for buying interest (X2) is 0.241, indicating that if the constant is maintained and product variation (X1) remains unchanged, a one-unit increase in buying interest (X2) will lead to a 0.241-point increase in customer loyalty (Z).

**Table 5. Results of Correlations Coefficient r product variation (X1) to customer satisfaction (Y)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,516 <sup>a</sup>	,626	,456	1,13633
a. Predictors: (Constant), X1				

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results in the table above, the Pearson correlation coefficient between product variation (X1) and customer satisfaction (Y) is 0.516. This value falls within the 0.400–0.599 range, indicating a moderate degree of association between the two variables.

**Table 6. Result of Correlation Coefficient r BuyingInterst (X2) to Customer Satisfaction (Y)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,464 <sup>a</sup>	,521	,304	1,17480
a. Predictors: (Constant), X2				

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results shown in the table above, the Pearson correlation coefficient between buying interest (X2) and customer satisfaction (Y) is 0.464. This value falls within the 0.400–0.599 range, indicating a moderate level of correlation between the two variables.

**Table 7. Result Correlation Coefficient r product variation (X1) and buying interest (X2) on customer satisfaction (Y)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,560 <sup>a</sup>	,431	,494	1,10689

a. Predictors: (Constant), X2, X1

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results shown in the table above, the Pearson correlation coefficient between product variation (X1) and buying interest (X2) with customer satisfaction (Y) is 0.560. This figure falls within the range of 0.400–0.599, indicating a moderate level of association between the variables.

**Table 8. Correlation Coefficient of Consumer Satisfaction (Y) to Customer Loyalty (Z)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,538 <sup>a</sup>	,614	,430	1,22865

a. Predictors: (Constant), Z

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results presented in the table above, the Pearson correlation coefficient between customer satisfaction (Y) and customer loyalty (Z) is 0.538. This value falls within the 0.400–0.599 range, indicating a moderate level of correlation between the two variables.

**Table 9. Coefficient of Determination of Product Variation (X1) Against Customer Satisfaction (Y)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,516 <sup>a</sup>	,626	,456	1,13633

a. Predictors: (Constant), X1

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results presented in the table above, the coefficient of determination was found to be 0.626. This indicates that the product variation variable (X1) accounts for 62.6% of the variance in customer satisfaction (Y), while the remaining 37.4% is attributed to other factors not examined in this study.

**Table 10. Coefficient of Determination of Buying Interest (X2) to Customer Satisfaction (Y)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,464 <sup>a</sup>	,521	,304	1,17480

a. Predictors: (Constant), X2

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results in the table above, the coefficient of determination was found to be 0.521. This means that the purchase interest variable (X2) contributes 52.1% to the variation in customer satisfaction (Y), while the remaining 47.9% is influenced by other factors not examined in this study.

**Table 11. Coefficient of Determination of Product Variation Variables (X1) and Buying Interest (X2) on Customer Satisfaction (Y)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,560 <sup>a</sup>	,431	,494	1,10689

a. Predictors: (Constant), X2, X1

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results presented in the table above, the coefficient of determination ( $R^2$ ) was found to be 0.431. This indicates that product variation (X1) and buying interest (X2) collectively explain 43.1% of the variance in customer satisfaction (Y), while the remaining 56.9% is attributed to other factors not examined in this study.

**Table 12. Coefficient of Determination of Customer Satisfaction (Y) to Customer Loyalty (Z)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,538 <sup>a</sup>	,614	,430	1,22865

a. Predictors: (Constant), Z

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results shown in the table above, the coefficient of determination ( $R^2$ ) was recorded at 0.614. This suggests that customer satisfaction (Y) contributes 61.4% to the variance in customer loyalty (Z), while the remaining 38.6% is influenced by other variables not included in this study.

**Table 13. Product Variation T-test Results (X1) on Customer Satisfaction (Y)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,630	2,435		5,597	,000
	X1	,474	,093	,516	5,071	,000

a. Dependent Variable: Y

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results shown in the table above, the calculated t-value exceeds the critical t-table value ( $5.071 > 1.993$ ), and this is further supported by

the significance level where the p-value is less than 0.050 ( $0.000 < 0.050$ ). Therefore, Ha1 is accepted while H01 is rejected, indicating that product variation (X1) has a positive and statistically significant effect on customer satisfaction (Y).

**Table 14. Results of the Purchase Interest T-test (X2) on Customer Satisfaction (Y)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,474	2,379		6,503	,000
	X2	,305	,069	,464	4,414	,000

a. Dependent Variable: Y

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results in the table above, the calculated t-value (4.414) is greater than the critical t-table value (1.993). This finding is further supported by the significance level, where the p-value is less than 0.050 ( $0.000 < 0.050$ ). Consequently, Ha2 is accepted and H02 is rejected, indicating that buying interest (X2) has a positive and statistically significant effect on customer satisfaction (Y).

**Table 15. Satisfaction T-test Results (Y) on Customer Loyalty (Z)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,049	2,119		7,102	,000
	Y	,326	,061	,533	5,306	,000

a. Dependent Variable: Z

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results in the table above, the calculated t-value (5.306) exceeds the t-table value (1.993). This result is further supported by the p-value, which is below the 0.050 significance threshold ( $0.000 < 0.050$ ). Therefore, Ha4 is accepted and H0 is rejected, indicating a positive and statistically significant relationship between customer satisfaction (Y) and customer loyalty (Z).

**Table 16. Simultaneous Test Results F**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39,112	2	19,556	15,961	,000 <sup>b</sup>
	Residual	85,765	76	1,225		

	<b>Total</b>	124,877	78			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the test results in the table above, the F-value obtained (15.961) is greater than the critical F-table value (3.127). This finding is further supported by the significance level, where the p-value is below 0.050 ( $0.000 < 0.050$ ). Therefore,  $H_{a3}$  is accepted and  $H_{03}$  is rejected, indicating that product variation (X1) and buying interest (X2) have a simultaneous positive and statistically significant effect on customer satisfaction (Y).

**Table 17. Simultaneous Test Results F**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17,696	1	17,696	11,722	,001 <sup>b</sup>
	Residual	107,181	76	1,510		
	Total	124,877	77			
a. Dependent Variable: Y						
b. Predictors: (Constant), Z						

Source: Processed by Researchers Output Results of SPSS Program version 26

Referring to the table above, customer satisfaction (Y) is shown to have a positive and statistically significant influence on customer loyalty (Z), as indicated by the F-value obtained (11.722) exceeding the F-table value (3.127).

## CONCLUSION AND RECOMMENDATION

Based on the research findings obtained from the study conducted at Maroeti Cafe, Jakarta, the following conclusions can be formulated:

1. Hypothesis 1 is accepted, the results of this study show the influence of product variations on customer satisfaction, so that the more diverse the variety of products, the more satisfied customers will be.
2. Hypothesis 2 is accepted, indicating that buying interest has a significant effect on customer satisfaction. This suggests that as buying interest increases, customers tend to experience greater satisfaction.
3. Hypothesis 3 is accepted, indicating that product variation and buying interest simultaneously have a significant effect on customer satisfaction. This means that greater product diversity combined with higher buying interest leads to increased customer satisfaction.
4. Hypothesis 4 is accepted, indicating that customer satisfaction has a significant influence on customer loyalty. This suggests that the more satisfied customers feel, the more likely they are to remain loyal and recommend the service to others.

## FURTHER STUDY

Subsequent studies may consider investigating other variables that affect customer satisfaction and loyalty such as service quality, pricing strategies, or brand image – in order to gain a more holistic view of consumer behavior in café settings. Additionally, comparative analyses across various cafe brands or geographic locations could determine whether these relationships remain consistent across different market segments. Moreover, future studies could examine the role of digital engagement – such as online ordering experience or social media interaction – in shaping customer satisfaction and loyalty. Incorporating qualitative approaches, like focus group or customer interviews, may also uncover deeper insights into customer preferences and expectations.

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